

Covid 19 Demographic and Economic Resources Using Census Data

June 17, 2020

Coordinator: Welcome everyone and thank you for standing by. At this time, I'd like to inform all participants that your lines will be in a listen-only mode until the question-and-answer session of today's conference call. If you would like to ask a question at that time, please press Star-1 on your phone and record your first name so we know who to introduce. Today's conference call is being recorded. If you have any objections, you may disconnect at this time.

I would now like to turn the meeting over to our first speaker, Ms. Earlene Dowell. Thank you, ma'am, you may begin.

Earlene Dowell: Thank you, Bridget. Good afternoon, and thank you to Lisa Glover West from the U.S. Census Bureau for hosting our Webinar.

On behalf of the U.S. Census Bureau and the local Employment Dynamic Partnership in collaboration with the Council for Community and Economic Research and the Labor Market Information Office, welcome to the June LED Webinar COVID-19 Demographic and Economic Resources using Census Data with our presenters, Andrew Hait and myself, Earlene Dowell.

The Census Bureau has released an interactive Data Hub Resource Page on COVID-19. The Resource Page is designed to help Federal Agencies, businesses and communities make decisions related to the COVID-19 pandemic.

Andy will show Users how to navigate through this interactive Data Hub and identify other helpful resources. During the second half of this Webinar, I will show examples on how LEHD products have been utilized in answering

questions about the workforce during the coronavirus pandemic.

Andy Hait is an Economist and serves as the Data Product and Data User Liaison in the Economic Management Division at the U.S. Census Bureau. With over 30 years of service at the Bureau, Andy advises on Economic data products and conducts data User training and outreach for Economic Census and the Census Bureau's other Monthly, Quarterly and annual Economic Survey programs.

He also is the Lead Designer and coordinates development of Census Business Builder, an innovative data tool that presents selected demographics, business, and other data in a user-friendly, map-based interface. Andy holds a Bachelor's degree in Economics at Syracuse University and has a Master's Certificate in Project Management from George Washington University.

As I mentioned earlier, my name is Earlene Dowell, and I'm a Program Analyst for the Data User's Trade and Outreach Branch. I've been promoting the Longitudinal Employer Household Dynamics Program for over 10 years. I received my Master's degree in Communication and a Bachelor's degree in Public Relations from Hawaii Pacific University. With that, I welcome Andy.

Andrew Hait: Great. Thank you so much, Earlene. So, again, my name's Andy Hait. So, today we are going to do a couple of things. First thing I'm going to do is walk through the COVID-19 Data Hub that Earlene referred to in her intro.

This application – this Platform – was released in mid-May, and it's designed to present collected Census Bureau Demographic and Business data that planners and Emergency Managers and a wide variety of other Users can use to better understand the potential impact to their communities of the COVID-19 pandemic and to, hopefully, help in the recovery from this.

After I've finished with the demo of the COVID-19 Data Hub, I am going to very briefly talk about three additional programs that are currently not available in the Hub, but we actually are planning on adding. And that's a really important point that I want to say right now.

As I walk through the COVID Hub demo, I would encourage you all to think about the data that you'd want to see in the Hub, and if there's anything that we currently don't have in the Data Hub that you would like us to add, please let us know.

This application – this data resource – has already been updated twice. We have an update planned, actually, for Thursday — tomorrow. And — actually, I'll correct that — on Monday. We've pushed it off to Monday. But we definitely plan additional updates.

So, to get us started, I just want to very briefly sort of introduce the Census Bureau. I'm sure for the vast majority of you on the call, this slide is not only familiar but it's maybe a little boring. You already know that we do so much more than simply count the U.S. population every ten years.

We conduct more than 130 census and surveys that include the Decennial Census, but also include Demographic Surveys like the American Community Survey and Business Programs like the Census of Governments and the Economic Census.

So, the vast majority of you, who I would typically think of as Power Users of our data tool, of our data, providing easy access to the information is nice, but you all have probably have the experience and expertise to be able to navigate the more complex data tools that we have to be able to download and access

the entirety of the databases that we provide.

But you are, unfortunately, the minority. The vast majority of our data Users are people who have very little awareness of the Census Bureau's data, and yet still have a real documented need to be able to use this information to help them make decisions.

As we were moving into the COVID-19 pandemic, as it was really starting to get bad, we started receiving data requests from a number of U.S. Federal Government Agencies — HUD, FEMA, CDC, et cetera — a wide variety of organizations. Even some local data Emergency Management Agencies started contacting the Census Bureau wanting data about the demographics of the areas that are likely going to be impacted by COVID-19 in their Communities.

After the third or fourth data request, we realized that we needed to do something — something that presented those selective statistics that those organizations and Federal Agencies were asking for in a very User-friendly and yet still quite powerful kind of a way.

So, what we ended up with is something called the COVID-19 Data Hub. And this tool actually resides on a COVID-19 Resource Page on Census.gov. Let me get out here right now, and we'll actually go live, and I'll show you this Platform.

So, to get to the COVID-19 Resource Page here's the main Census Bureau home page. If I now scroll down, right over here on the left-hand side is the COVID-19 Pandemic Resource Page image. When I click on that image, I come to the COVID-19 Resource Page.

On this Resource Page, we have a number of resources. First, we have a link to the COVID-19 Data Hub. We are currently in Version 1.2, and as I mentioned, Version 1.3 will be going live on Monday.

In addition, we have some additional data programs that we'll talk a little bit about after I do the demo, including a couple of brand new Surveys. The Business Formation Statistics has actually been around for quite a while, but the recent update to convert this data into a weekly data program just fairly recently occurred. And these are some really interesting data on business formations — startups, new licenses, et cetera.

We also created and received approval for conducting a special Small Business Pulse Survey that coincides with a Household Pulse Survey, and the information for those two programs is available on this page as well. And then, finally, at the bottom of the page, we have links into Census Business Builder as well as some deep links directing you to data files from the American Community Survey, which is featured prominently on the COVID Hub.

Moving back up to the top of the page, if I click on the link, I'm now going to launch the actual COVID-19 Data Hub. This Hub was created for us by Esri, and it is divided into five main components. At the very top of the COVID-19 Hub are four key statistics that we all sort of think of when we think about vulnerable populations: People who age 65 and over, and the total uninsured population.

