

Census Bureau Pulse Surveys

Experimental Surveys to Address Data Needs During the Covid-19 Pandemic



**Presented at Federal Economic Statistics Advisory Committee (FESAC)
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Two Populations, Two Surveys

Small Business Pulse Survey (SBPS)

Designed to understand the effect of the pandemic on operations and financial situation of small businesses and measure their federal program participation as well as their outlook

Timeline for SBPS Data Collection

April 26 through June 25, 2020

Partners

Small Business Administration
Federal Reserve Board of Governors
International Trade Administration
Minority Business Development Administration

Household Pulse Survey (HPS)

Designed to understand impacts of Covid-19 on American families relating to employment, food security, housing, health and educational disruption

Timeline for HPS Data Collection

April 23 through July 31, 2020

Partners

Bureau of Labor Statistics
National Center for Health Statistics
Housing and Urban Development
National Center for Education Statistics
Office of Management and Budget
USDA Economic Research Service

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 are experiencing 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
 - Employment, housing and food security, health, education
 - Small business overall well-being, operations, challenges, finances, outlook

Small Business Pulse Survey (SBPS)

Platform: Centurion

- Census Bureau in-house Internet collection instrument
- eBlast system
- Economic programs database for processing

Contact Strategy: Email only

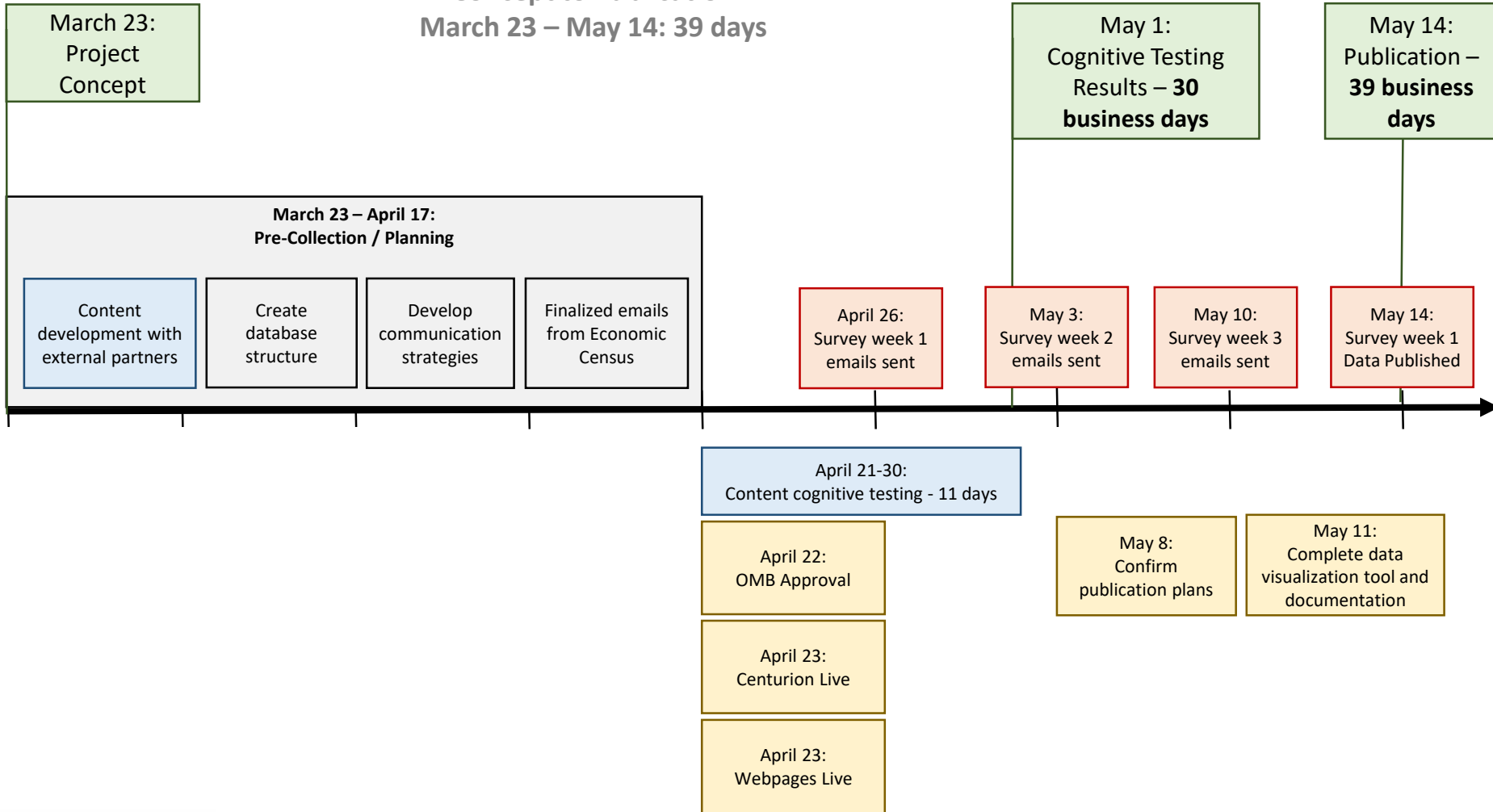
- Weekly emails on Sunday
- Follow-up emails on Wednesday
- High voluntary response rate averaging over 25%
- Conversion rate averaging over 35%

