

PULSE SURVEYS

Household Pulse Survey

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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.

Household Pulse Survey 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

Small Business Pulse Survey 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

Questions for CSAC

Household Pulse Survey:

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?

Small Business Pulse Survey:

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