

The Census Scientific Advisory Committee

Pulse Survey One-Way Briefing

For audio, invitees must dial 347-973-4395; Passcode 722-837-021#

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Census
2020

Agenda

- Welcome and Introductions
- Pulse Survey – Household
- Pulse Survey – Small Business
- Question and Answer Session

Experimental 2020 Household Pulse Survey

Measuring Social and Economic Impacts of COVID-19

Cassandra Logan, PhD

Survey Director



August 27, 2020
CSAC One-Way Briefing

Impetus for the Pulse Surveys

Addressing a Need for Real Time Data on the Social and Economic Impacts of COVID-19

- With circumstances changing rapidly, the Census Bureau sought to address an urgent need for near real time data as American families and businesses experience rapid and unprecedented disruptions during the COVID-19 pandemic.
- The Pulse Surveys were designed to deploy *quickly and efficiently*
- We were able to leverage existing Census Bureau infrastructure and data assets for current economic and demographic surveys to design and implement the surveys.
- Engagement with other federal agencies to solicit questionnaire content resulted in surveys that covered a range of topics related to social and economic impacts that were important to multiple federal and state programs with a minimum of public burden.
- Pulse Survey topics included:
 - **HPS**: Employment, housing and food security, health, education
 - **SBPS**: Small business overall well-being, operations, challenges, finances, outlook

Goals, Timeline, and Collaboration

Goal

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. Since the environment and circumstances we are operating in are rapidly changing, the Household Pulse Survey design was meant to be able to quickly assess and report on critical issues, as fast as possible.

Timeline

Phase 1: April 23-July 21, 2020

Phase 2: August 19-October 26, 2020

Experimental Rapid Response Survey

Proof of Concept

Partners

Phase 1

Bureau of Labor Statistics

National Center for Health Statistics

Housing and Urban Development

National Center for Education Statistics

USDA Economic Research Service

Office of Management and Budget

Phase 2 Additional Agencies:

Bureau of Transportation Statistics

Social Security Administration

Platform and Frame

Platform: Qualtrics

- FedRAMP Moderate authorization.
- Census Bureau Authority to Operate.

Email and Text Invitations to Take an Online Survey

- National Processing Center was shut down due to COVID19.
- We could not mail an invitation.

Frames: Used Existing Email and Cell-Phone Contact Frames

Matched to Census Bureau's Master Address File (MAF) records.

Emails and phone numbers from respondent contacts and from third party vendors.

- The phone frame contains over a billion phone/address pairs.
- The phone frame contains phone/address pairs for over 88% of addresses in the country.
- Three quarters of those phones were acquired in the past two years.
- The email frame contains over 686 million well-formed email/address pairs.
- The email frame contains email/address pairs for almost 80% of addresses in the country.
- Two thirds of those emails were acquired in past two years.

Content: Phase 1

Basic demographics

Age, sex, race, Hispanic origin, marital status, educational attainment.

Employment questions

Loss of employment income, expected loss of employment income, working, reasons for not working if not working.

Food security questions

Past food sufficiency, current food sufficiency, free meals, money spent on groceries and prepared foods.

Health questions

Overall health, mental health, health insurance, delay in getting health care.

Housing questions

Tenure, paid rent/mortgage on time this month, confidence about paying rent/mortgage next month.

Education questions

Effects of COVID on how children received education, access to computer/digital device, who provided the device, internet availability, who paid for internet, hours spent with teachers, hours householder spent on educational activities.

Additional Content: Phase 2

Basic demographics

No changes

Employment questions

Commuting and Telework series (BTS)

Transportation Questions (BTS)

Spending questions

Series on expenditures (BLS)

Program use

Social Security programs (SSA)

Unemployment Insurance (BLS)

Food security questions

SNAP receipt (USDA/ERS)

Health questions

Mental health services use (NCHS)

Housing questions

Living quarters, bedrooms, current on rent payments, current on mortgage payments (HUD)

Education questions

Post-Secondary questions (NCES)

Data Collection

Phase 1

- April 23 – July 21
- Email and text invitations
- Weekly Thursday through Tuesday data collection
- Weekly data releases through interactive data tool, static tables, and public-use microdata file
- National and state-level data and 15 largest MSAs
- Longitudinal Sample

Changes for Phase 2

- August 19 – October 26
- Two-week Wednesday to Monday data collection
- Data released every two weeks via interactive data tool, static tables, and public-use microdata file
- No longitudinal sample

Phase 1 Responses

Week	Interviews	Weighted Response Rate
April 23 – May 5 : Week 1 (a+b)	74,413	3.8
May 7 – May 12 : Week 2	41,996	1.3
May 14 – May 19 : Week 3	132,961	2.3
May 21 – May 26 : Week 4	101,215	3.1
May 28 – June 2 : Week 5	105,066	3.5
June 4 – June 9 : Week 6	83,302	3.1
June 11 – June 16: Week 7	73,472	2.3
June 18 – June 23: Week 8	108,062	2.9
June 25 – June 30: Week 9	98,663	3.3
July 2 – July 7: Week 10	90,767	3.2
July 9 – July 14: Week 11	91,605	3.1
July 16 – July 21: Week 12	86,792	2.9
TOTAL (13,065,060 Sampled)	1,088,314	

Household Pulse Survey

Loss in Employment Income

Expected Loss in Employment Income

Food Scarcity

Delayed Medical Care

Housing Insecurity

K-12 Educational Changes

Filter By:

States: —

Metro Areas: —

Reset

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: Percentage of adults in households where someone had a loss in employment income since March 13, 2020.

Notes:

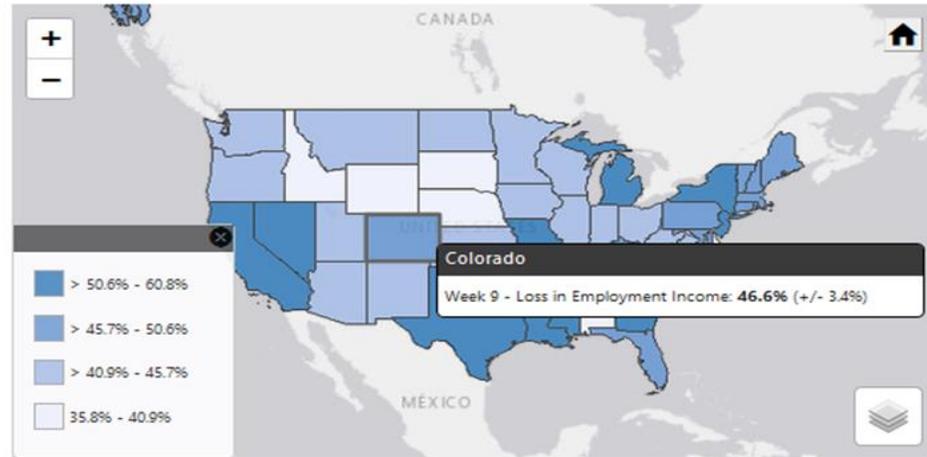


Loss in Employment Income



Week 9

States



Household Pulse Survey Total U.S.



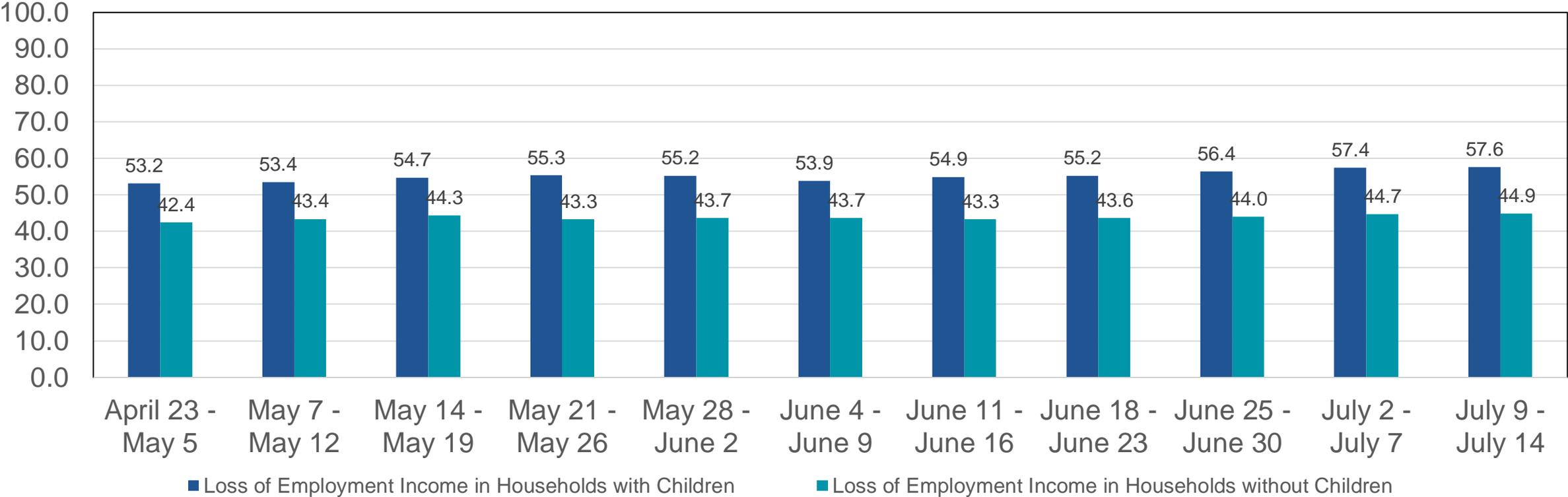
U.S. Census Bureau



		Total Loss in Employment Income			Loss in Employment Income Percent	
Week	Area	Total Individual Population age 18+	Number	Margin of Error +/-	Percent	Percent Margin of Error +/-
9	United States	249,170,916	121,735,116	1,423,697	49.1	0.6
9	Alabama	3,717,378	1,511,934	140,808	40.9	3.8
9	Alaska	524,925	248,427	18,954	47.5	3.6

