

With little added effort a copy of the "Census" address coding guide for an area can be modified locally for broader use by the addition of identification codes for areas such as sales territories, delivery routes, and so forth. With this accomplished, local flexibility for marketing purposes is virtually unlimited.

We anticipate that this development in data flexibility, which will provide a standard set of small geographic bits as building blocks in assembling data in virtually unlimited types of areas, will be one of the major contributions of the 1970 Censuses to planners in all fields.

The second possibility of considerable importance in certain fields of interest stems from our proposal to identify the locations of blocks or block faces by coordinates. Although this is not a certainty, it is definitely in our plans. In any event, the system will be so designed that coordinates can be introduced later if resources are not available to introduce them into the system prior to the Census.

Within the areas covered by address coding guides, we expect to have coordinates for block faces; for other parts of urbanized areas, and for rural areas, coordinates probably will be established for "standard locations" consisting primarily of Census tracts or minor civil divisions in the rural areas. The coordinates will be recorded in degrees of latitude and longitude to four decimal places, that is to 36-feet at most, but those who wish to employ state plane or other standard coordinates, rather than latitudes and longitudes, will be able to convert them.

This program opens up a whole area of data availability and analysis heretofore not attainable. Spatial relationships of social and economic data can be examined, density and distance correlates established, statistical aggregates established in terms of distances from a given point, in equal squares of certain size, or other configurations. The characteristics of people and housing within a certain distance of a proposed shopping center can be examined in considerable detail to determine the potential shopping volume. Many other important uses will come to light only after considerable exposure of this facility after the Censuses are taken.

OTHER FUTURE DEVELOPMENTS OF INTEREST TO MARKETERS

We have heard from many places smaller than 50,000 asking that they be provided with Census statistics on a tract basis. The Bureau has announced that it will recognize tracts which are established in these cities through local initiative. Recognizing the tracts means that we will tabulate statistics by tract, but it does not mean that we will be able to publish the tabulations for these smaller areas in the regular Census reports. Nevertheless, the unpublished tabulations will be available at the cost of reproduction.

Housing census results have regularly been published for city blocks. Limited statistics were issued for city blocks in all cities which had a population of 50,000 or over in the 1960 Census. In addition, the Bureau had announced that other communities which wished to have these statistics by city blocks could arrange to have them if they would prepare the necessary block identification materials and reimburse the Bureau for their added costs. Block statistics, including a limited number of housing items and the total population, were published for nearly 750,000 city blocks. In 1970 we hope to extend the block reports to the closely build-up areas surrounding cities of 50,000 and over, i.e., we hope to include the entire urbanized area. An attempt will also be made to provide block statistics for cities with a population of 25,000 to 50,000. If these additions can be effected, the total number of blocks is likely to be on the order of 1,600,000; roughly twice the number for which reports were issued for 1960. It should be stressed at this point that these expansions of the block data are hoped for; however, it cannot yet be stated with assurance that resources will be available to do this.

There is a clear call for greater detail on place of work from the 1970 Census. If it is possible to secure reasonably accurate identification of places of work by street and number, as in the case of residence, the coding of work place to block faces to be aggregated by small areas as desired will be technically feasible. This, coupled with information on methods of transportation used to go to work, will provide information of considerable interest to many market research and planning people.

Of specific interest to this audience is the fact that the Bureau expects to provide from the Housing Census two more categories in the value of property to identify dwelling units in the \$35,000 to \$50,000 group and those \$50,000 or more. Information will be available on families living in high-rise apartments since the respondents will be asked to indicate whether they live in building