We also then included statistics on the number of businesses at the National level. There are about 7.8 million employer businesses — this is from our County Business Patterns Program — and about 25 million self-employed people.

When the Hub first went live, we only had the employer business data in this tool, but based upon feedback that we received from Users, we decided to add the data on self-employed people because, again, they are just as — some might even argue more likely — to be impacted by the COVID-19 business closures than employer businesses.

When you then scroll down, you come to what we call the Impact Report. And this is a Dashboard that presents some selected statistics from the American Community Survey, from County Business Patterns, and from our Non-Employer Statistics Program.

The COVID-19 Impact Planning Report is available in a two-page design, and I'm going to click on over here to open it in its own tab so we can see it full-screen. When the Platform opens, it automatically is going to default to New York State, which is — many would argue — was where COVID-19 started really getting bad.

On the left-hand side, we can see some key facts across the top — total population, number of households in New York State, the average household size, et cetera — as well as some business data and demographic data on poverty and some risk factors data — number of households that have people with a disability, number of households with populations that are 65 and over who are living alone, and the number of households without a vehicle at their disposal.

These statistics, again, are all shown at the State level. And if I go ahead and click on one of these statistics, we get a popup that sometimes just gives us this great number, but other times actually produces some additional statistics. So, right now, we're looking at number of Non-Employer Businesses for 10

— excuse me — 20 selected industries.

When we first began work on this project, we received a list of types of businesses that were likely to be the ones that were mostly going to be impacted by COVID-19. So, these are self-employed people, personal care services which include things like nail salons and hair salons, child daycare centers. These are the home-based daycare centers and 51,000 home-based daycare centers.

However, as this pandemic has changed, we know that these industries that are being displayed might not be the best industries to choose. So, as you use this tool, I would encourage you all to send us feedback on the types of businesses that have been chosen here. So, for example, we all know that restaurants certainly are one of the types of businesses that have been being most impacted by the COVID-19 pandemic. But there's a lot of other businesses as well.

So, these – this report is completely interactive. It also has a second page. If I click on the down arrow, I then get additional socioeconomic and demographic data. Things like language spoken at home, poverty status, poverty levels, some additional population facts, some data on Hispanic origin and race — but this was actually added in Version 1.1 — and some information on school enrollment and population without health insurance coverage.

And you'll notice in the upper right-hand corner of the Platform, we can go in and actually choose a particular County within the State. So, if I was interested in looking at the data specific for Bronx County, New York, I could do that as well. And again, the Dashboard now refreshes to show the data for Bronx County, New York. All the States and every County is presented in this

tool.

Going back over to the Hub, let's scroll down and see the next section of the report of the actual Hub. And that is this Demographic and Economic analysis maps. These are comprehensive maps showing eight basic statistics that we thought were very important to provide additional details on what's up in the Dashboard itself.

So, the very first map is looking at the number of Employer Businesses. The map is displaying showing annual average payroll per employment as a color, and this side of the circle is based upon the number of businesses. That's Map Number 1. Map Number 2 is those self-employed people, the Non-Employer Businesses.

And then as we cycle through the other maps, we come to some of our American Community Surveys. So, this is a map showing percent of population — percent of households — with less than \$75,000 in household income.

So, as you can see, these maps automatically default to the State level, but as I zoom in on the map, the map will refresh and will begin to show Counties. And if I keep drilling down, it will allow me actually to get all the way down to Census tract-level data. So, for those of you who thought that Dayton County data in the Dashboard was nice, these maps actually have the data all the way down — or at least the American Community Survey data — all the way down to the tract level.

Now, not only in the Dashboard but in this map application as well, all of the information in here can be shared and can be incorporated into your own Platforms. We've noted all of the information you're going to see on this

Dashboard into Esri Living Atlas.

And as you can see, I can actually share this map collection in the Living Atlas using ArcGIS. So, for any of you who are GIS professionals, and you want to incorporate this kind of information into your own COVID-19 Platform, we've done that with this particular tool.

Now, where the first two sections of the tool, of the Dashboard, were created to make it really easy to visualize the data, the next two sections of the Dashboard really start to speak to people being able to consume that data in a very User-friendly kind of a way so they can incorporate the raw data into your own visualization, into your own Platform.

So, for example, if I were to click on ACS Household Income over here, I'm going to come into ArcGIS. It actually loads up ArcGIS for me. And I can now incorporate this entire layer that has been created all the way down to the tract level in my own application — in my own data products. I can zoom in on this map to be able to get to the more detailed data, et cetera.

So, this third section allows you to even more incorporate the detailed information, change the base map, you're going to be able to view in this thing, to print this data, to download the raw information, et cetera.

After the highlighted data set is then another area of the Platform that includes some categorical data set searches. And the key difference between what is presented here versus what is presented in that above section is this section not only allows you to access the data in a map-based format, as a feature layer but also allows you to access the raw data in Microsoft Excel formats.

And we provided links to every one of these data sets. I can go in; this is we're

looking at the socioeconomic data from the ACS, language spoken at home, at the County and State level, average household size at the County and State level, et cetera.

So, these statistics are all made available to you as both a feature layer and as a Microsoft Excel file that allows you to go in and incorporate this data directly into your Platforms. So, again, we're trying to make this information as useful and as acceptable as is physically possible.

Now, at the very bottom of this entire Platform, you'll notice that we do have some information about the ACS and about our County Business Patterns, and we have links to a few other Census Bureau Websites that Users might be interested in understanding potential impacts of the COVID-19 pandemic.

We have a link out to 2020 Census. We have a link out to that brand new Business Formation Statistics Program that I mentioned earlier. We have a link to our new data.census.gov Platform, as well as the Census Business Builder on the map toward Emergency Management, and finally to the CDC COVID-19 page.

Now, the update that is going live on Monday will be incorporating the Business Formation Statistics data right into this Platform as its own dedicated section. So, we built an entire visualization, including a map and some charts that allow Users to look at how the COVID-19 pandemic has affected business startups, and all that raw data is now available.

So, that was a very quick walk-through of the COVID-19 Hub. With that, let me jump back out to my presentation and just talk very briefly about those three last programs. So, as I mentioned at the very start of my presentation, Business Formation Statistics is a program that has been around for quite

some time. This is an annual program that provides information on business applications.