Employment Income

Loss in Employment Income in the Household for Adults 18+ by Presence of Children

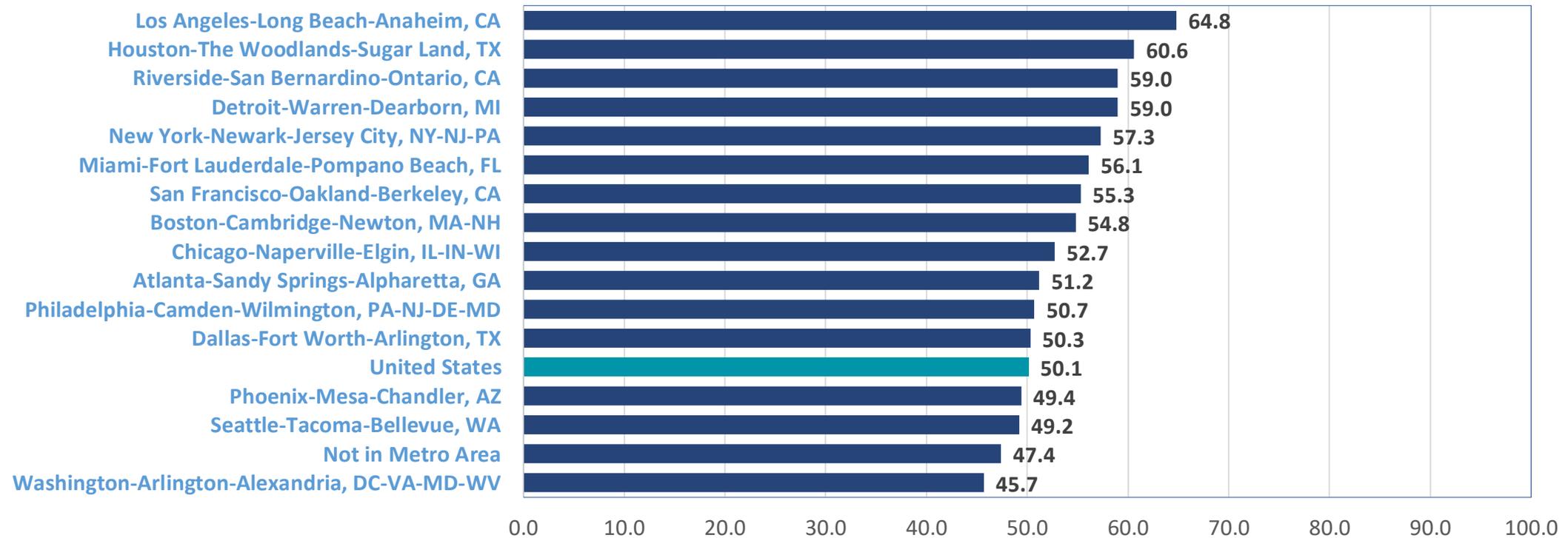


Source: Data from the Household Pulse Survey (April 23rd – July 14th, 2020).
 Universe: 18+ Adults with non-missing response to the Loss in Employment Income item.

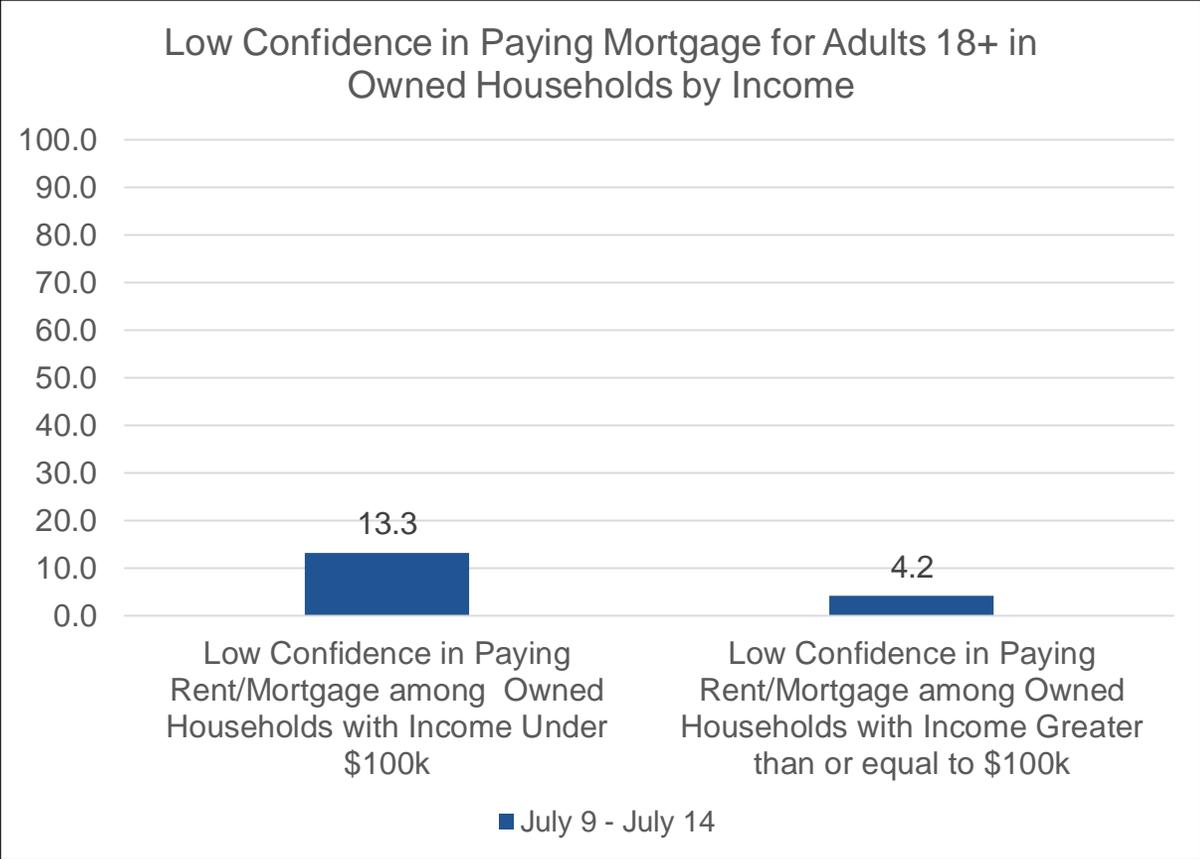
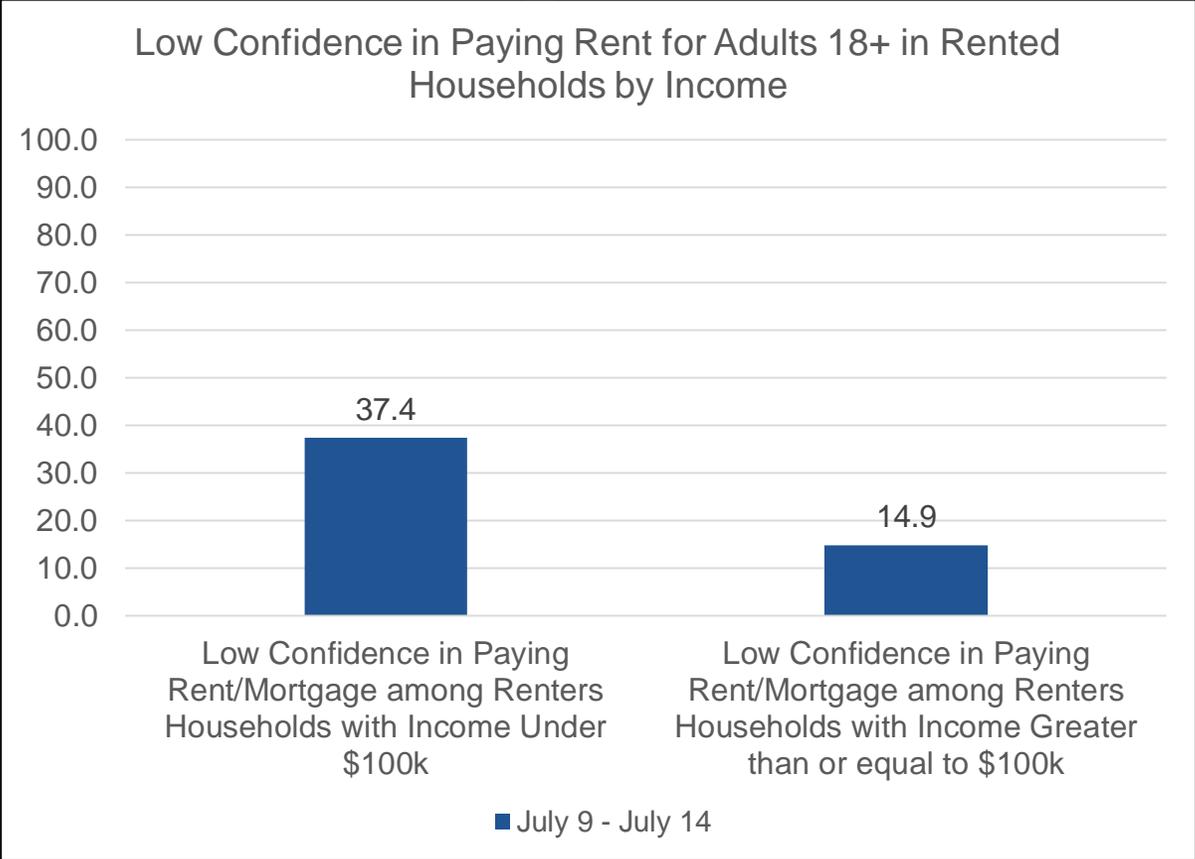
Percentage of Adults in Households Where Someone Lost Employment Income Since March 13

15 Largest Metros: July 9th – July 14th : Week 11

Percent of Adults in Households with a Loss in Employment Income in the Last Week



Housing - Confidence



Source: Data from the Household Pulse Survey (April 23rd – July 14th, 2020).
 Universe: 18+ Adults with non-missing response to the Loss in Employment Income item.