Frames: use email addresses collected in the 2017 Economic Census

- Include all single-location businesses with 1-499 employees and \$1000+ revenue with 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

SBPS Development

Concept to Publication
March 23 – May 14: 39 days



SBPS Content

- [One](#) question on overall well-being
- [Five](#) questions on operations
- Revenue changes, total revenue, temporary closures, change in employment, change in hours
- [Three](#) questions on challenges
- Change in the production of goods or services, change in the mode of delivery, supply chain issues
- [Five](#) questions on finances
- Liquidity, missed loan payments, missed other payments, requests for aid, receipt of aid
- [One](#) question on outlook
- [One](#) identifying question (EIN)

Small Business Pulse Survey

Updated June 4th, 2020



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Responses by Geography and Sector

Need help understanding this page? [Download the Visualization Guide](#)

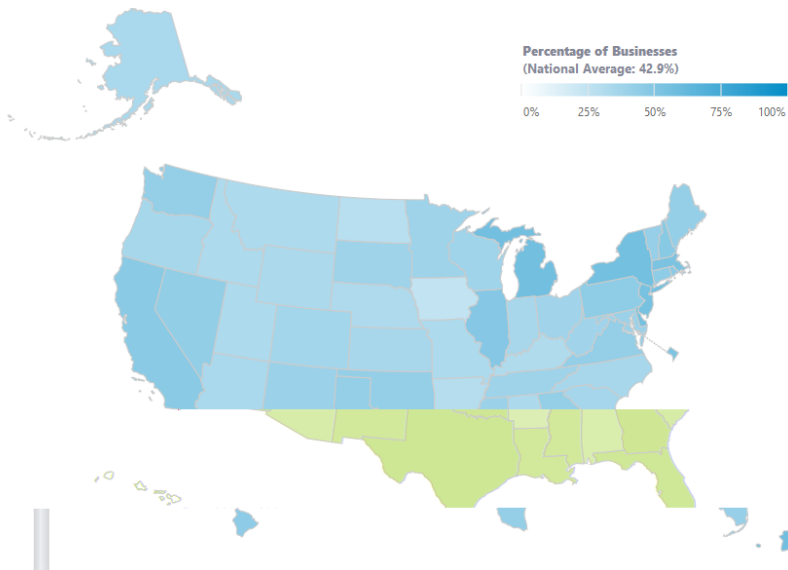
Collection Dates:

Survey Question:

Survey Answer:

