

# COVID-19 Demographic and Economic Resources Using Census Data

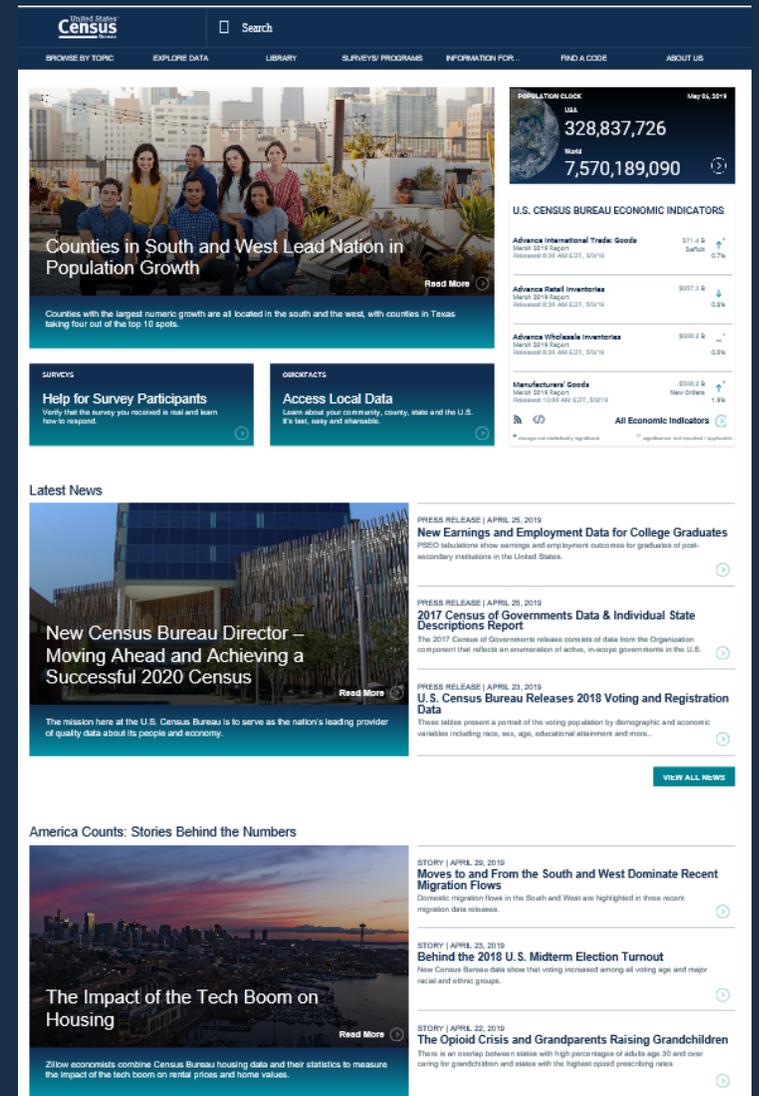
LED webinar  
June 17<sup>th</sup>, 2020

Presented by: Andrew W. Hait  
U.S. Census Bureau



# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
  - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



<https://www.census.gov/>

# US Demographic and Economic Data At A Glance

Population Aged 65 Years and Older

49,238,581

American Community Survey (ACS) 2014-2018

Total Uninsured Population

29,752,767

American Community Survey (ACS) 2014-2018

Total Employer Establishments

7,912,745

County Business Patterns (CBP) 2017

# New COVID-19 Platform

Census COVID-19 Impact Report

Select State: New Jersey Select County: Hudson County

STATE COVID-19 IMPACT PLANNING REPORT  
New Jersey (FIPS 34)

**KEY FACTS**

8,881,845	3,213,362	2.71	39.8	84.5%
Total Population	Total Households	Average household size	Median Age	Internet at home

**BUSINESSES**

233,907	3,679,443	\$220,310,440
Total establishments	Total employees	Total annual payroll

**POVERTY**

330,118	290,079
Households Below the Poverty Level	Households Receiving Food Stamp/ SNAP

**AT-RISK POPULATION**

717,222	357,496	367,761
Households With Disability	Households w/Pop 65+ Living Alone	Households Without Vehicle

**HEALTH INSURANCE COVERAGE BY AGE**

Source: 2018-2018 American Community Survey 5-year and County Business Patterns (CBP) 2017

1. To view a State Report Select a State from the dropdown menu above.
2. To see a County Report Select a State and then a County from the drop down list above and then click on the County tab at the bottom left corner.
3. To go back to State Report select the State tab at the bottom left corner.