Mental Health

Pulse Survey

“Last 7 days”

May 28 – June 2

NHIS

“Last 2 weeks”

Jan – June 2019

Symptoms of Anxiety Disorder

30.6%

8.2%

Symptoms of Depressive Disorder

25.3%

6.6%

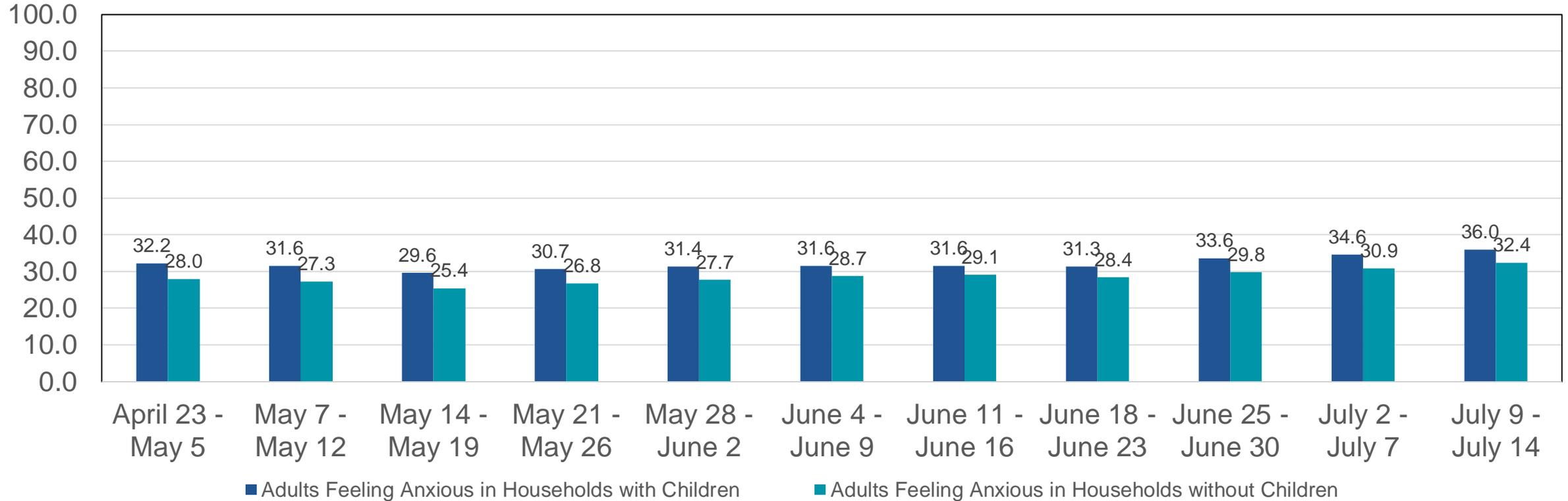
**Symptoms of Anxiety Disorder and/or
Depressive Disorder**

35.5%

11.0%

Anxiousness

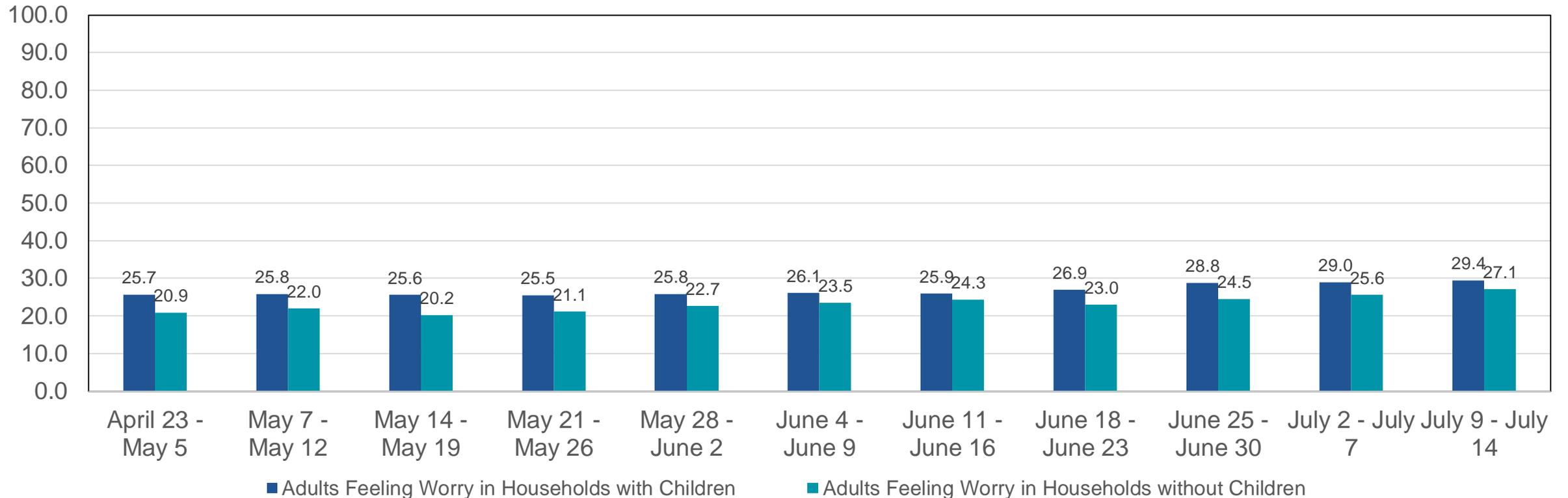
Feelings of Anxiousness for Adults 18+ by Presence of Children



Source: Data from the Household Pulse Survey (April 23rd – July 14th, 2020).
 Universe: 18+ Adults with non-missing response to the Loss in Employment Income item.

Worry

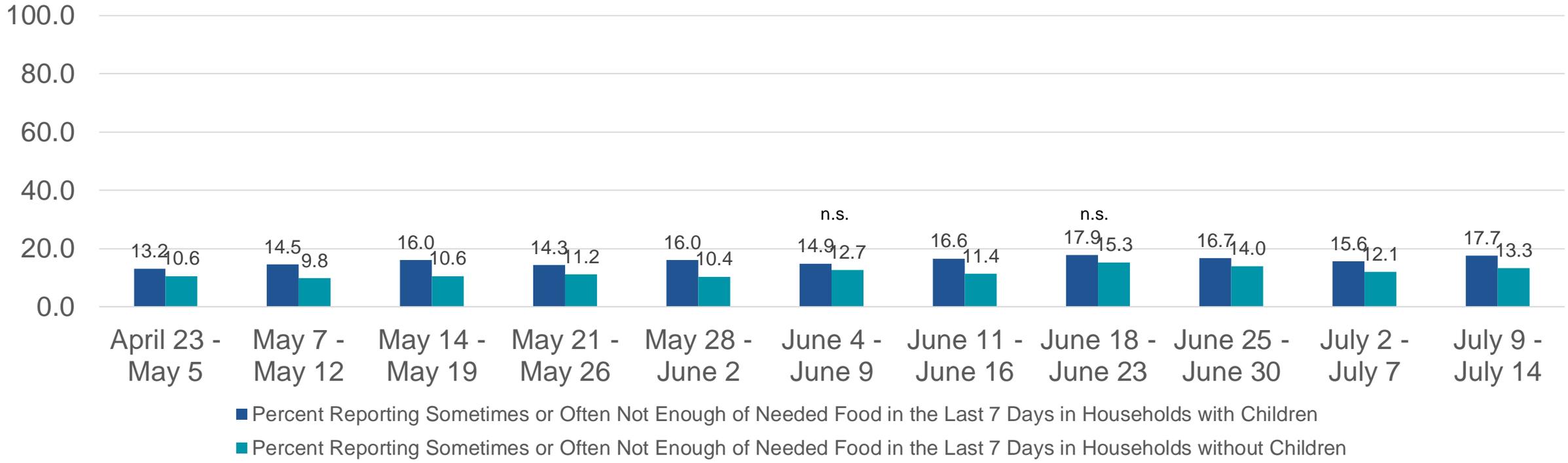
Feelings of Worry for Adults 18+ by Presence of Children



Source: Data from the Household Pulse Survey (April 23rd – July 14th, 2020).
Universe: 18+ Adults with non-missing response to the Loss in Employment Income item.

