

CONTENT PLANNING FOR THE 1970 CENSUS OF POPULATION

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The basic decisions which we must reach regarding the 1970 Census include:

1. What subjects should be covered in the Census?
2. What tabulations should be prepared, and how should tabulated results be made available?

We use a number of different approaches to obtain the answers to these questions. Users are continually in touch with us and tell us of their needs for census data. Starting within the past year when we answer requests for data, we ask the requester how he plans to use them. In this way we gain a greater knowledge of the use of census materials. A special unit at the Census Bureau has been set up under Robert Voight to review uses of census data and determine what changes would be desirable to increase such uses.

We also work with a number of advisory committees. Last fall we organized a special Advisory Committee on Population Statistics of which Dr. Philip M. Hauser is chairman. This committee has held four meetings. It has reviewed many aspects of the population statistics program of the Census Bureau but so far has given major attention to the plans for the content of the 1970 Census of Population. We have also organized a Committee on Small Area Data which gives special emphasis to availability and use of data for city blocks, census tracts and other sub-areas, especially within Standard Metropolitan Statistical Areas.

We also seek guidance from the Census Advisory Committee of the American Statistical Association, the Committee on Population Statistics of the Population Association of America and the special census advisory committees of the American Marketing Association, the American Sociological Association and the American Historical Society.

In 1954 the Watkins' Intensive Review Committee reviewed the operation of the Bureau of the Census. They recommended that Census officials arrange to meet with local users of Census data to learn of their needs. Meetings of this type were held prior to the 1960 Census and proved most useful. We have held 22 similar meetings relating to the 1970 Census within the past six months. These meetings have been sponsored by various groups including the local chapters of the American Statistical Association, the Census Tract Committees, the local Census Tract Key persons as well as the Federal Statistics Users Conference and the local chapters of the American Marketing Association. Each of these local meetings have been attended by between 40 and 200 persons and they displayed enthusiastic interest in Census statistics and in plans for the 1970 Census.

In these meetings with users throughout the country, we have been impressed with the fact that the whole concept of use of Census data is changing. This need has been expressed very

eloquently by Dr. Duncan and Mr. Mindlin in the earlier meetings today. We find greater need for statistics to implement local programs in education, poverty, redevelopment, housing, highway and other fields. The Census of Population must become a tool used to find answers to vital problems in local areas and in the country as a whole. We must be prepared to supply special tabulations promptly and at an early date after the census has been enumerated. These special tabulations must be made available in addition to the regular census publications, not in place of them.

A number of additional subjects have been suggested for inclusion in the 1970 Census. Dr. Duncan has referred to the need for additional ethnic detail, information on the year that foreign born persons entered the United States, on child spacing and on religion. He has noted also the desirability of tabulating separately the data for Negroes and other racial groups. Mr. Mindlin has referred to the interest in greater geographic detail on place of work, on information on children even born for never married women and on the time reference of occupation and industry. Both of these men have referred to the interest in including social security number and in activity and occupation five years ago.

In addition to these suggestions, those in which the greatest interest has been expressed include college degree received, field of specialization in college, vocational and technical training, voting and registration to vote and additional detail on sources of income.

When considering changes in content, we take account of cost of the additional items; determination of whether useful information on the subject can be obtained with the approach we propose for the 1970 Census; and the possibility of developing an approach which will obtain the required data in sufficiently accurate form.

The test censuses that Mr. Kaplan described for Louisville in 1964 and Cleveland in 1965 related primarily to procedures. They included some experimentation with content, in particular the exact street address of work place. In the spring of 1966 we conducted small tests of subject matter with the mail-out mail-back approach in Yonkers, New York, and St. Louis Park, Minnesota. In these tests we obtained social security number, ethnic group with two alternate approaches, more detailed description of occupation, address of work place, and activity and occupation six years ago.

We are planning to conduct a special census of the New Haven metropolitan area in April 1967, as a further test of our field procedures. Associated with this test census is a research study designed in cooperation with local and other federal agencies to investigate how census data might be coordinated with local data and

to explore the development of packages of standard programs for special tabulations. We wish to take this opportunity to gain experience with new subjects. The content of this test has not yet been determined. Active candidates among new items include the following: whether first marriage ended in divorce; State of birth of parents; college degrees received; field of specialization in college; nursery school attendance; vocational and technical training; greater detail on occupation; address of place of work including street name, number and Zip code and name of employer; greater detail on income sources; activity five years ago and social security number.

During the coming winter we also plan small subject-matter tests similar in approach to the Yonkers test with particular emphasis on new subjects not already tested such as vocational training, education and health. The tests also might include alternate approaches to subjects tested in earlier surveys.

We are planning a dress rehearsal in April 1968 which will cover an entire county or metropolitan area. This will represent a prototype of the 1970 Census and is intended as a final test of procedures and content.