## Demographic and Economic Analysis

Percent of Households with Less Than 75,000 (USD) of Income

Map 2 of 6

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<https://livingatlas.arcgis.com/policy>

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ACS Household Income Distribution Variables - Boundaries - Tract

Percent of households whose income in the past 12 months was less than \$75,000

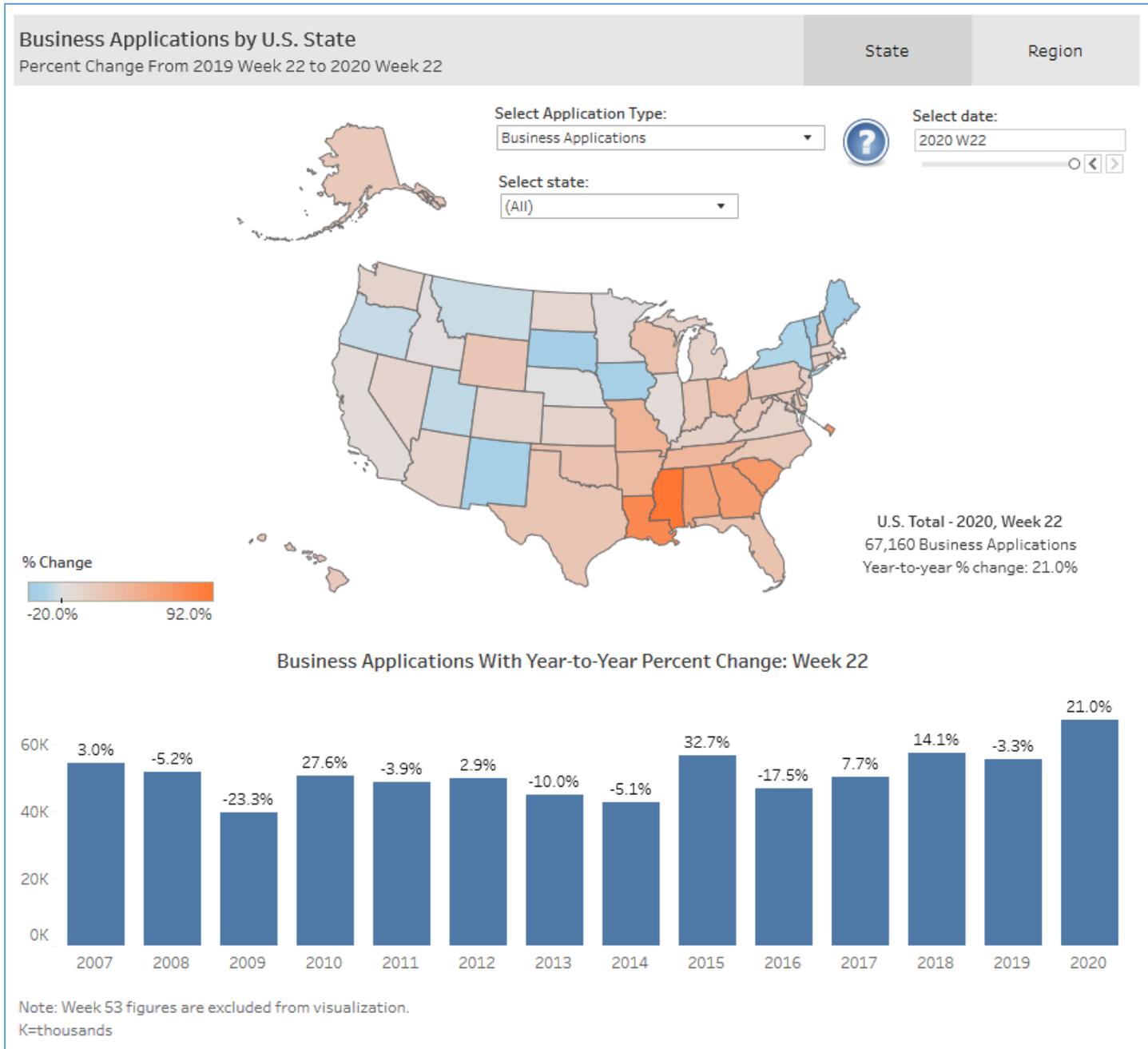
- > 77
- 60
- < 43

NYC OpenData, State of New Jersey, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA | U.S. Census Bureau's American Community Survey (ACS) 2014-2018 5-year estimates. Powered by Esri

The Business Formation Statistics (BFS) are an experimental data product of the U.S. Census Bureau developed in research collaboration with economists affiliated with Board of Governors of the Federal Reserve System, Federal Reserve Bank of Atlanta, University of Maryland, and University of Notre Dame.

The BFS provide timely and high frequency information on new business applications and formations in the United States.