Food Sufficiency

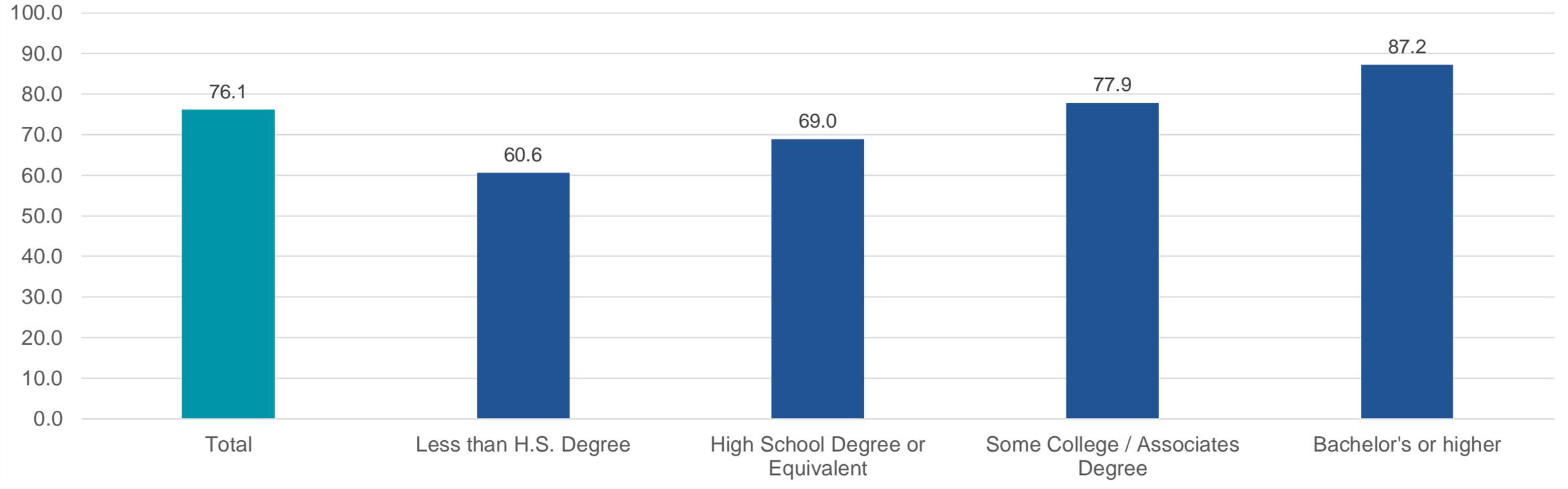
Current Food Sufficiency in Households where Adults 18+ Reported Getting Enough of the Needed Food Prior to March 13th by Presence of Children



Source: Data from the Household Pulse Survey (April 23rd – June 9th, 2020).
 Universe: 18+ Adults with non-missing response to the Loss in Employment Income item.

Education

Percent of adults living with children in grades K-12 who are using online resources for distance learning, by adult's educational attainment: Week 6, June 4- June 9

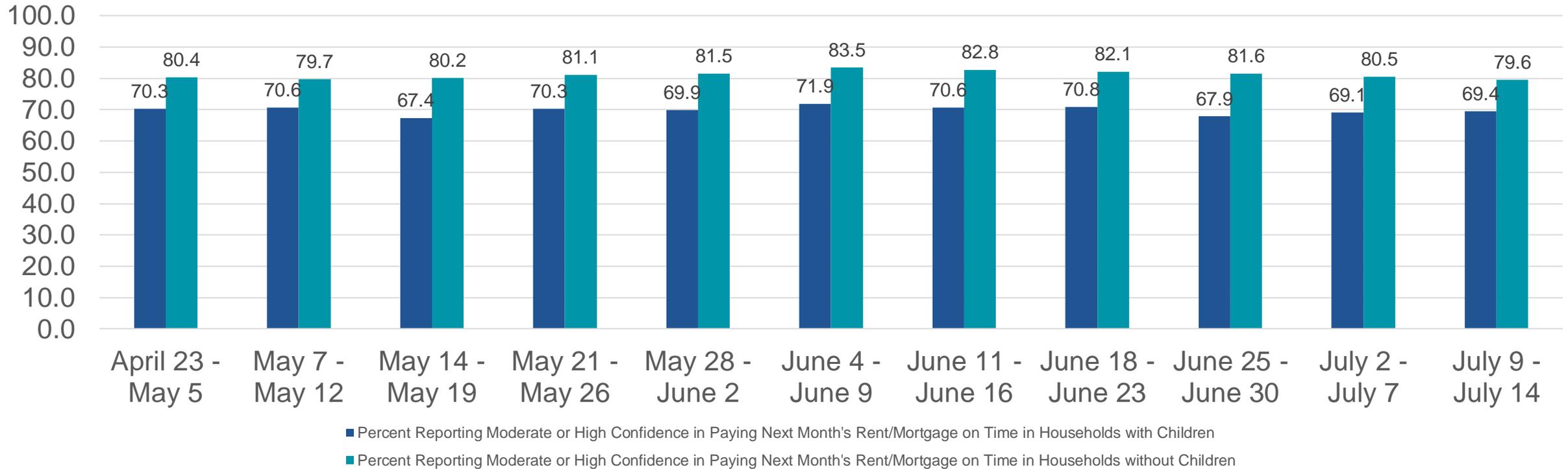


Source: Data from the Household Pulse Survey (April 23rd – June 9th, 2020).

Universe: 18+ adults with children under 18 enrolled in public or private school and not missing on access items.

Mortgage/Rent Confidence

Confidence in Paying Next Month's Rent or Mortgage for Adults 18+ by Presence of Children



Source: Data from the Household Pulse Survey (April 23rd – July 14th, 2020).
 Universe: 18+ Adults with non-missing response to the Confidence in Paying Rent item.

// Census.gov > America Counts: Stories Behind the Numbers > How Are Americans Using Their Stimulus Payments?



Population

How Are Americans Using Their Stimulus Payments?

Majority Who Received Stimulus Payments Spending Most of It on Household Expenses

DANIEL PEREZ-LOPEZ AND CHARLES ADAM BEE | JUNE 24, 2020

About 85.5% of respondents to the U.S. Census Bureau's experimental Household Pulse Survey said they had received or expected someone in the household to receive an Economic Impact Payment or stimulus check.

The majority of adults in households that received a stimulus check from the federal government say they used it or planned to use most of it on household



POPULATION

United States Census Bureau

Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

// Census.gov > America Counts: Stories Behind the Numbers > Self-Employed Adults Hit Harder by Pandemic-Related Business Downturns in Hardest-Hit States



Business and Economy

Self-Employed Adults Hit Harder by Pandemic-Related Business Downturns in Hardest-Hit States

Combining Census Bureau Pulse Surveys Reveals Which Workers Are Hardest Hit by COVID-19

MARK KLEE, LYNDA LAUGHLIN, AND ROBERT MUNK | JUNE 30, 2020

Self-employed workers in states where businesses are hardest hit by the COVID-19 pandemic are more likely to face economic hardships, according to new findings from the U.S. Census Bureau's experimental Household and Small Business Pulse surveys.

Creating jobs and running small businesses are just a couple of examples of the vital roles self-employed workers play in the U.S. economy.



POPULATION

How Are Americans Using Their Stimulus Payments?

Is this page helpful? X

// Census.gov > America Counts: Stories Behind the Numbers > The Risks Children Face During Pandemic



Families

The Risks Children Face During Pandemic

Adults in Households With Children Report Higher Rate of Late Housing Payments and Food Shortages Amid COVID-19

LINDSAY M. MONTE AND SHARON O'DONNELL | JUNE 30, 2020

Households with children continue to be hit harder by the financial pressures caused by the COVID-19 pandemic, according to the latest results of the U.S. Census Bureau's experimental Household Pulse Survey released last week.

Nationally, 24.7 million adults in mortgage or rented households reported a late



BUSINESS AND ECONOMY

Is this page helpful? X

// Census.gov > America Counts: Stories Behind the Numbers > Adults in Households With Children More Likely to Report Loss in Employment Income During COVID-19



Population

Adults in Households With Children More Likely to Report Loss in Employment Income During COVID-19

New Census Household Pulse Survey Shows More Households with Children Lost Income, Experienced Food Shortages During Pandemic

LINDSAY M. MONTE | MAY 27, 2020

Adults in households with children were more likely to report permanent loss of employment and food shortages since the start of the COVID-19 pandemic, according to a new U.S. Census Bureau survey.

Early results of the experimental Household Pulse Survey released today provide a detailed and near real-time picture of how individuals and households are faring during the pandemic.



POPULATION

New Census Surveys Provide Near Real-Time Info on Households, Businesses During COVID-19

Is this page helpful? X

Where to find the data

Household Pulse Survey main page: <https://www.census.gov/householdpulsedata>

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

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

Technical Documentation: <https://www.census.gov/programs-surveys/household-pulse-survey/technical-documentation.html>

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

Questions for CSAC

Given the success of the Pulse Surveys, Census is considering institutionalizing rapid response surveys for future national or regional emergencies.

- Does CSAC have thoughts/recommendations on this?
- Suggested topic areas for COVID survey or other emergencies?
- Sources for question banks?
- How can we best prepare, in advance, for possible yet unknown situations so that we can collect relevant rapid response data?



The Small Business Pulse Survey

Measuring the effect of COVID-19 on Small Businesses

Cathy Buffington

Survey Director

Census Scientific Advisory Committee

One-way briefing 8/27/2020

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Goals, Timeline, and Collaboration

Goal

The Small Business Pulse Survey was designed to measure the effects of the pandemic on businesses overall as well as on aspects of their operations and finances, leveraging existing infrastructure and producing high frequency geographic and industry detail.