Historically, the program has always provided information at the National and Regional levels, but as we were beginning to move into the COVID pandemic, we realized that business startups — business applications — were really taking a hit. We were taking a huge drop-off in the business applications in those first new weeks and months or so of the COVID-19 pandemic.

So, our Senior Manager just decided to expand the BFS to start producing weekly statistics that would show information on business applications, not only at the National and Regional level but also by State.

And what you're looking at right now is a screenshot of the BFS Website — I have included the link here to the page for you to access it yourself — that shows some information on business applications where you can select application type. You can select the State, and you can select the Week of the year.

Data are shown from 2019 to 2020 on the map, but information are available all the way back to 2007, which you can see in the chart at the bottom of the slide. So, that's Business Formation Statistics. Again, we've built a special display of this data to be incorporated into the COVID-19 Hub.

Now the next program that I want to very briefly talk about is this new Small Business Pulse Survey. The Small Business Pulse Survey was again created to try to understand what potential impacts are of the COVID-19 pandemic on small businesses. How are they reacting to the pandemic? Or what's happening in terms of their operations? Have they had to make changes to the way they run their business to be able to deal with the COVID-19 pandemic?

So, this is a very — a slide I would encourage you all to kind of check it out at your leisure. And this is a visualization of a screenshot of a visualization that has been created for the Small Business Pulse Survey. Right now, this is available separate from the COVID-19 Hub, but there have been some discussions, again, about incorporating the Small Business Pulse Survey into our COVID-19 Hub in the same way as we're going to be incorporating the Business Formation Statistics.

So, as you can see, the types of questions that we asked these small businesses in this sample was how they were impacted overall. How did the COVID-19 pandemic affect their revenue? Were they forced to temporarily close? Have they had changes in their employment?

Have they had to accommodate — start to provide pickup or carry out or delivery service? Did they receive any kind of assistance or have they missed any loan payments or other types of payments? These are types of questions that are being asked on this weekly Small Business Pulse Survey. And as you can see, we are now producing statistics from this.

As you can see on the map, data are shown at the State level. And it is pretty amazing to compare how the impacts are — not only from State to State but by Sector.

So, for example, on the right-hand side, we're looking at overall how has your business been affected by the COVID-19 pandemic? No surprise to probably most of us, in NAICS Sector 72, which is Combination Food Services, is the one that has had the largest impact on their business operations.

Whereas, NAICS 22, which is Utilities Sector, is the one that has had the least

impact. It's sort of hard to imagine how a utility business might be impacted, but I'm sure there were some that were. So, that's the Small Business Pulse Survey.

In a similar kind of way, we also created a Household Pulse Survey. This survey, again, provides similar information to the Business Pulse Survey in that it asks households, "How are you being impacted?" Did you have loss of employment income?

Did you experience any kind of food scarcity because of the pandemic? Did you have to delay medical care that you would have normally have had done? The dentist appointment that I was supposed to have had a month ago that I couldn't go to, you know, because of the pandemic.

These types of statistics are showing here, and just like the Business Pulse Survey, this is a weekly program that it again is presenting some key information about the impacts of this pandemic.

So, those are the three programs I wanted to quickly summarize, to just kind of summarize for you before I will turn it back over to Earlene. This COVID-19 Hub presents some selected Demographic and Business data. Again, we would really appreciate feedback from you all about the statistics that are in the Hub and the functionality that we have provided.

And we've had these three new programs — Business Formation Statistics, or BFS, the Small Business Pulse Survey, and the Household Pulse Survey that's going to be presenting and providing statistics on how businesses and households are being impacted by the pandemic.

With that, Earlene, I'd like to turn it back over to you. If anybody has any

questions, we'll take some at the end of the presentation after Earlene is done. But if you don't have my email address already, here it is. So, Earlene, back to you.

Earlene Dowell: Thanks, Andy. I'll just get the ball from you. If you could pass that to me, please.

Okay, well this is Part 2. Thank you, Andy, so much for such valuable information. I'm actually going to try to cut my part shorter than anticipated just because I want to be able to allow more time to have questions answered. So, I will be showing you a couple examples of how people have been using LODES Data, specifically the OnTheMap for Emergency Management, and OnTheMap, and how they're using it in the — for example, for COVID-19.

So, hopefully, most of you know all about LEHD and LED. So, LEHD is the Longitudinal Employer-Household Dynamics Program. And then LED is the Local Employment Dynamics, which is a partnership. States send us their data, which is the unemployment insurance wage records, along with their QCEW. And we combine that with Censuses and Surveys to create these very innovative data tools and data sets.

We currently have five data sets and seven data tools for easy access. Here is a screenshot with some links to all of the different data sets and data tools that we have that you — once the Webinar is over, a recording and the PowerPoint will be available to you.

So, first of all, I'm going to show an example that was used for — used with OnTheMap for Emergency Management. And currently, OnTheMap for Emergency Management has Hurricanes, Floods, Winter Storms, Disaster Areas, Wildfires and Demographics for the Economic data.

And it's actually on the link to the COVID Hub for easy access. It gives us different vulnerabilities, such as the social vulnerabilities that come from our American Community Survey, our physical vulnerabilities that come from Decennial, and then our Economical vulnerabilities that come from the LODES Data.

So, this is one of the examples that I wanted to talk about. South Dakota recently wrote an article and they used the Loads Data to track where workers from a large pork plant in Minnehaha County, South Dakota resided. The data showed that many that worked in Minnehaha also lived in Minnehaha, but the next largest number of workers resided in Lincoln County.

The data also found a number of Native Americans who worked at the plant and resided on nearby reservations where there is a lack of medical resources to a vulnerable population.

So, if you want to go live with me, the best way would be to go OnTheMap.ces.census.gov/em, and I would also like to mention that our data tools play very nicely with Chrome and Firefox.

Okay. So, I went ahead and had it already pulled up, and currently, what we're looking at, this map on the right-hand side is FEMA Disaster Declaration Areas are all in orange with the orange life preservers. The red flames are fires, and the yellow houses are flooding. So, we get our data from NOAA, and also the Department of Agriculture, Department of Interior, and then FEMA and then Census data.

So, the Emergency Declaration for South Dakota was actually EM3475. So, if I type in E-M-3-4-7-5, it comes up, and it says, "Federal Disaster

Declaration." So, I'm going to click on that.