<https://www.census.gov/econ/bfs/index.html>



# Small Business Pulse Survey (SBPS)

*high frequency data about the challenges small businesses are facing due to COVID-19*



## What's the SBPS?

A weekly survey that provides high frequency data about the challenges small businesses are facing due to COVID-19. Consisting of 16 questions, this 5 minute survey reaches ~1M businesses split across a 9 week rotation to reduce burden and lessen survey fatigue.

## What are we collecting?

Survey captures information on small business operations, challenges, finances, and expectations.

## Collaboration Partners

SBPS was developed in consultation with the Federal Reserve Board of Governors, the International Trade Administration, the Minority Business Development Administration, and the Small Business Administration.

## What's the schedule?

Email with link to survey sent weekly starting Sunday, April 26, 2020 and continuing through June 27, 2020. Results will be issued weekly starting mid-May as Experimental Data Products.



## What's the goal?

SBPS complements existing Census Bureau business collections by providing high-frequency, detailed information on small businesses impacted by COVID-19.

Series particularly useful to small businesses making decisions about their future, policymakers as they seek to address challenges faced by these businesses, and researchers studying the impact and response to COVID-19.

An opportunity for the Federal statistical system to demonstrate its agility in responding to urgent data needs.

## SBPS key facts

- ✓ Starts April 26, 2020, runs through June 27, 2020
- ✓ Consists of 16 questions, takes 5 minutes to complete
- ✓ Is the first economic survey conducted solely by email
- ✓ Weekly data releases beginning mid-May
- ✓ Provides national estimates as well as state, top 50 metro, and sector detail





# Small Business Pulse Survey Updated June 4th, 2020

- DATA
- WEEKLY COMPARISONS
- DOWNLOADS
- ABOUT THE DATA
- HOW THE DATA ARE COLLECTED
- HELP

## Responses by Geography and Sector

Need help understanding this page? Download the Visualization Guide

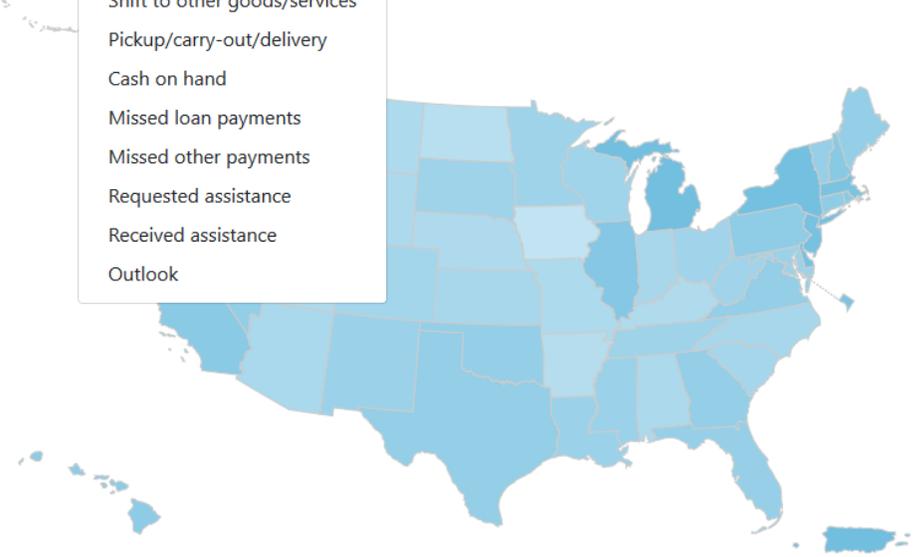
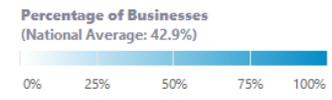
Collection Dates: Week 5 (5/24 to 5/30)

Survey Question: Overall impact

- Survey Answer:
- Overall impact
  - Change in Revenues
  - Temporary closings
  - Change in employees
  - Change in employee hours
  - Supply chain
  - Shift to other goods/services
  - Pickup/carry-out/delivery
  - Cash on hand
  - Missed loan payments
  - Missed other payments
  - Requested assistance
  - Received assistance
  - Outlook

How has this business been affected by the COVID-19 pandemic?