Timeline

Phase 1: April 26 – June 25, 2020

Phase 2: August 9 – October 10, 2020

Experimental Rapid Response Survey

Proof of Concept

Partners

Phase 1

Small Business Administration

Federal Reserve Board of Governors

International Trade Administration

Minority Business Development Administration

Phase 2 Additional Agencies:

Bureau of Transportation Statistics

National Telecommunications and Information Administration

Office of Tax Analysis, Department of Treasury

Bureau of Labor Statistics

Platform and Frame

Platform: Centurion

- Census Bureau in-house collection system
- Economic Programs database for back-end processing

Email Invitations to Take an Online Survey

- Weekly email on Sunday, follow up email on Wednesday.
- High voluntary response rate of over 25%, conversion rate over 35% in Phase 1

Frames: Used Existing Email from 2017 Economic Census

- Include all single-location businesses with 1-499 employees and \$1000+ revenue that reported an email address
- Approx. ~1 million small businesses in target population for SBPS
- Representative of 5.6 million small businesses
- Ability to link to Census Bureau business data infrastructure meant only timely, relevant measures need to be surveyed as other important measures (industry, location, size) previously collected

Content: Phase 1

Overall Effect

Overall effect of the pandemic on the business with 5-bin response ranging from Large negative effect to Large positive effect.

Operations questions

Change in revenue, level of revenue, change in number of employees, change in employee hours, temporary closures.

Challenges questions

Pivot to new goods or services, pivot to curbside/carry-out/delivery, supply chain disruptions.

Finance questions

Cash on hand , loan or other payment defaults, requests for assistance, receipt of assistance.

Outlook

Expectations. How much time until the business returns to average/normal level of operations.

Content: Phase 2

Overall Effect

No changes.

Operations questions

Additional questions:

- Rehiring of laid-off or furloughed employees
- Change in hours worked from home
- Change in use of online platforms

Challenges questions

Dropped two 'pivot' questions.

Additional questions:

- Factors that impact business's capacity
- Change in business's capacity
- Future needs

Finance questions

Additional response options for assistance questions:

- Fed's Main Street Lending Program
- IRS's tax deferral, credits

Outlook

Additional response options for expectations:

- Returned to normal
- Business permanently closed

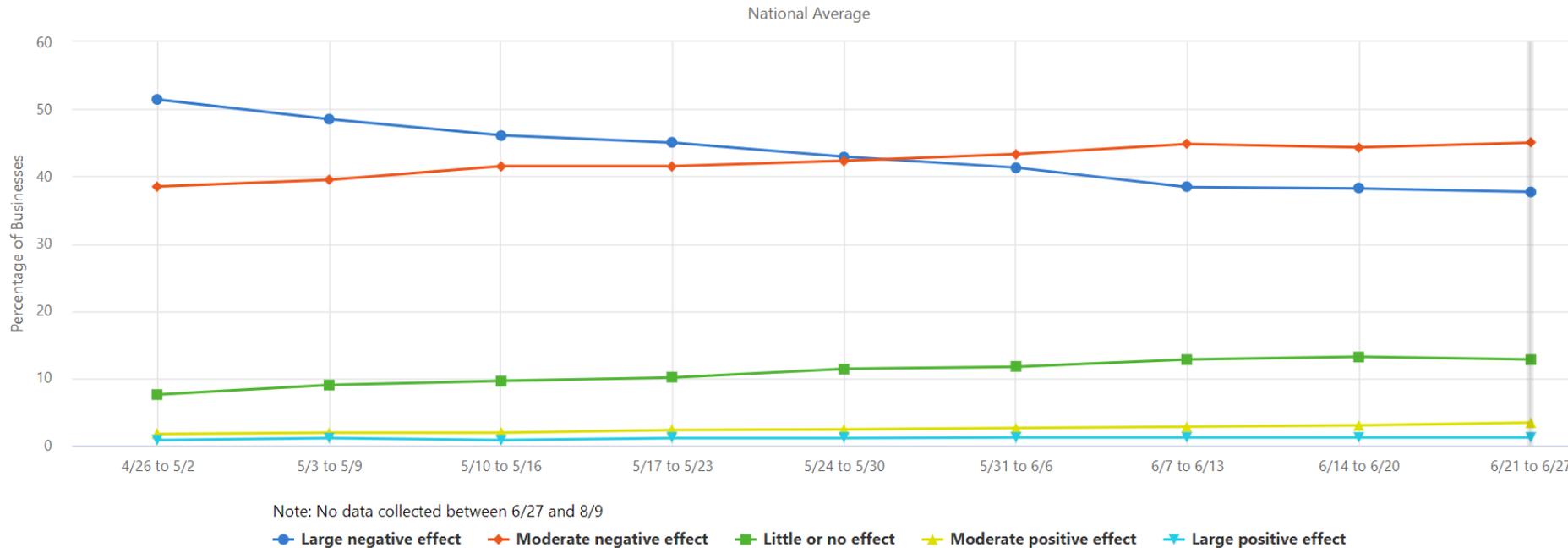
Data Collection

- 9 week collection period for each phase
- Email invitation Sunday and follow-up Wednesday
- Weekly Sunday through Saturday data collection
- Weekly data releases through interactive data tool, static tables the Thursday following survey close-out
- National and state-level data and 50 largest MSAs
- NAICS 2-digit (sector) level data nationally and by state
- Same target population for both phases

Overall Effect

Survey Question: Overall effect ▾
 Time Range: Phase 1 Only ▾
 Filter: NAICS ▾ National Average ▾

Overall, how has this business been affected by the Coronavirus pandemic?



Overall Effect

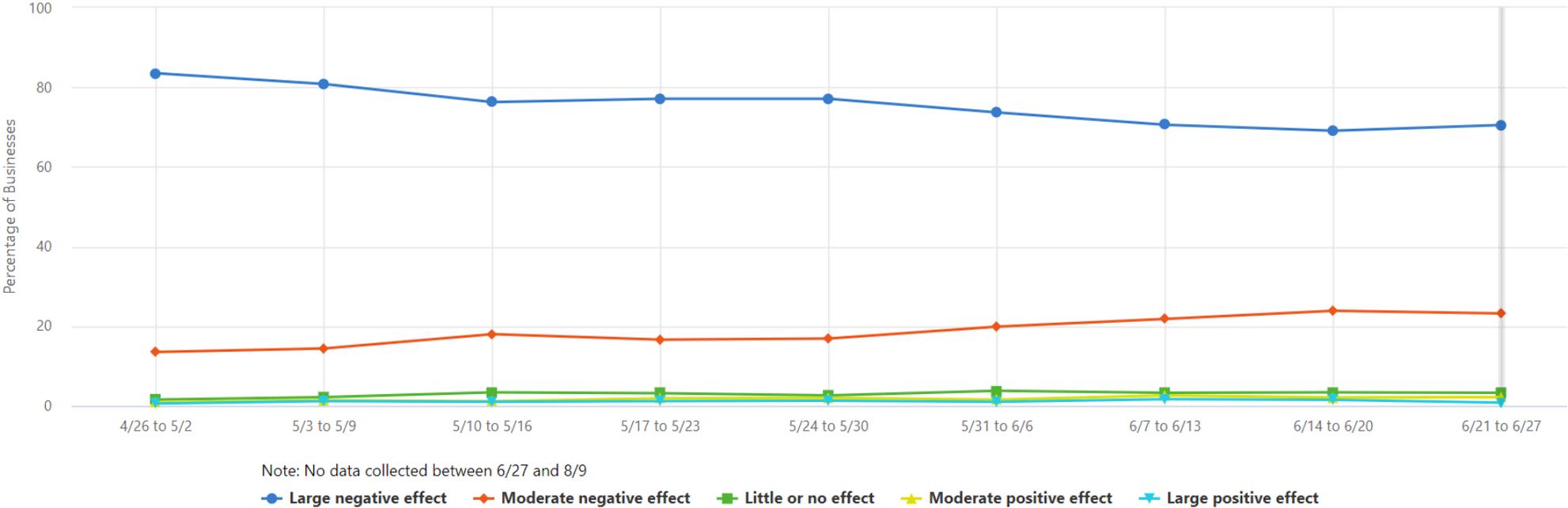
Survey Question: Overall effect ▾

Time Range: Phase 1 Only ▾

Filter: NAICS ▾ 72: Accommodation and Food Services ▾

Overall, how has this business been affected by the Coronavirus pandemic?

Sector 72 Average (Accommodation and Food Services)

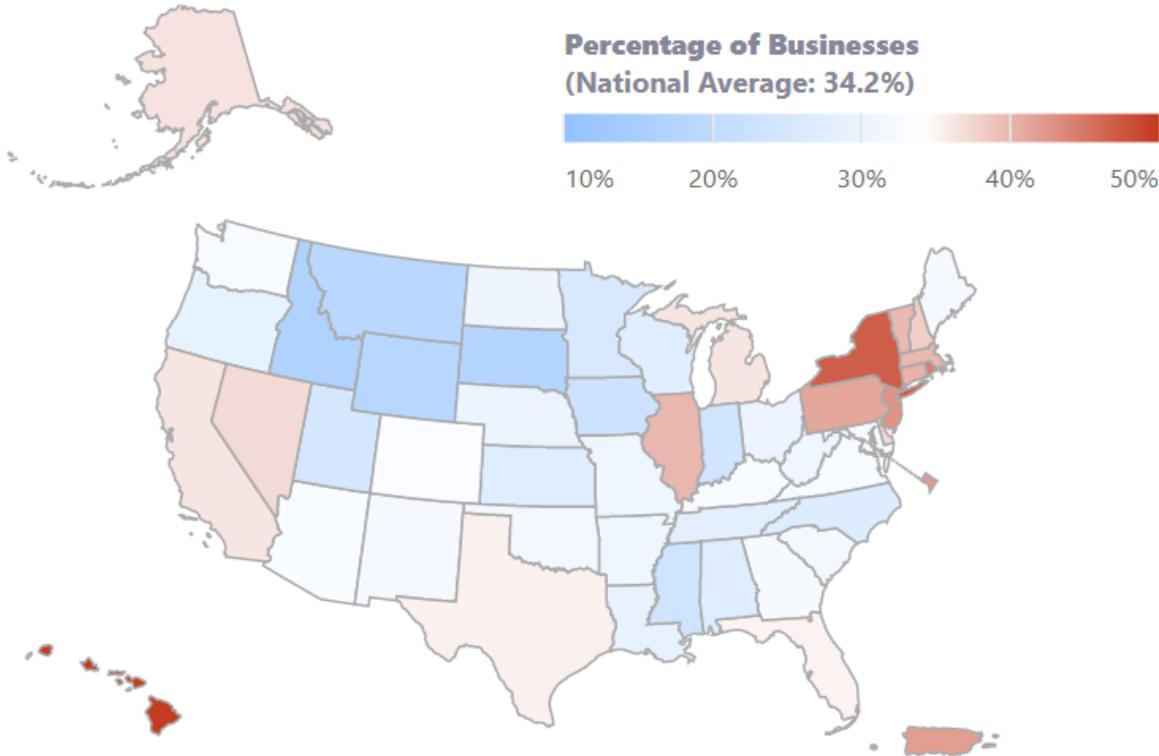


Overall Effect

Overall, how has this business been affected by the Coronavirus pandemic?