And then it zooms into South Dakota. And now we can look at the different vulnerabilities. So we can see under race. If I click on race. It will show me the different races that live in Minnehaha County or in South Dakota. And if I click on American Indian and Alaska Native Alone. The map updates to the right. But then I just want to look at Minnehaha. So if I click on this event area on the left-hand side and I change the event area to counties.

And then automatically Minnehaha is right there at the top. So I will go ahead and click that and then click select. So now the map zooms into Minnehaha and it shows us all the disability status by age. That tells us what 65 years or over.

And then you can see the map update. So anything that is in the darkest blue is between 176 to 578 people. You can also go down and we can look at other things such as years structure was built which is not really handy for COVID-19 but this map is also for natural disasters.

So if we are looking at a natural disaster such as a hurricane which it is hurricane season. We can look at when the houses were built and we have data all the back to 1939.

And then on the map doesn't have tornadoes, earthquakes, viruses, lava flows. But if it is an emergency disaster declaration area it is in - we have the data. So for example, during a tornado, it would be helpful to know about how many mobile homes might be affected in Minnehaha if a tornado came through.

Okay so going on to - on the map and we are going to continue to look at the

Minnehaha. And the best way to get to the OnTheMap is if you Googled OnTheMap and it is all one word and then maybe even type in Census and that would bring you to our OnTheMap.

So I have already typed in Minnehaha into the search box and all of our data tools are very intuitive. So if I click on Minnehaha, a pop-up box comes up and it tells me what the selected area is and how many square miles are there. And it also tells us what the census block - how many census blocks are in that area.

So I will click on that blue underline and then we can look at the area profile which is an overview of what is going on in Minnehaha. So I am going to click on the data to 2016 because that is the data that was used in the article. And then I am just going to show you those that work in Minnehaha.

(Earlene Dowell): So I went ahead and jumped to the destination analysis. And in this screenshot, it shows us just like the article said that Lincoln County was the second county that was - that had most workers that worked in Minnehaha. That is where they lived.

And then we have Spokes that show you where people are traveling from to work in the selected area.

So here are all the counties that where people that work in Minnehaha. This is the counties that they live in. In the screenshot I have the Spoke Overlay pulled up. And that just gives you a visual of where they are coming from. And then the other thing is that you can click on the base map at the top and then we can even see where the tribal lands are by clicking on Label and Outline Fill.

And if I zoom out just a bit it will show us where those areas are. And currently, we are just looking at the Top 10 counties that worked in - well we are looking at the Top 10 counties that people lived at that work in the selected area.

But you can go ahead and click on 25 to 50. And if you do that, that just gives you a visual that what the chances are for those that might be affected by this pork power plant. So just giving you a visual of how that would be.

Now in the second example, it was an example that Zillow wrote an article regarding how people are moving from one area to the other. Let me see. So in another article, we saw that Zillow wrote an article about rapid movements towards remote work arrangements in the wake of the pandemic.

And this raises an interesting question on the future of urban workers. And will workers place less value living near a downtown job center. So though it is too soon to answer this question. Zillow found that eight million U.S. workers that live in cities traveled to the suburbs to work.

And in the article it talked about Riverside, Tampa and Orlando are a few metropolitan areas that were mentioned that people are - that live in the center of downtown are traveling outside to the suburban areas to work. So let's go ahead and try to do that one.

And I am just going to type in Tampa and then Tampa City. All right. And then so I am going to use our Inflow/Outflow and that analysis tells us how many people are traveling into the area to work. How many people live and work within the area? And how many people travel out of the area to work?

So here you can see that there are about 140,663 people that live in Tampa but

about 85,000 of them - 85,168 are traveling out of the area to work. So they are going to different suburbs to work instead of staying downtown. So basically it is just saying that where you live you don't have to be close to the downtown center for jobs. It seems that jobs are actually growing outside of the area now.

So with that I really cut my presentation down. But I hope that you were able to see how valuable LEHD has been. To also find out and ask questions regarding the COVID-19.

So with that let me go back to our PowerPoint so that you can have Andy's and my information. All right and we appreciate everybody tuning into our Webinar today. And operator we are ready for questions. Please keep your questions pertaining to the presentation. And if you could ask only one question with one follow up question.

Coordinator: Thank you. Once again if you would like to ask a question please press star 1 on your phone. You only need to record your first name when prompted so we know who to introduce. And that is star 1 if you have questions or comments. Please record your first name so we know who to introduce. If you need to withdraw your request you can press star 2. And one moment while we get our first response. Thank you.

(Earlene Dowell): So while we are waiting for the first question I just want to invite everyone back next month to continue the LED Webinar series on July 22nd at 1:30 pm Eastern Standard Time when Pramod Sambidi presents analyzing Job-to-Job Flows in the Houston metropolitan area.

Coordinator: And our first response. I am sorry I hope I heard your first name correctly. Is Laclay your line is open.

(Lacley): Yes, that is correct. Thank you. I had a question about the COVID-19 impact planning report and I was wondering - I hope this - I am sorry if I am asking a question that was answered already. But I am trying to figure out if there is a way to see what those figures were pre-COVID-19 and sort of where things are now and how they have progressed?

And when I say figures I am referring specifically to the totals - like the total employees for businesses. The total annual payroll. The total employer establishment. I am wondering, you know, if on the planning report you are able to see how those numbers may have changed in the past few months.

(Andy): Right so fabulous question and actually I am really glad you asked it because we have actually had that question and a request to put some additional information in the hub because of that. So in building the hub we decided to show the latest available data that we had. And in some cases that is data from the 2017 programs and sometimes it is from 2018 programs. So it is historical data.

We have had some requests to put in even more timely data to see how those numbers are changing because of COVID-19. As you probably already know, the most timely surveys that we conduct at the Census Bureau, our monthly surveys primarily are shown only at the National level.

And because we know that COVID-19 is impacting some communities in a different way than others. National data wouldn't be quite as helpful. So we are working on having some more current time series and more timely data.

But we are also considering adding some additional historical data. So going back even before the period that we are showing in the hub. So for example, if

you knew that a community, a particular county let's say in rural Virginia was already seeing a decline in their employment in a certain industry over the previous five years. Seeing that community continues to decline after COVID-19 hit would be sort of continuing the same trend.