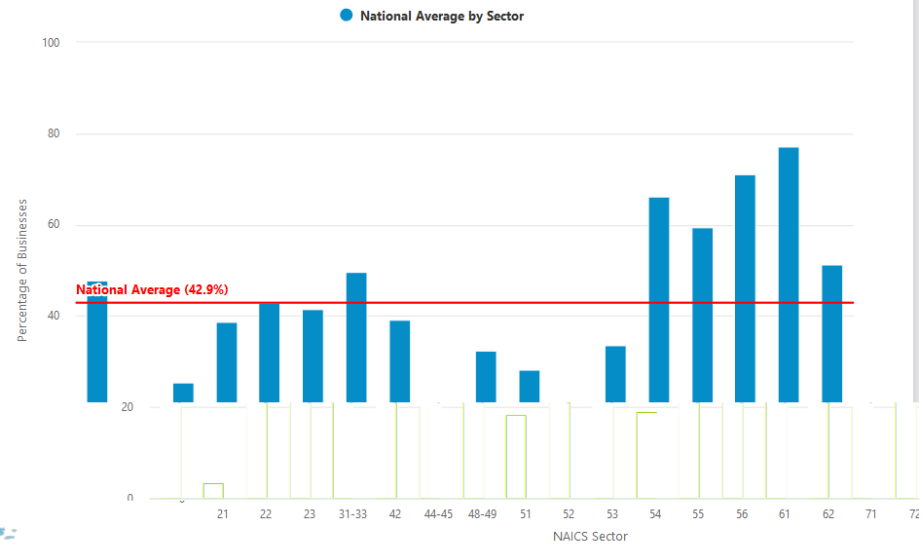
Overall, how has this business been affected by the COVID-19 pandemic?

Data Collected 5/24 to 5/30



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

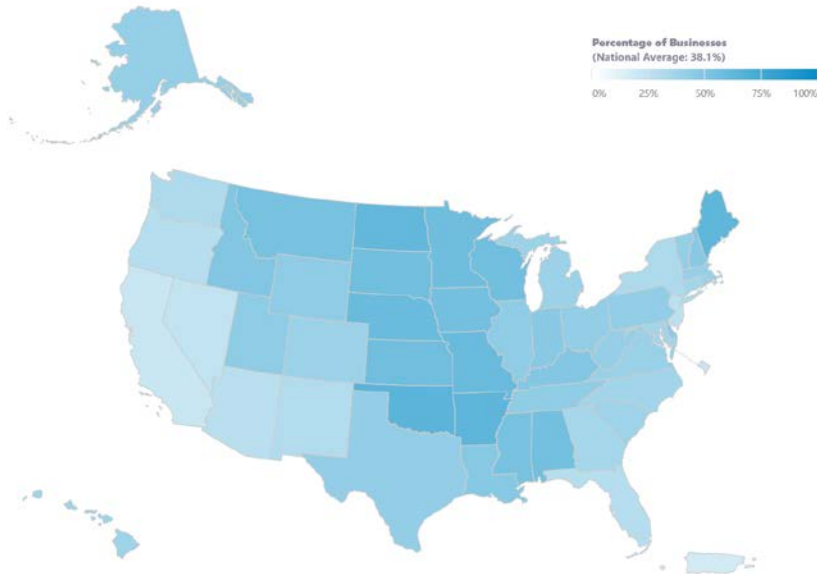
Data Collected 5/24 to 5/30



PPP loan receipt initially concentrated in central states, but converge over time

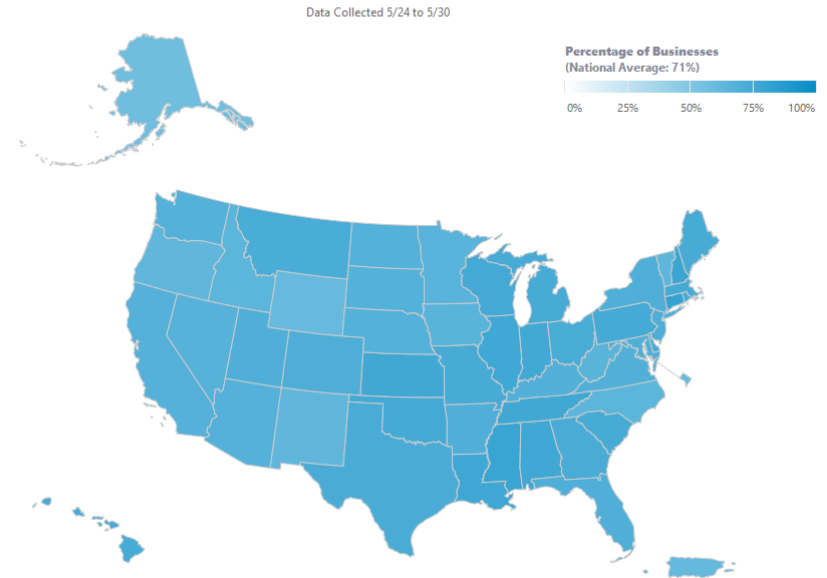
Collection Dates: Week 1 (4/26 to 5/2) ▾
Survey Question: Received assistance ▾
Survey Answer: Paycheck Protection Program (PPP) ▾