Collection Dates: 8/9 to 8/15
Survey Question: Overall effect
Survey Answer: Large negative effect

Data Collected 8/9 to 8/15



Operations

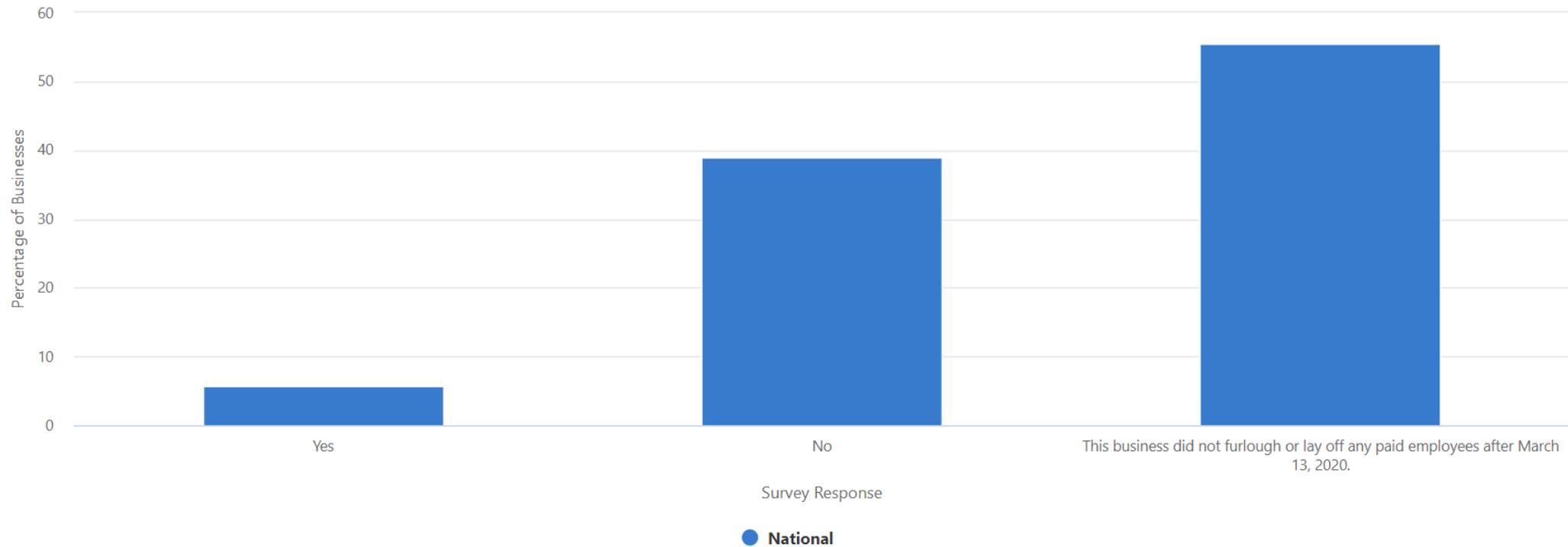
Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Compare: State Nothing selected

In the last week, did this business re-hire any paid employees who had been furloughed or laid off after March 13, 2020?

Data Collected 8/9 to 8/15



Operations

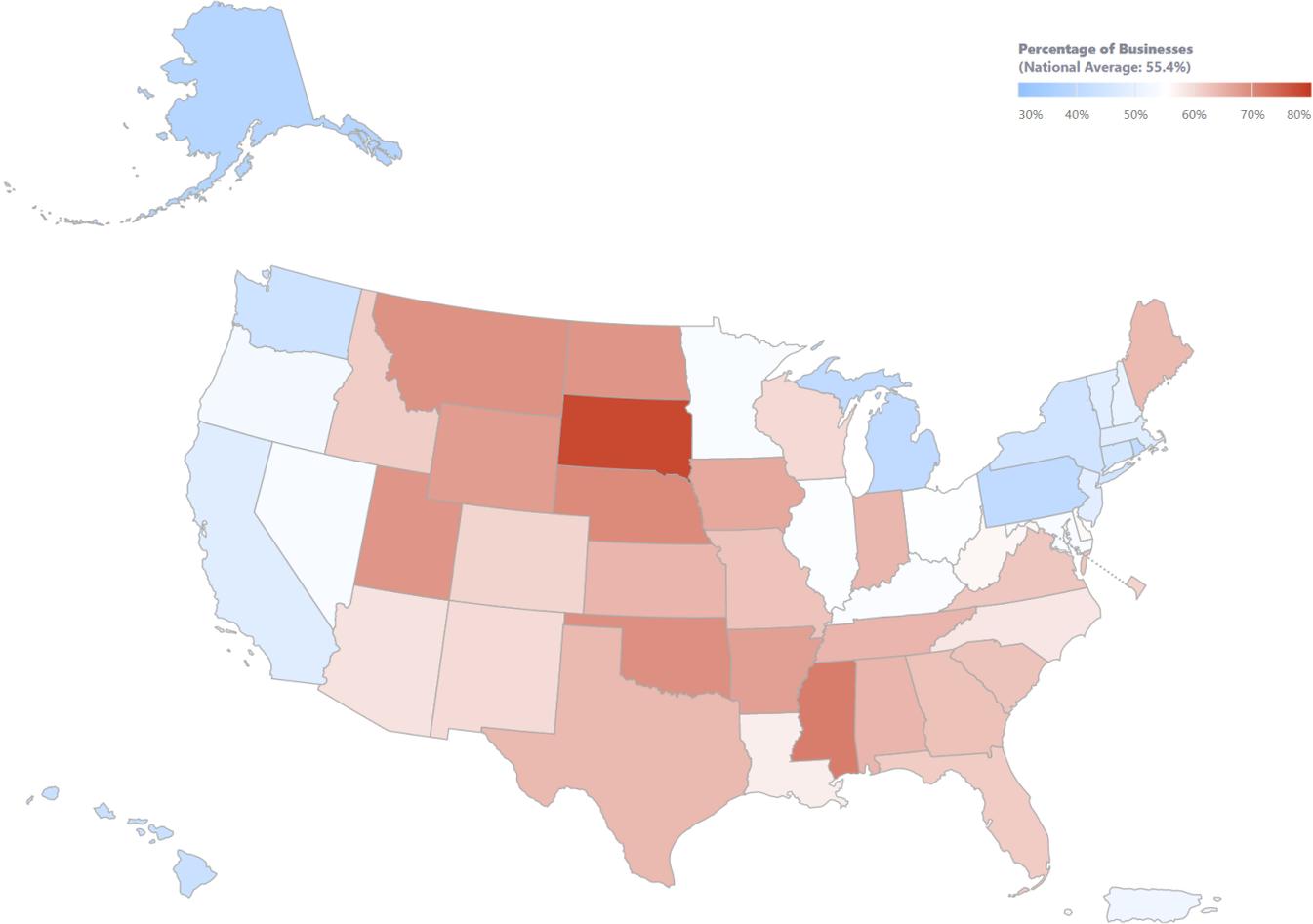
Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Survey Answer: This business did not furlough or lay off any paid employees after March 13, 2020.

In the last week, did this business re-hire any paid employees who had been furloughed or laid off after March 13, 2020?