Whereas if the opposite were to occur. You have a community that has been growing over the previous five years and then because of this has seen a marked drop-off. Then you could then equate that change to more - more to the COVID-19 change.

So we are working on adding some additional historical data to the hub as well as pulling in some more timely data probably from the Bureau of Labor Statistics quarterly Census employment and wages. And their data are a little bit more timely in terms of employment than the Census Bureau data. So yes great question.

(Laclay): Got it. Thank you for that. And if I could just one follow up is with the information that is provided if I am trying to accurately characterize the reporting. You know the best way to say it is, this is data that ranges from, you know, the most updated data that ranges from 2017 until now? How do you accurately characterize the figures that are included?

(Andy): Yes we have source statements in the tool that identify what year the program data are from. County business patterns 2017, non-employer data from 2018. And really this is kind of giving us a picture of what our local economies were prior to COVID-19. This is how many businesses that were likely being impacted.

Whether those businesses were negatively impacted, positively impacted or not impacted at all. Of course that you will then see when you start to look at

the more recent data. So yes.

(Laclay): Thank you.

(Andy): You're welcome.

Coordinator: Thank you. Our next response will come from Paul. Your line is open.

(Paul): Hi I had a question about the highlighted data maps. I was looking at those and they say that they provide tracked level data but I am not seeing in the highlighted data sets the ability to change the map to tracks level data set. Is that filled out on Monday's update?

(Andy): So the track level data does vary from data set to data set. If you are looking at one of the first few highlighted data sets, the County Business Patterns of the non-employer statistics data sets. Those ones are only shown down to the county level because we don't show data down to census tracks. So that would be why you are not seeing it there.

For the other highlighted data sets. The data sets from the American Community Survey. You should be able to drill down to the track level data in those additional data sets. If you are having difficulties with that, my email address is here on the screen. Go ahead and send me an email and we will actually kind of walk through it together.

Coordinator: Does that conclude your question?

(Paul): No follow up thank you.

Coordinator: You're welcome. Thank you. Our next response will come from Guy. Your

line is open.

(Guy): Hi Andy thanks for the presentation. I had a question about the industry data on the Business Pulse Survey. Is it possible to get those specific questions answered for just by each industry?

For example, how does the restaurant industry feel it is going to be in six months versus how does professional business services feel the recovery is going to be in six months. Do you see what I mean? Just a different way to slice that data. Is that available even at the state level?

(Andy): Absolutely. Yes if you noticed in the visualization, the screenshot that I included on my slide there are three menus at the top of that data pool. One that allows you to choose the geography. One that allows you to choose the question and choose - and then you can then see in the bar charts the sector.

In fact, in that one visualization, you can see how NAICS Sector 22, utilities was saying that they had very, very limited impact to their business because of the pandemic. Whereas NAICS Sector 72 had a huge impact.

I could then change the question to one of the other questions that were asked. Did I have to apply for assistance to help my business recover? And you can then see that data broken out by two digit NAICS code by state. So yes absolutely it is definitely available cross tabbed. Questioned by geography, by NAICS sector.

(Guy): Thank you so much. I really appreciate your presentation.

(Andy): You're welcome.

Coordinator: Thank you. Our next response will be from Josephine. Your line is open.

(Josephine): Yes it is. Can you hear me?

(Andy): Yes.

(Josephine): Okay hi. I am just an ordinary citizen who has been following since this Census information since I am interested. So my question is for Andy. You indicated that the information was available by state and then by county. I happen to live in Massachusetts where nothing is done by county. It is done by towns and cities. So what is the best way for me to get information about my city?

(Andy): Yes so while we only included data in the COVID-19 hub at the state and county level in that impact planning report. In the dashboard. You do have the ability to drill from state to county to city and then to census tracts using some of the other - like using the map resource.

And then one thing I did not mention in my presentation is scattered throughout the application are deep links from the COVID-19 data hub into the other resources - resource tools that we have in the Census Bureau to allow you to drill down even further.

So in your example, you can look at data at the county levels at Barnstable County let's say Massachusetts. But if then wanted to look specifically at the City of Brewster, Massachusetts you could then go to that deep-link, drill down from Barnstable County down to the City of Brewster or the Town of Brewster and actually then be able to see that more detailed data.

Because we know that there is a lot more information available at the county

level. Certainly business data available at the county level because of our privacy rules then there are at the place level. The city, town, and village's, boroughs level. That is why we stopped there. But yes there are definitely more detailed information available.

It is interesting that you mentioned Massachusetts. We vacation every single year on Cape Cod and I really thought a lot about whether or not we wanted to show the data only at the county level and drill down. Because as you so eloquently said, county means almost nothing and in real estate it's cities and counties that matter. So absolutely.

(Josephine): All right thank you very much.

(Andy): You're welcome.

Coordinator: Thank you. Our next response will come from Ben. Your line is open.

(Ben): Hi thank you. I have a question about the Household Pulse Survey. At what point are you all going to release more detailed data on race beyond the kind of really high level not including all of the OMB category groups you have now. Hopefully similar to what we get through ACS.

(Andy): Right so that is a great question and it really sort of speaks to how long we anticipate conducting these really timely weekly surveys and whether the content that we collect is going to change over time.

In getting the OMB approval to do a survey in such a timely fashion. In my 33 years at the Census Bureau, I have never seen a survey go through the OMB clearing process the way that these two programs, the Household Pulse and the Small Business Pulse Survey did. It really speaks to the understanding that

we really need detailed information.

And so for the Household Pulse Survey when the clearance went through they cleared it for just publishing to collecting and publishing those broad race, ethnicity kinds of categories. I know that there already are discussions about extending a Small Business Pulse Survey to cover a longer period of time than what it was originally planned. I think the same thing is planned for the Household Pulse Survey.

Whether that also then involves some changes, some tweaks to the questions that we are asking. We will have to see on that. I will say on the race ethnicity type question, the minute you want to drill down from let's say Asian to one of the more detailed categories, the same size that is needed to be able to publish accurate data for those more detailed categories starts to grow.

If you want data in a really timely fashion you have to keep the sample size small enough that we can then actually collect the data on a weekly basis and actually publish it. So it is always sort of - we are always trying to strike that happy balance between collecting the detailed information that users want and being able to actually conduct the survey that we have to do just to get it done. So yes I am very hopeful that both of these programs will live beyond August which is right now what the current plan for them to end.