Since March 13, 2020, has this business received financial assistance from any of the following sources?
Data Collected 4/26 to 5/2



Collection Dates: Week 5 (5/24 to 5/30) ▾
Survey Question: Received assistance ▾
Survey Answer: Paycheck Protection Program (PPP) ▾

Since March 13, 2020, has this business received financial assistance from any of these programs from the Federal government?
Data Collected 5/24 to 5/30

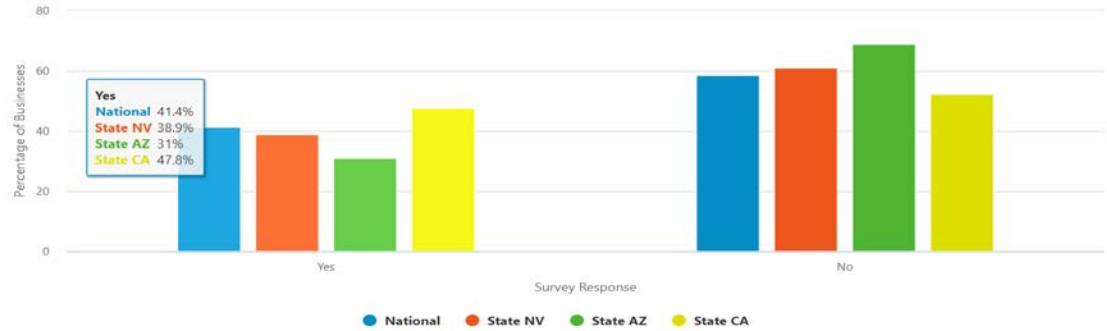


As states re-open, the SBPS will show how the effect on small business may have a geographically differential effect.

Collection Dates: Week 1 (4/26 to 5/2) ▾
 Survey Question: Temporary closings ▾
 Compare: STATE | Arizona, California, Nevada ▾

In the last week, did this business temporarily close any of its locations for at least one day?

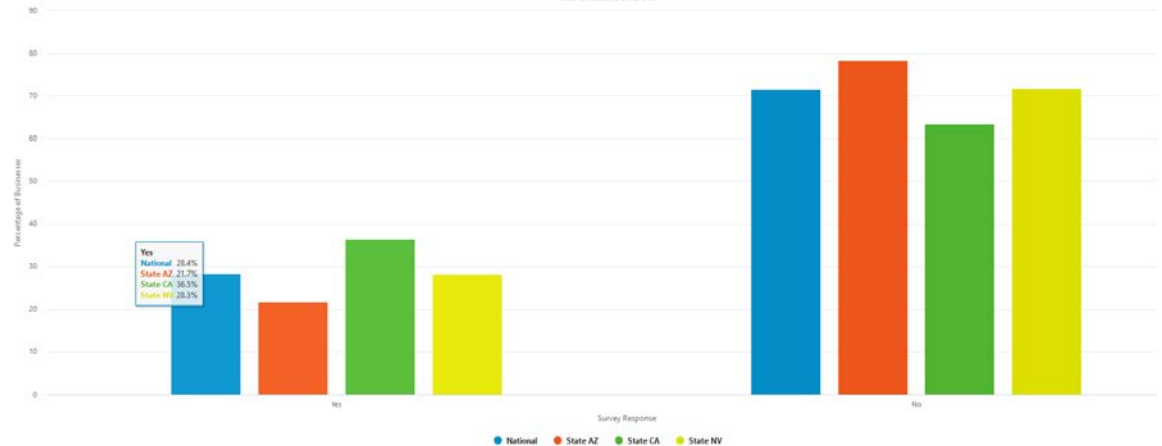
Data Collected 4/26 to 5/2



Collection Dates: Week 5 (5/24 to 5/30) ▾
 Survey Question: Temporary closings ▾
 Compare: State ▾ | Arizona, California, Nevada ▾