Data Collected 8/9 to 8/15



Operations

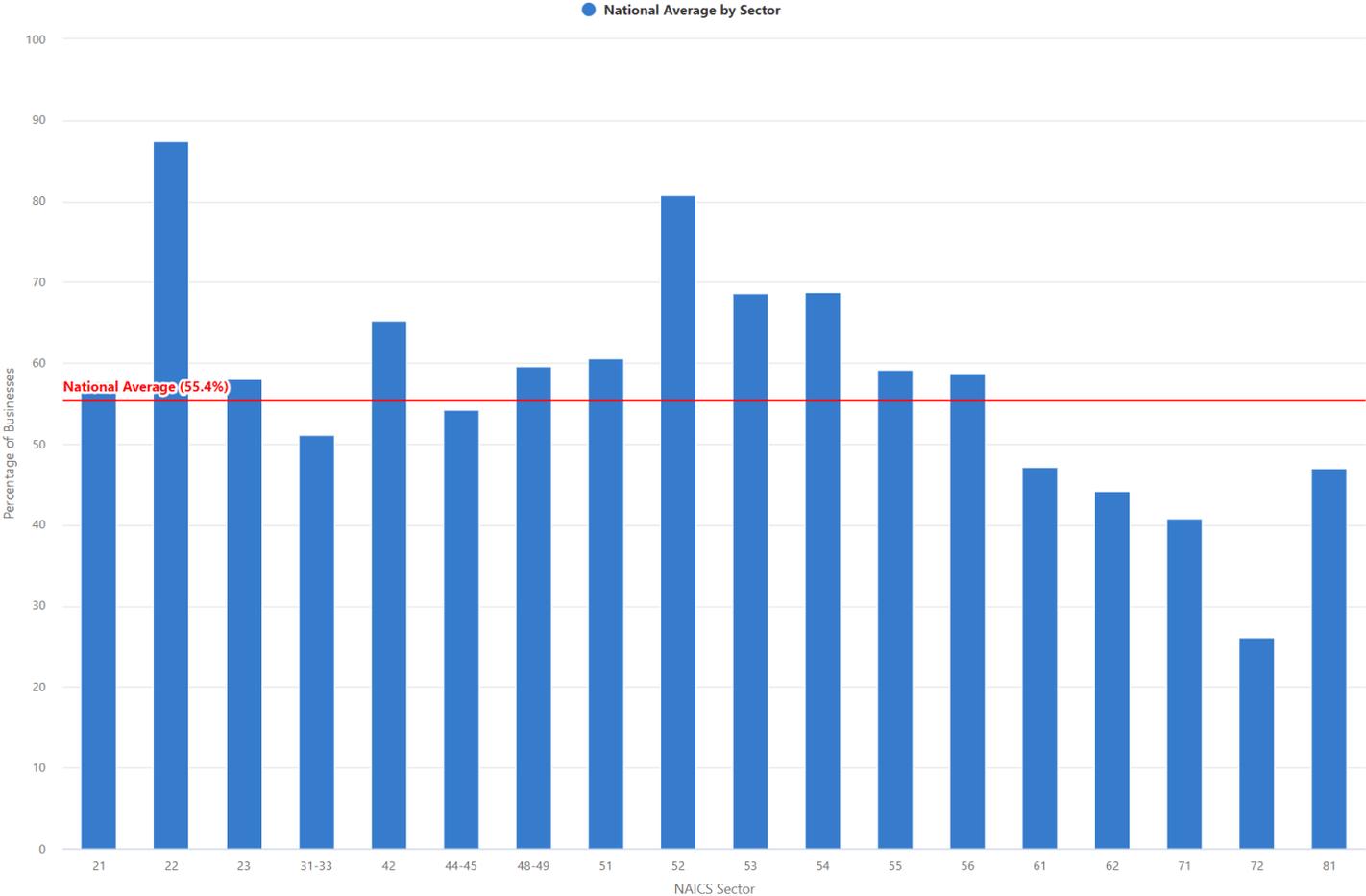
Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Survey Answer: This business did not furlough or lay off any paid employees after March 13, 2020.

In the last week, did this business re-hire any paid employees who had been furloughed or laid off after March 13, 2020?

Data Collected 8/9 to 8/15



Challenges

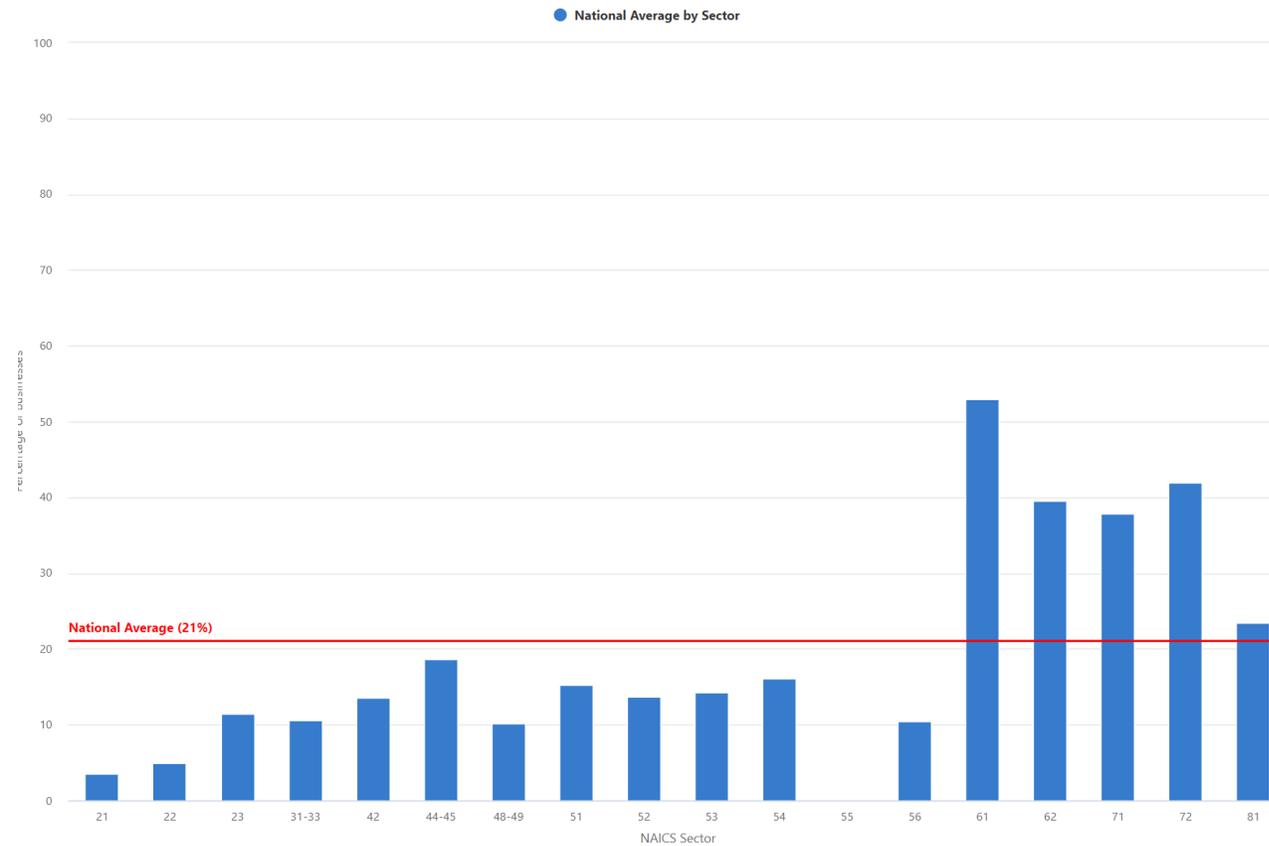
Collection Dates: 8/9 to 8/15

Survey Question: Operating capacity factors

Survey Answer: Physical distancing of customers or clients and/or limits on the number of concurrent customers or clients

In the last week, was this business's operating capacity affected by any of the following?