(Ben): Thanks. I will just note that at this point you are sort of lumping in American Indian, Pacific Islanders and biracial into other category which I think you know is kind of problematic for those communities. So hopefully we can - but just to clarify so at this point you are only asking - you are not asking about detailed race at all in the survey. You are only asking about the high-level question.

(Andy): Correct.

Coordinator: All right thank you. Our next response will come from Martin. Your line is open.

(Martin): Thank you. Wonderful presentation. So much information here. My question was about the Household Pulse Survey also. So who did you tap for that? Was it just like any sense of numbers? What is your sample size? And was it all across the United States or in certain areas?

(Andy): Yes so like our other sample surveys that we conduct at the Census Bureau, the Household Pulse Survey and the Small Business Pulse Survey are statistical random samples. Yes, they do cover the entire United States. We did not sample, focus on some communities and not from others because that wouldn't give you an accurate representation of what is going on nationwide.

So it is a random sample. There is some follow up. So when we ask a household or a business the question and they don't respond we are trying to do some follow up so we can get good responses to these questions.

To be quite frank I don't know what the sample size is of the Household Pulse Survey. I know the Small Business Pulse Survey is 100,000 small businesses. And we specifically sampled small businesses following the SBA definition of what a small business is.

So that to sort of recognize that it is likely that these small guys are the ones who are primarily who are being potentially impacted more than the larger businesses are. Although that is probably not always true when you think about industries like airlines and other ones that are big huge companies that are likely being impacted even more than some small guys are.

But I did provide information, a link to these Household Pulse Survey program page in our PowerPoint presentation and we are going to be definitely sharing those materials with you all shortly after the presentation today. So I would encourage you all to check that out.

(Martin): Thank you.

(Andy): You're welcome.

Coordinator: Thank you. Our next response will be from (Hoda). Your line is open.

(Hoda): Hello. Hi can you hear me?

(Andy): Yes.

(Hoda): Hi thank you so much for a great presentation. My question I think has been answered here and there but just wanted to confirm. What is the lowest level of geography? The finest level of geography that is available on the hub?

(Andy): Track. Census track level data is the finest level of geography that is shown. And the track level data is only shown for the data variables that come from American Community Surveys. So those demographic, socioeconomic and housing-related data variables in the hub are the ones where we do provide drill down to the census track level. The business data. The employer business and the non-employer self-employed business data are only available down to the county level.

(Hoda): Awesome. And I just have one follow up question. Is that available from ACS 5-year data or ACS 1-year data?

(Andy): So because we wanted to be able to show small geographies we are pulling the data from the ACS five year estimates. As you know I am sure the 1-year estimates only cover geographies of 65,000 population or more. And there are certainly a lot of counties and certainly lots and lots of census tracts that have less than 65,000 people who live there. So yes we are pulling from the ACS 5-year data.

(Hoda): Thank you so much.

(Andy): You're welcome.

Coordinator: Thank you. Our next response is from Beau. Your line is open.

(Beau): Hi I just wanted to thank you Lisa, Andrew and Earlene. I learned a lot. This is my first time connected to it. I wish to compare between LA County and Orange County. What can you tell me about these two?

(Andy): So certainly in the COVID-19 hub, you can go in and choose California from the menu. You could then choose Los Angeles County and then you can choose Orange County or for that matter any county. And you could compare sort of side by side.

(Beau): Okay, okay.

(Andy): Demographic and economic characteristics of those two counties. Similarly on the map faced interface, that second part of the COVID hub that actually displays it on the map. You could browse that data literally right on the map. You could click on LA County and see what the percentage of the population has less than \$65,000 in household income. And then compare that to Orange

County.

You could then drill in and look at the more detailed geographies to see how those two counties vary. Are there pockets of lower-income in one county that maybe aren't in another county? So yes you can certainly do that kind of comparison using the tool.

In fact, that comparison is exactly why we created this. We knew that planners and decision-makers were going to need to be able to focus their efforts on areas that were likely being impacted more by the pandemic than other areas. And the only way that you can do that comparison is to be able to have the information to make those decisions.

(Beau): Okay thank you very much. No more questions.

(Andy): You're welcome.

Coordinator: Thank you. Our next response is from Ruth. Your line is open.

(Ruth): Yes, thank you Andy and Earlene. My company Walanda Limited is agriculture. And we are growing Loblolly pine trees and I don't know how the surveys are addressing agriculture and farms, not necessarily tree farms but in assessing impact, like insurances has been very important not only because of the weather but because of the loss of income and business.

So that could be added to the surveys if you are doing agriculture and farming. Because it has a big impact on us on what kind of insurance that we have and what percentage or whatever you want to ask of that particular coverage.

And then when it comes to surveying and questions for farmers, as far as the

cash flow, whether the debt analysis before the problem of COVID, whether farms that were selling pickup or want to continue whatever they were doing pick your own, you know, with social distancing, that's another question that farmers were having to answer. Not to myself as tree farmers, necessarily but other farmers.

I am speaking up for the farmers at the moment. And if like the PPP that was given out when you had to select a category, there was nothing there for agriculture. Then more money went in for agriculture. We had to reapply and seek that. So that's another effect of the COVID performed.

And just and I'm involved in the afterschool nonprofit program. So since school was out, we weren't able to accommodate the children for afterschool programs. So I don't know how you are serving nonprofits in an afterschool program.

The kind of information is necessary because now we are being approached for an afterschool program to like grants applied for monies to now have the Internet service and other things social distancing for the children when they will return to school and then come to us for that. So that's my input for the surveys and response. Thank you both for all that you've told us and looking forward to your next webinar.

(Andy): Yes. You are very welcome. So maybe I will just quickly responded to the two parts. On your second question about nonprofits, the Census Bureau does collect data on businesses that are profit and nonprofit. We don't actually use the term profit nonprofit, we use a taxable or tax-exempt businesses that are subject to federal income tax versus businesses that are exempt from federal income tax.

But when the sample was drawn, for the Small Business Pulse Survey, we did include in that sample, nonprofits. These businesses that are exempt from federal income tax. So they are in fact covered in the data. They aren't technically tabulated that way, but they are actually included. But you raise a very very good point that to be quite frank, I hadn't really thought too much about agriculture.