In the last week, did this business temporarily close any of its locations for at least one day?

Data Collected 5/24 to 5/30



Small Business Pulse Survey Updated June 4th, 2020



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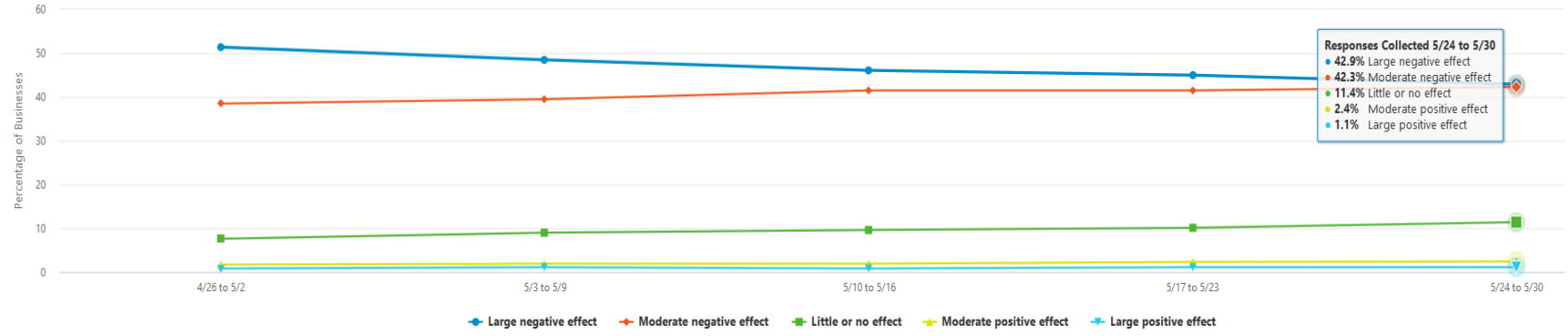
Survey Responses Weekly Comparison

Need help understanding this page? [Download the Visualization Guide](#)

Survey Question:

Filter:

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



Responses Collected 5/24 to 5/30

- 42.9% Large negative effect
- 42.3% Moderate negative effect
- 11.4% Little or no effect
- 2.4% Moderate positive effect
- 1.1% Large positive effect

Small Business Pulse Survey

Updated June 4th, 2020

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Downloads and Documentation

Dataset	4/26 - 5/2	5/3 - 5/9	5/10 - 5/16	5/17 - 5/23	5/24 - 5/30	5/31 - 6/6
National, Sector	XLS	XLS	XLS	XLS	XLS	---
National, State	XLS	XLS	XLS	XLS	XLS	---
National, State by Sector	XLS	XLS	XLS	XLS	XLS	---
Top 50 MSA	XLS	XLS	XLS	XLS	XLS	---
Sub-sector (NAICS3)	XLS	XLS	XLS	XLS	XLS	---
Unit Response Rate	XLS	XLS	XLS	XLS	XLS	---
All Files	ZIP	ZIP	ZIP	ZIP	ZIP	---
Documentation	4/26 - 5/16			5/17 - 6/27		
SBPS Questionnaire	PDF			PDF		
Codebook	XLS			XLS		
Data Dictionary	CSV			CSV		
README	TXT			TXT		

Data & Resources: SBPS

- SBPS main page: <https://www.census.gov/data/experimental-data-products/small-business-pulse-survey.html>
- SBPS Data tool: <https://portal.census.gov/pulse/data/>
- SBPS Data Tables main page: <https://portal.census.gov/pulse/data/#downloads>
- SBPS Technical Documentation: <https://portal.census.gov/pulse/data/#methodology>
- SBPS Survey Respondent overview: <https://www.census.gov/data/experimental-data-products/small-business-pulse-survey/take-survey.html>
- About the Census Bureau's Experimental Data Series: <https://www.census.gov/content/census/en/data/experimental-data-products.html>

Household Pulse Survey (HPS)

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

HPS Content

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.