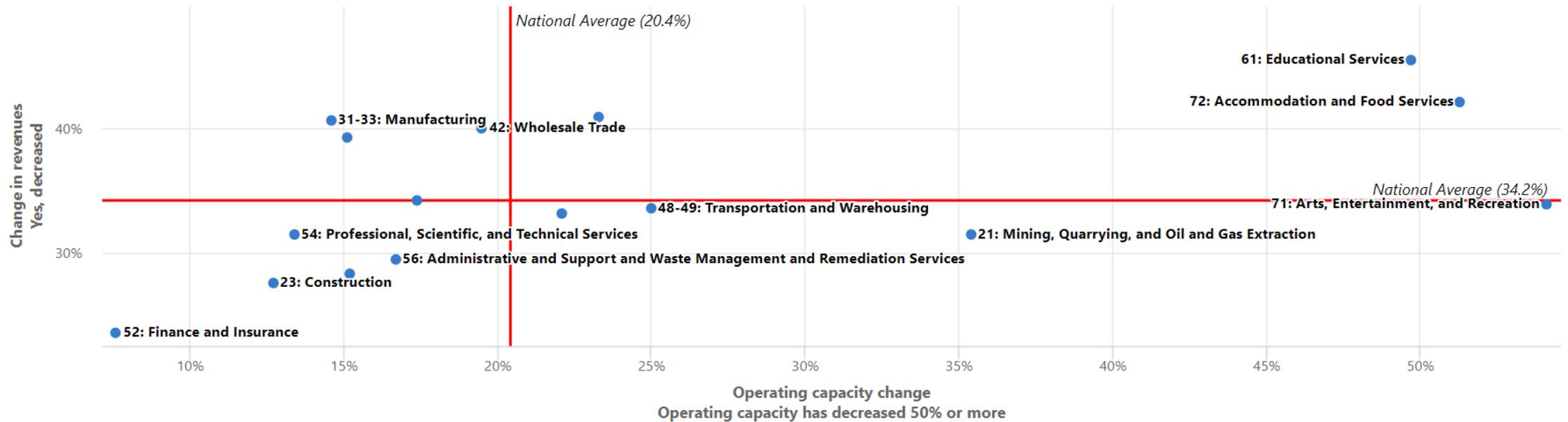
Data Collected 8/9 to 8/15



Challenges

Operating capacity change vs Change in revenues

Data Collected 8/9 to 8/15



Challenges

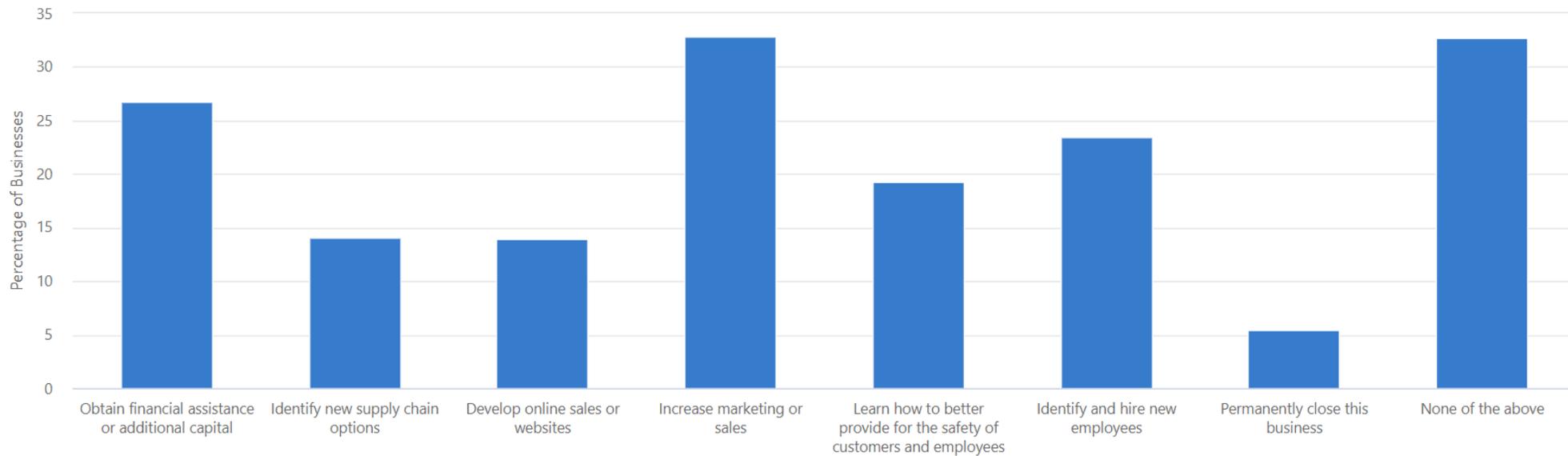
Collection Dates: 8/9 to 8/15

Survey Question: Future needs

Compare: State Nothing selected

In the next 6 months, do you think this business will need to do any of the following?

Data Collected 8/9 to 8/15



Survey Response
(Questions that allow multiple responses may produce estimates that sum to > 100%)

● National

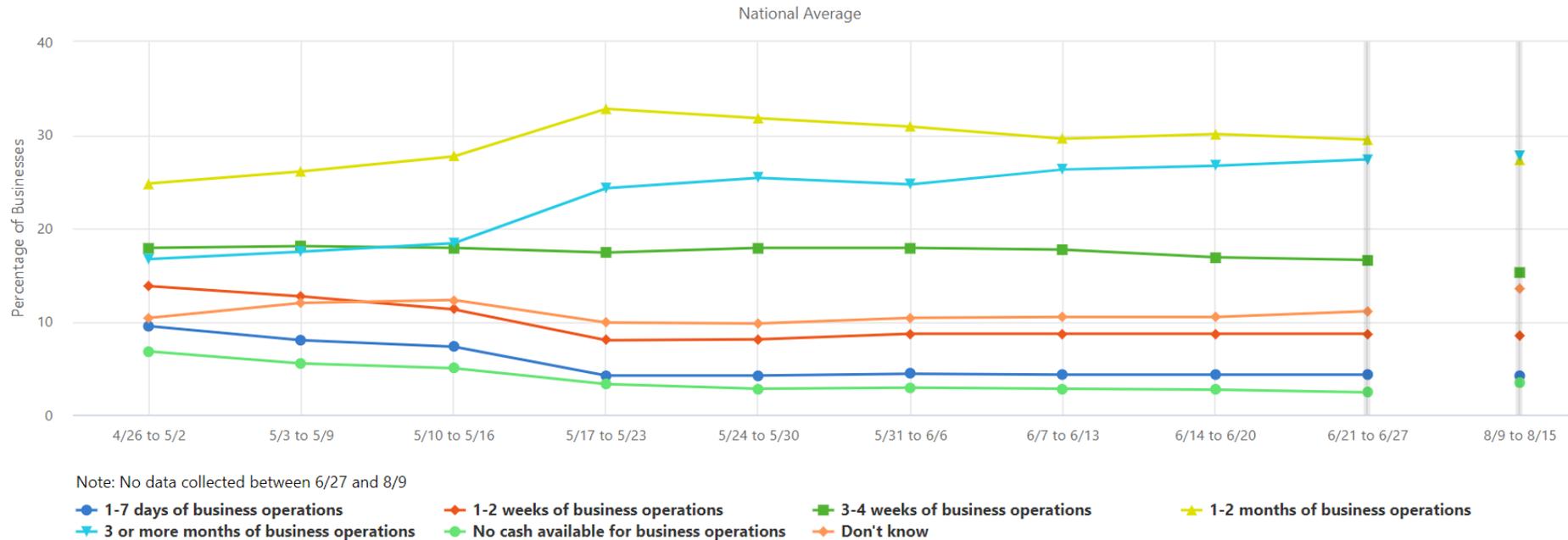
Finances

Survey Question: Cash on hand ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: State ▾ National Average ▾

How would you describe the current availability of cash on hand for this business, including any financial assistance or loans?



Outlook

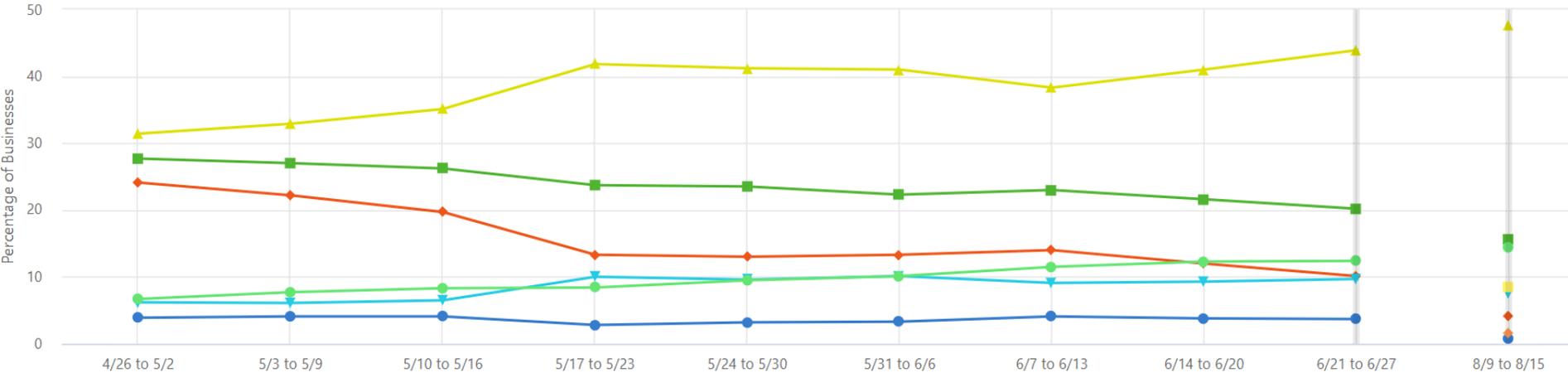
Survey Question: Expectations ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: State ▾ National Average ▾

In your opinion, how much time do you think will pass before this business returns to its normal level of operations relative to one year ago?

National Average



Note: No data collected between 6/27 and 8/9

- ◆ 1 month or less
- 4-6 months
- ▼ I do not believe this business will return to its normal level of operations.
- ◆ This business has permanently closed. (only available in phase 2)
- ◆ 2-3 months
- ▲ More than 6 months
- There has been little or no effect on this business's normal level of operations.
- This business has returned to its normal level of operations. (only available in phase 2)

Downloads and Documentation

Weekly Data

Select Date Range:

Filter by Interest: All National Sector (NAICS) State MSA Employment Size Metrics

File	File Type	Date Range	Tags
National, Sector	XLS	6/14 to 6/20	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> Sector (NAICS)
National, State	XLS	6/14 to 6/20	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> State
National, State by Sector	XLS	6/14 to 6/20	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> State <input checked="" type="checkbox"/> Sector (NAICS)
National, State, Sector by Employment Size	XLS	6/14 to 6/20	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> State <input checked="" type="checkbox"/> Sector (NAICS) <input checked="" type="checkbox"/> Employee Size
Unit Response Rate	XLS	6/14 to 6/20	<input checked="" type="checkbox"/> Metrics <input checked="" type="checkbox"/> State
All Files	ZIP	6/14 to 6/20	<input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> State <input checked="" type="checkbox"/> Sector (NAICS) <input checked="" type="checkbox"/> MSA <input checked="" type="checkbox"/> Employee Size <input checked="" type="checkbox"/> Metrics

General Info and Documentation

Survey Questionnaires

[SBPS Questionnaire \(4/26 - 5/16\)](#)
[SBPS Questionnaire \(5/17 - 6/27\)](#)
[SBPS Questionnaire \(8/9 - 10/10\)](#)

Codebooks

[Codebook \(4/26 - 5/16\)](#)
[Codebook \(5/17 - 6/27\)](#)
[Codebook \(8/9 - 10/10\)](#)

Data Dictionary

[Data Dictionary](#)

README

[README](#)

Index Construction

[Index-construction-for-the-Small-Business-Pulse-Survey.pdf](#)

Questions for CSAC

- **Does CSAC have recommendations about the SBPS:**
 - **Design**
 - **Content**
 - **Products**
- **Are there other business data that would be useful during this or other emergencies?**

Where to find the data

Small Business Pulse Survey main page: <https://www.census.gov/data/experimental-data-products/small-business-pulse-survey.html>

Data tool: <https://portal.census.gov/pulse/data/#data>

Data Tables main page: <https://portal.census.gov/pulse/data/#downloads>

Technical Documentation: <https://portal.census.gov/pulse/data/#methodology>

Survey Respondent overview: <https://www.census.gov/data/experimental-data-products/small-business-pulse-survey/take-survey.html>

Question and Answer Session