following discussion is not intended as a comprehensive survey but only to point out various types of marketing uses with a few illustrations. I shall try to summarize the advantages and disadvantages of the Bureau's expenditure survey data for these purposes from the producer's point of view. As a market research user of the data, the discussant may well see both the uses and my appraisal of the data in a different light.

### TRADITIONAL MARKET USES

Until recent years, market use of consumer expenditure survey data was rather generally thought of as the use of the data by business organizations to define the market for a specific and, usually, a narrowly defined product, e.g., washing machines, toilet soap, or men's shoes. Such analyses are used to estimate the share a manufacturer has in each product market; to establish sales quotas or reorganize sales territories; to plan advertising, select or appraise advertising media and sales promotion and to select cities, or consumer groups, in which to test new products. Such uses still constitute a major part of business demand for the Bureau's survey data. The special NICB tabulations of the 1960–61 survey data (referred to above) were designed to serve these purposes, and the Board is planning additional publications on the "share of the market" theme.

However, such uses of the data are not limited to trade association and business analysts. Government agencies, especially analysts in the Departments of Commerce and Agriculture, and university researchers are citing or using the data for the same kinds of studies. For example, individual metropolitan area data from the 1960–61 survey are listed in the U.S. Business and Defense Services Administration "Facts for Marketers," and the General Purpose Statistical Reports are cited in this agency's "Guide to Negro Marketing Information." Andrew F. Brimmer, when Deputy Assistant Secretary of Commerce, used the survey data in a speech before the National Association of Market Developers on "Economic Trends in the Negro Market." As a part of its planning service for industrial and financial clients, the Stanford Research Institute used the survey to prepare a report on spending of "Upper Income Families," and the Super Market Institute, Inc., of Chicago cites the survey data in "A Guide to Source Material for Store Location Research."

Another traditional market use of consumer expenditure survey data is in the development of new products or services. The Federal Government and general public have an interest in some of these studies. For example, the 1960–61 survey data were used as a part of a study of the demand for passenger transportation in the Washington-Boston corridor in the investigation of the feasibility of high-speed railway facilities and demand for supersonic transport. The potentials of the survey data for estimating the costs of operating combustion-engine autos under various assumptions, as compared with anticipated costs for operating electric autos are being studied.

Some of the market studies involve analyses of spending of different types of families for classes or items of goods and services in relation to their spending for related or competing items. The Division of Marketing Research of the Life Insurance Agency Management Association is considering a study of variations in life insurance spending for families having various levels of housing expenditures.

The National Association of Real Estate Boards, of which the discussant is Research Director, is making special tabulations of the survey data to compare homeowner expenditures for various housing-related items with similar expenditures of renting families.

The data are being used in several studies on the impact of taxes of various kinds, with particular emphasis on the differential effects of State and local taxes of various types, e.g., sales and real property taxes, on various groups in the population and among regions.

### FORECASTING MARKET TRENDS

A major use of the CES data by market analysts and business in general is as background on the overall picture of consumer spending in relation to income, saving, and other socioeconomic characteristics of families, and within the broader social and economic scene. Increasingly, business analysts recognize that they need such general background from which to plan their own detailed market research studies and general business programs. Such general business economic analyses do not usually require as current or detailed data as some of the more specific market studies mentioned above. Frequently, the historical cross-section