As you probably already know, the Census Bureau in nearly all of our programs, do not publish data in agriculture because USDA does. The U.S. Department of Agriculture is through the National Agriculture Statistics Service. They are the statistical agency that publishes data on farms. And that's why we did not include any data on farms in the COVID-19 hub and in a lot of other resources because again, we don't publish data on agriculture. With very few exceptions at the Census Bureau.

But you raise a very interesting point and to be quite frank, I think I'm actually going to contact my friends at USDA and ask to see if there's any way of us pulling in some of their agriculture data into the hub so that we can show the impact not only on the traditional types of businesses but also on farms, logging sawmill operations, etcetera. So yes, that's a great question. Thank you so much.

(Ruth): Yes, Andy, just one follow-up because no farms, no food. I'm just going to make that statement.

(Andy): Absolutely.

(Ruth): And we all know that, but we are the forgotten ones. But then we are the essential workers with the time because my Low-lolly trees are used for papermaking. So the shortage of paper towels and toilet paper, even though

it's a 12 to 15 year period when a hurricane comes and anything else and they are gone, what are we going to do.

So the sample size that you talked about earlier is very important for the different kinds of farming and the various sample sizes within those farms. So and then I know there was a motility sense is done in the 1890s when all that happened before and I don't know if that's being considered at all.

(Andy): Yes, I don't think that we are at Census producing any statistics on mortality on in that kind of away. That is normally a statistic that we would refer users to the National Center for Health Statistics, NCHS. They are the agency that has the most detailed information on health-related topics like mortality. But it's an interesting question for this COVID hub as well.

(Ruth): Thank you.

(Andy): You are welcome.

Coordinator: Thank you. Our next response will be from Emma. Your line is open.

(Emma): Hello, can you hear me?

Coordinator: Yes.

(Emma): So the data that you get on the wildfires, where do you get that data from? Especially concerning California.

(Earlene Dowell): That data comes from the Department of Interior and the Department of Agriculture.

(Emma): Okay, thank you.

(Earlene Dowell): Thank you.

Coordinator: Thank you. Our next response will be from Madu. Your line is open.

(Madu): Did you say Madu?

Coordinator: Yes, sorry, yes.

(Madu): I had a question about the Household Pulse data. When you try, how much can you drill down on that because when I'm trying to get information specific to the communities that I want to see, I'm only seeing it by region. So for the Chicago area, it says Chicago, Naperville, Elgin. And that seems to be the furthest I can go in terms of drilling down on that.

(Andy): Yes. On the really detailed weekly Household Pulse and Business Pulse Survey, to be able to publish quality data with a reasonable sample size, the level of geography that we can drill down to is a little bit less than what we would in some other programs.

So on the Business Pulse Survey, the data are only being shown on down to the state level and in the Household Pulse Survey as you pointed out, the data are being shown down to the metropolitan area level.

So that's when you mentioned region, what you just pointed out was the Chicago Metro. I don't think they are producing data below the Metro level. But I think if you check out that pulse survey website, you might get some more information. I'm almost positive it's not shown below the Metro.

(Madu): It's not. And then for that metropolitan area when it says Chicago, Naperville, Elgin, does that mean everything from Chicago all the way to Elgin and Naperville? Is that the entire region or is it specifically those cities?

(Andy): So the title of a metropolitan area refers to the three largest central cities in that comprise that metropolitan area. So yes, it is not, when we talk about a metropolitan area, we are not just talking about those three cities, we are talking about the counties that those three cities are located in and sometimes additional counties. In the back of the presentation is my email address.

If you want to send me an email, I will send you a link to where you can go in and look at what the definitions of the Metro areas are because I can tell you Chicago, Naperville, Elgin Metro is way more than just those three counties, those three cities, it's a huge metropolitan area. I think like twenty something counties that make up the Metro. So yes, I'm more than happy to send you a link where you can understand what are the counties that comprise that Metro.

(Madu): And just as a follow-up, one more question, the data that you are seeing in the week one through six, this is since the pandemic began and up on to week six and the numbers are just, the percentage of people impacted like let's say last employment, food scarcity, that's a percentage of people that are affected by those factors?

(Andy): Yes.

(Madu): Okay, thank you.

Coordinator: Thank you. Our next response will be from Neal. Your line is open.

(Neal): Thank you. So as far as accessing the data, do you have plans to have a type

of API for data analysts to easily access the data through their programming portals rather than going onto the website and downloading an Excel file for instance?

(Andy): So the short answer is absolutely. All of the data that is already presented in the COVID hub and the data from these other three programs that I mentioned, most of the information that we talked about today is already in available in API. So the American Community Survey, the County Business Patterns data, the non-employee data, the Local Employment Dynamics Quarterly Workforce Indicators data that Earlene spoke of, those data sets are already available in the Census Bureau's data API.

For the Household Pulse and Small Business Pulse and Business Formation Statistics data, those data sets are currently not yet, I will say not yet available in the API, but it is likely that we will at some point in time load them into the API and that well especially be true if these programs live longer than an initial couple of months that some of these really timely surveys were designed to be in place.

We definitely recognize that making our data accessible in an application program, in an interface is really important for developers who want to be able to consume that data without having to archive and curate with the information themselves by downloading it. So yes, we definitely are working on that. It's not there right now, but we are working our way.

(Neal): Oh, great. And just one follow-up question. So once the program ends, which I heard was August of this year, will the status still be available if it's not being used?

(Andy): So historically, if the Census Bureau when we have a survey that ends, we

don't actually take down the data even though the survey may have stopped. Because we recognize that people may still want to keep accessing that data even after the survey is no longer being conducted.

The only time we really take data down in a case like that is when the survey that was that had ended was replaced with something else. Where we don't want to have access anymore to that older survey because now there's something better. But usually, yes, we leave the data files off for an extended period of time.

(Neal): Great, thank you.

(Andy): You are welcome.

Coordinator: Our next response is from Rich. Your line is open.

(Rich): Yes, hi, good afternoon. Pretty straightforward question. I got on a little late and could you please tell me what the plan is to make the slides available to us? Do I do something or will you send them?

(Andy): We will definitely be posting the PowerPoint slides, they recorded webinar and the transcript, all three of those will be posted probably in a week or two after the presentation is done. If you would like, I can send you the PowerPoint file as well. You have my email address here on this screen. Just go ahead and send me the email and I will send you the PowerPoint file.