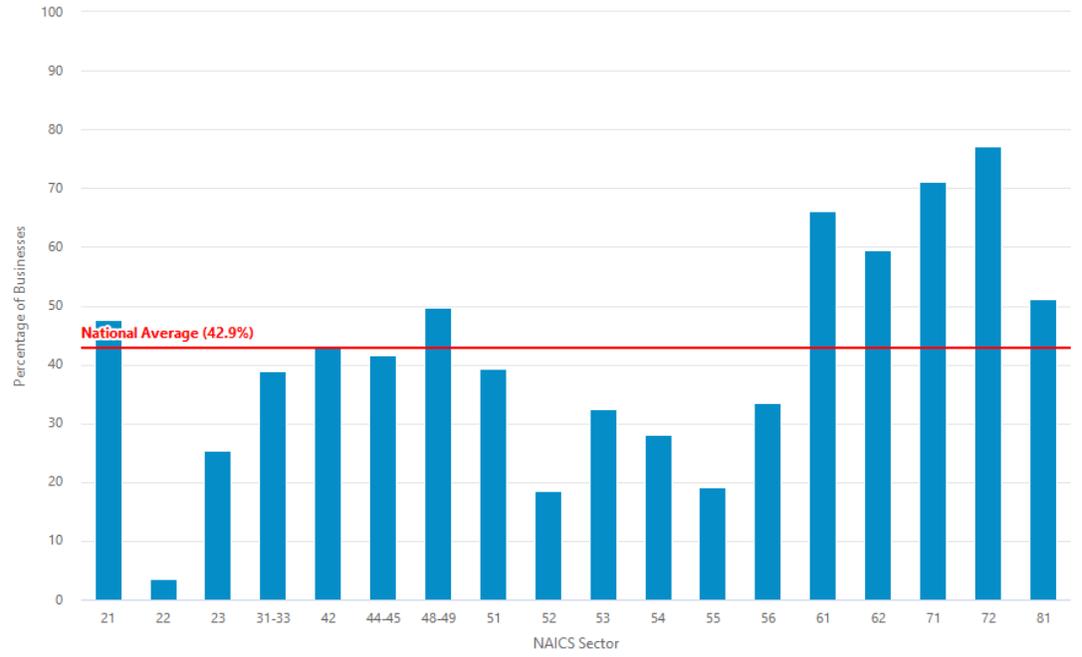
Data Collected 5/24 to 5/30



Overall, how has this business been affected by the COVID-19 pandemic?

Data Collected 5/24 to 5/30

National Average by Sector



The new Household Pulse Survey is designed to deploy quickly, and efficiently collect data to measure household experiences during the Coronavirus (COVID-19) pandemic.

Data will be disseminated in near real-time to inform federal and state response and recovery planning.

<https://www.census.gov/programs-surveys/household-pulse-survey/data.html>



United States Census Bureau

Census.gov / Our Surveys & Programs / Household Pulse Survey / Data / Household Pulse Survey Interactive Tool

household Pulse Survey

Loss in Employment Income

Week 4 States

Legend:

- 34.0% - 39.2%
- > 39.2% - 44.5%
- > 44.5% - 51.3%
- > 51.3% - 62.7%

Household Pulse Survey Total US

Percent

Loss in Employment Income Expected Loss in Employment Income Food Scarcity Delayed Medical Care Housing Insecurity K-12 Educational Changes

Week 1 Week 2 Week 3

U.S. Census Bureau

The Household Pulse Survey is designed to deploy quickly and efficiently, collecting data on a range of ways in which people's lives have been impacted by the pandemic. Data will be disseminated in near real-time to inform federal and state response and recovery planning.

**Measure Definition:** Percent of adults in households where someone had a loss in employment income since March 13, 2020.

**Notes:**

- Percentages are based on reporting distributions and do not include the populations that did not report to specific items.
- A margin of error is a measure of an estimate's variability. This number, when added to and subtracted from the estimate, forms the 90-percent confidence interval.

Week	Area	Total Loss in Employment Income			Loss in Employment Income Percent	
		Total Individual Population age 18+	Number	Margin of Error +/-	Percent	Percent Margin of Error +/-
03	Alabama	3,717,378	1,572,529	--	42.5	--
03	Alaska	524,925	248,535	--	47.6	--
03	Arizona	5,597,268	2,327,363	--	41.8	--
03	Arkansas	2,246,527	808,737	--	36.3	--
03	California	29,939,021	16,572,515	--	55.5	--
03	Colorado	4,454,718	2,091,688	--	47.1	--
03	Connecticut	2,732,423	1,314,368	--	48.2	--
03	Delaware	754,637	340,706	--	45.3	--
03	District of Columbia	542,635	211,264	--	39.1	--
03	Florida	17,085,385	8,413,104	--	49.6	--

<https://www.census.gov/data-tools/demo/hhp/#/>

# Summary

- The **COVID-19 Data Hub** presents selected demographic and economic data in an intuitive dashboard, maps, and downloadable resources
- The **BFS** provides data on business formations that provides insights into how COVID-19 is impacting startups
- The **SBPS** provides data on how existing small business are reacting and responding to COVID-19 related challenges
- The **HPS** provides similar information as SBPS but for households
- All of these resources can help decision makers respond to these challenges and aid in recovery

# Q & A and Thank You!

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