What’s New in the COVID-19 Data Hub

Census Academy webinar
January 28th, 2021

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U.S. Census Bureau
Agenda for Today’s Webinar

• An Overview of the Census Bureau Programs Available in the COVID-19 Data Hub
  • Demographic Data
  • Business Data
• A Demo of Version 2.0 of the Hub
• A Preview of What’s Coming in Future Updates to the Hub (and Your Role in Shaping Then)
• Q & A
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/
The American Community Survey

- The nation’s most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys 3.5 million households and informs over $675 billion of Federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year
- Three key annual data releases:
  - 1-year Estimates (for large populations)
  - 1-year Supplemental Estimates (for small populations)
  - 5-year Estimates (for very small populations)

[Link to American Community Survey](census.gov/programs-surveys/acs)
<table>
<thead>
<tr>
<th>POPULATION</th>
<th>DEMOGRAPHIC</th>
<th>ECONOMIC</th>
<th>HOUSING</th>
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<tr>
<td>SOCIAL</td>
<td>Age</td>
<td>Class of Worker</td>
<td>Computer &amp; Internet Use</td>
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<td>Ancestry</td>
<td>Age</td>
<td>Commuting</td>
<td>Costs (Mortgage, Rent, Taxes, Insurance)</td>
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<td>Citizenship</td>
<td>Hispanic Origin</td>
<td>Employment Status</td>
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<td>Citizen Voting Age Population</td>
<td>Race</td>
<td>Food Stamps (SNAP)</td>
<td>Home Value</td>
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<td>Disability</td>
<td>Relationship</td>
<td>Health Insurance</td>
<td>Occupancy</td>
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<td>Educational Attainment</td>
<td>Sex</td>
<td>Hours/Week, Weeks/Year</td>
<td>Plumbing/Kitchen Facilities</td>
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<td>Fertility</td>
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<td>Income</td>
<td>Structure</td>
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<td>Grandparents</td>
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<td>Industry &amp; Occupation</td>
<td>Tenure (Own/Rent)</td>
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<td>Marital Status</td>
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<td>Migration</td>
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<td>Veterans</td>
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Geographies Covered by the ACS

Nation
- Metropolitan and Micropolitan Areas
- Urban Areas

Regions
- American Indian/Alaska Native Areas/Hawaiian Home Lands
- Zip Code Tabulation Areas

States
- Congressional Districts
- School Districts
- Places

Counties
- Public Use Microdata Areas (PUMAs)
- Alaska Native Regional Areas
- State Legislative Districts

Census Tracts
- 805,000+ Geographic Areas
- 35,000+ Communities

Block Groups
ACS Topics in the COVID Hub

- Population
- Households & persons per Household
- Median age
- Internet at home
- Disability
- 65+ living in Group Quarters
- 65+ living alone
- Vehicles Available

- Health insurance type and coverage
- Language spoken at home
- Poverty by Household type
- Poverty Ratio
- School enrollment
- Population density
- Income
- Hispanic origin and Race
More ACS Information

American Community Survey (ACS)

The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.

How do I respond to the ACS?

ACS data help with COVID-19 response efforts

Should I respond to both the ACS and 2020 Census?

census.gov/programs-surveys/ac
The Business Formation Statistics (BFS) were 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)

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.

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.

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 staring mid-May as Experimental Data Products.

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

The Household Pulse Survey is designed 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/data-tools/demo/hhp/
Community Resilience Estimates

Measures the ability of a population to recover from the impacts of disasters based upon 11 risk factors.

Individual and household characteristics from the 2018 ACS were modeled, in combination with publicly-available data from the 2018 National Health Interview Survey, to provide state, county, and tract level estimates.

Other New Experimental Data Products

(See https://www.census.gov/data/experimental-data-products.html)

- **Selected Monthly State Sales Tax Collections**
  - Helps users understand the impacts of the pandemic on state and local governments

- **Monthly State Retail Sales**
  - Enhances the Monthly Retail Trade Survey data by providing additional state-level data
COVID-19 Resource Page and Hub

https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html

https://covid19.census.gov/

Impact Planning Report
• Shows key demographic and business data at the state and county levels in an interactive dashboard
COVID-19 Surveys
• Provides access to data from BFS and SBPS in their own interactive dashboards
• Provides links to the program pages for HPS and CRE (dashboards coming soon)

Policy Map
• Provides access to data from the ACS, CBP and NES at the state and county levels in 8 sharable maps
Highlighted Datasets

Categorical Datasets Search

• Provides full access to all data in the Hub in downloadable csv and Excel files as well as data layers that GIS professional can use in their own map products
What’s Coming in Version 2.1+

• Updated ACS Data Variables
• Updated CBP, NES, and EC Variables
• Addition of a Dashboard for the International Data Base
• Additional Links to other Census Programs
Summary

• Data on the actual impacts of the pandemic
  • The BFS provides data on business formations that provides insights into how COVID-19 is impacting startups
  • The SBPS and HPS provide data on how existing small business and households are reacting and responding to COVID-19 related challenges
  • The MSST and MSRS provide data on how governments and the Retail Trade sector have been impacted

• Data on the potential impacts of the pandemic
  • The ACS, CBP, NES, and EC provide data on the households and businesses in the impacted areas
  • The CRE provides information on community resilience

• The COVID-19 Data Hub presents data from these programs in dashboards, maps, and downloadable resources to help decision makers respond to these challenges and aid in recovery
Q & A and Thank You!

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