

for urban, rural nonfarm, total nonfarm, rural farm, and total U.S. families. Reports for the metropolitan areas, regions, and the United States include summaries of major categories of expenditures, incomes, and savings for families classified by annual money income after taxes; family size; age, occupation, and education of head; housing tenure; race; family type; and number of full-time earners, i.e., one-variable tables, as well as many two-variable classifications, e.g., income and family size. Detailed tabulations of expenditures for subgroups and individual items of goods and services, sources of income, and nature of change in savings and debts have been prepared for families classified by income and family size, separately for urban, rural nonfarm, total nonfarm, and all U.S. families, at the regional and U.S. levels.

The Bureau is currently using the survey data to revise the "modest-but-adequate" standard budgets for a 4-person city worker's family and for a retired couple. Estimates of the autumn 1966 costs of these revised budgets will be published in August and September, separately for 23 metropolitan areas, for medium-sized and small cities in 4 geographic regions, and for urban United States. In addition, budgets for a lower and a higher standard are being developed for both family types, and estimates of their spring 1967 costs for the same metropolitan areas and classes of cities are scheduled for publication by the end of 1967. These budgets provide the basis for preparing comparative indexes of living costs. Both the standard budget cost estimates and the indexes of place-to-place differences in living costs based upon them are used extensively by the business community.

Despite the rather substantial general purpose tabulation and publication program, the Bureau has received numerous requests for special tabulations. In cases where these requests could be met from existing unpublished data, we have provided copies at cost through the BLS Regional Offices. One such tabulation, which was planned especially to meet repeated requests of market analysts, provides for each metropolitan area surveyed average expenditures for individual items, or classes of goods and services, by families classified as "below" or "above" the median income for the area. Such a tabulation of the 1950 data for New York City was the basis for a market profile, entitled "New York's 19¼ Billion Dollars—Who Spends It and How," prepared by the Research Department of the New York Times as a guide to advertisers and advertising agencies.

It became evident very early in the processing of the 1960-61 survey data that the Bureau did not have either the staff or computer facilities to fill requests for special tabulations, even on a reimbursable basis. The BLS made the special tabulations for the NICB (mentioned above) with the understanding that the Board would provide the machine programs and make the data available to others.

Since many of the requests were from other Federal agencies having data processing equipment, the Bureau rented the basic data tapes to them under a contract which complies with our nondisclosure regulations. At present, six Federal agencies (in addition to BLS and USDA) have these master tapes. For users outside the Federal Government, the Bureau prepared a General Purpose Tape, consisting of three standard-length (2,400) feet reels of magnetic tape, which is sold on a restrictive contract basis. This tape contains for each of the 13,728 urban and rural consumer units in the sample most of the family characteristics codes; expenditures for major groups, subgroups, and classes of goods and services; and details on sources of income and changes in assets and liabilities. Twenty-one universities, trade associations, and business organizations have purchased this tape.

The requests for special tabulations and for the basic data tapes have revealed the wide range of uses which are being made of the data, many of which are directly or indirectly marketing uses. Probably, from the statistics producer's viewpoint, some of these are misuses. Before making the 1960-61 basic data available, the Bureau explored with its advisory committees and with such other groups as the Social Science Research Council and the Federal Statistics Users Conference, the problems of misuse which could result from such dissemination of disaggregated consumer expenditure and income information from a sample survey. The consensus of these discussions was that, in the present computer age, the need for such data and advantages of their general availability far outweigh the danger and the disadvantages; that the statistics producer's responsibility is to provide as complete descriptions, interpretations, and evaluations as possible; but that uses should not, and misuses cannot, be controlled.

Since the 1960-61 data have been so widely distributed and many, perhaps most, of the business contacts are made through the Bureau's regional offices, the