

having up to 13 or more floors. This should provide another dimension to the study of potential customer densities in small geographic areas.

Family income will be tabulated in \$1,000 intervals up to \$12,000, \$12,000 to \$15,000, \$15,000 to \$20,000, \$20,000 to \$25,000 and \$25,000 and over. The 1970 questionnaire will ask for considerably greater detail on income other than earnings. This expansion in income data will be of considerable value in market research planning.

POPULATION ESTIMATES FOR SMALL AREAS

Although the Bureau of the Census has a well-established State and national population estimates program, it was not until 1963 that the Bureau undertook the development of population estimates for standard metropolitan statistical areas. The initial report in the standard metropolitan statistical area series was released in April 1964 presenting estimates for the 15 largest standard metropolitan statistical areas and their 68 constituent counties. The program has expanded each year since then and currently estimates of population are published for each of the counties in the 55 largest standard metropolitan areas of over 500,000 population in 1960. These 55 metropolitan areas include 190 counties, with a 1965 combined estimated population of about 90 million.

By next year the reports will hopefully include population estimates for the largest 75 metropolitan areas of the country, including about 230 counties. Each of these standard metropolitan statistical areas had more than 300,000 population in 1960. A major target of the program is to provide estimates for the 100 largest metropolitan areas and their constituent counties by the end of the decade.

The Bureau of the Census does not, as part of its regular program, prepare population projections for areas below the State level. Recently, however, the Bureau has started to explore the possibility of cooperating with the States to develop comparability among small-area estimates. The ultimate objective is a program in which each State would prepare "official" estimates of the population for counties and cities, using methods and sources of data which meet certain standards that are mutually accepted. These figures would be recommended for use in relation to all Federal and State programs and the Census Bureau would publish these so that they would be available for general distribution. The Bureau would continue the regular estimates of population for the nation and the states. Meetings are currently being held with representatives from the State governments to see if such a program can be established.

The national population projections for 1985 range from approximately 239 million to 273 million as compared to a projection of 197 to 198 million this year. By 1975 it is expected that the age group 25-29 will nearly double from 11.3 million to 19.3 million while the number in the age group 45 to 54 will actually decline slightly. Consider the changes in your marketing strategy that this will bring about!

SUMMARY

This discussion has focused on sources of Census data of interest to the field of marketing. The availability of data in unpublished form, on computer tapes, and available from special tabulations has been described. Suggestions have been given concerning data guides that should be of value to marketers. We have described some of the Census tools for pinpointing markets. New marketing tools in future Censuses and other future developments we believe will be helpful have been outlined.

We welcome your reactions and suggestions for further developing Census data as tools for marketing.

POVERTY STATISTICS—WHAT THEY SAY AND WHAT THEY DON'T SAY

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It's an exciting time for the social sciences. We live in a self-conscious and yet trusting society: A society more acutely aware than ever before of its inequities and its iniquities, but yet convinced they can be corrected. A visiting Englishman once remarked that in the U.S. we believe all we have to do to solve any problem is to pass a law about it. I should like to amend that; today we think we need but toss it into a computer and the one and only solution comes out complete with seven carbons.