(Rich): That would be great. I have trouble following not just you, Andy, but everybody when they go through PowerPoint like this. I am just slower on the draw and I'm always way behind. So it's easier for me.

(Andy): I am a little, too.

(Rich): Okay, thanks. I'll just send you an email.

(Andy): Sounds great.

Coordinator: Thank you. Our next response will be from Honey. Your line is open.

(Honey): Can you hear me?

(Andy): Yes.

(Honey): All right. I was just wondering, I noticed that you pulled in the data from the CDC's Social Vulnerability Index. And the CDC has a lot of other data sets having to do with situational awareness. So I was wondering if these relevant for the COVID 19 dashboard that pull in some more of the CDC's like Situational Awareness data sets, I was wondering if there was any plans to integrate like that

(Andy): Yes, it's a great question. When we first started work on the COVID-19 hub, there were plans to not only put access to Census Bureau data and resources on the hub but data from other federal agencies and even in some cases non-federal organizations. For example, you probably know that Johns Hopkins University has been maintaining an amazing data product that provides information on hospitalizations and numbers of beds and number of deaths due to COVID-19, et cetera.

They just sort of took it upon themselves to create this fabulous platform. In clearing the platform through our senior executives, the decision was made to not include some of those resources, but instead, provide links to them. So you

probably notice on the bottom of the COVID-19 hub, there is a link to the CDC on the page and we are going to be putting more links on the COVID-19 resource page, not only on the hub itself but back on that resource page that the hub is linked to from.

We are going to add some more links to those other programs because you're absolutely right. There is a wealth of information out there from other agencies that merged together with the Census data could be very impactful.

(Honey): Thank you.

Coordinator: Thank you. Our next response will be from Ninraj. Your line is open.

(Raj): Did you say Raj?

Coordinator: Yes, sorry.

(Raj): I have a question for Earlene. I was looking at your (Tampa) data. I would like to ask the question, can we couple housing data to working population inflows and outflows downtown Tampa in lieu of the COVID-19 crisis whether we have such housing data pre-COVID and now and also whether if this happened, whether it is due to higher risk because of high population density in Tampa, or was it due to higher housing costs, or was it due to high crime rate, or was it because of better schools and how does it compare to the Census data of 1918 when we had the pandemic whether there was more outflows to the suburbs or to the cities. Is it possible we could compare it? Thank you very much.

(Earlene Dowell): So the data comes from the states. And so we have been collecting data since for some states, since 1994. The data is just basically workforce data. It

doesn't have residential data. Zillow goes ahead and they combined their data with our data to create question I mean answers that they have questions too.

But the data is specifically just workforce. So I can tell you how many people lived in that area, that are part of the workforce and I can tell you how many people worked in the selected area. And I can give you characteristics regarding the people in the area, but I cannot tell you how much their homes cost with our data. That would be combining data with other data.

You could do that, which is Zillow does very well with. And in the PowerPoint, there is a link to the article and then so there is a link to the article and then if you read that article, and how Zillow combines the information and they did. They looked at the housing cost for people that were moving out of the city to the suburbs.

They looked at the age group as well because a lot of times, they think that the majority of people are moving out are those that are actually in the medium age where they are having children, so they are moving to the suburbs. But they found that a lot of people still live in the city and a lot of people work outside the city. So it's just that it's just the data that they have. So, unfortunately, I can't create something that we could answer all of your questions. But we can answer some.

(Raj): My follow-up question is, do we have data by the 1918 pandemic so we can study in terms of population for downtown area and outflows from the downtown area. Whether it is related to the pandemic or not. That's what I was looking for.

Like for example, New York City did a report now, that more people have left New York City to live outside of New York City because of the high rate

of infections. Whether that was the case with Tampa and what were they compared to the 1918 flu pandemic.

(Earlene Dowell): So LEHD does not have that data. I'm not sure if there is an archive for that for the Census. Do you know, Andy?

(Andy): I don't, Earlene Sorry. That's a stumper.

(Raj): Thank you very much.

(Earlene Dowell): Thank you for your question. Bridget, we are going to take two more questions and then wrap things up, please.

Coordinator: Actually, it looks like we just have one last question in the queue right now. Our final question will be from Lucia. Your line is open.

(Lucia): Thank you so much. I'm actually surveying the Bronx (unintelligible) specialist for the U.S. Census. And I really want to thank you guys for the wealth of information you shared with us today. And I'm right at the epicenter of the pandemic and we were affected in the Bronx specifically where I served. We had a lot of deaths and you know that actually had an impact even some of the I know that Zillow report I read about it and it covered and makes sense.

But also, the teachers who worked in education in New York City, one in five of them are not thinking of returning to teach in September because of the pandemic. And there are a lot of other things. I work with a lot of nonprofits.

In these nonprofits, they want to know in terms so the racial disparity, they want to know what can they do and how can they service their community

because a lot of the death toll, the largest death tolls happen within the African American and the Latino communities in the Bronx, Queens, and Brooklyn.

And I think this, what you are doing, is a perfect example that I can use my partners with the nonprofits to share with them. So I am looking forward to actually on a weekly basis, read and share with my partners. I think I heard Mr. David Kraiker, he is a wonderful individual who has been a mentor. I have learned so much from you David if you're on the line, thank you.

Like I really want to thank you for what you are doing and I think that the impact is going to be felt, specifically in the schools when teachers do not want to return to those areas that had I know the strongest strain of the COVID virus. Pretty much, it has impacted everyone. So anyway, thank you so much and I will follow up on you guys on the report on a weekly basis and share with my partners.

(Earlene Dowell): Thank you, too. Stay safe.

Coordinator: Thank you and that was our final question. I will turn it back to you for any closing remarks.

(Earlene Dowell): Thanks Bridget. So we appreciate everyone and we appreciate you all sticking around 30 minutes after the webinar was done. I would like to thank Lisa Glover West for hosting our webinar along with the Census Bureau, the LED partners and C2ER and the LMI Office for sponsoring our webinar.

Join us next month again on July 22, 2020, at 1:30 p.m. when Pramod Sambidi presents Analyzing Job-to-Job Flows in the Houston metropolitan area. And thank you all and have a good afternoon.

Coordinator: We thank you all for your participation in today's conference. That will conclude the call. You may now disconnect. Thank you.

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