// Census.gov > Data > Experimental Data Products > Household Pulse Survey

Measuring Household Experiences during the Coronavirus (COVID-19) Pandemic

What is the Household Pulse Survey?

The U.S. Census Bureau, in collaboration with five federal agencies, is in a unique position to produce data on the social and economic effects of COVID-19 on American households.

The Household Pulse Survey is designed to deploy quickly and efficiently, collecting data to measure household experiences during the Coronavirus (COVID-19) pandemic. Data will be disseminated in near real-time to inform federal and state response and recovery planning.



The Interactive Tool Application is not supported in Internet Explorer 11 and older versions.

[INTERACTIVE TOOL](#)[DATA TABLES](#)[PUBLIC USE FILES](#)

If you have been invited to participate in the survey, you will [find more information here](#).

 [Household Pulse Survey Questionnaire](#) [< 1.0 MB]

 [Encuesta del Pulso de los Hogares](#) [< 1.0 MB]

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

Loss in Employment Income

Week 4 States

Household Pulse Survey Total US

U.S. Census Bureau

Percent Margin of Error +/-

0.6
3.5
3.7

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

Notes:

- Percentages are based on reporting distributions and do not include the population that did not respond to the survey.

Is this page helpful?

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.

		Total Loss in Employment Income			Loss in Employment Income Percent
Week	Area	Total Individual Population age 18+	Number	Margin of Error +/-	Percent
4	United States	249,170,916	119,194,889	1,517,262	48.1
4	Alabama	3,717,378	1,493,111	130,017	40.3
4	Alaska	524,925	238,877	19,092	45.6
4	Arizona	5,597,268	2,602,019	197,779	46.7
4	Arkansas	2,246,527	837,085	75,039	37.4

// Census.gov > Household Pulse Survey: May 21 - May 26

Household Pulse Survey: May 21 - May 26



JUNE 03, 2020

The tables below show data that were collected between May 21, 2020 to May 26, 2020.

Each detailed table has data for the nation, each of the fifty states, plus Washington, D.C., and the fifteen largest metropolitan areas.

Sections on this page:

- [Detailed Tables](#)
- [Technical Documentation](#)



Detailed Tables

Education Tables

- [Table 1. Time Spent in Last Week on Home Based Education for Households with Children in School, by Select Characteristics](#) [<1.0 MB]
- [Table 2. COVID-19 Pandemic Impact on How Children Received Education, by Select Characteristics](#) [<1.0 MB]
- [Table 3. Computer and Internet Availability in Households with Children in Public or Private School, by Select Characteristics](#) [<1.0 MB]
- [Table 4. Provider of Computer and Internet Services for Households with Children in Public or Private School, by Select Characteristics](#) [<1.0 MB]

Employment Tables

- [Table 1. Experienced and Expected Loss of Employment Income by Select Characteristics](#) [<1.0 MB]
- [Table 2. Employment Status and Sector of Employment, by Select Characteristics](#) [<1.0 MB]

// [Census.gov](#) > [Our Surveys & Programs](#) > [Household Pulse Survey](#) > [Household Pulse Survey Public Use File \(PUF\)](#)

Household Pulse Survey Public Use File (PUF)



Microdata files contain individual responses to survey questions. They can be used to create custom tabulations and allow users to delve further into the rich detail collected in the Household Pulse Survey (HPS). The weekly HPS microdata files are released one week after the [Household Pulse Survey Data Tables](#).

Each of the weekly releases include a Public Use Data File (PUF), a replicate weight data file, and a data dictionary.



Weekly PUF Releases

Household Pulse Survey PUF: May 14 – May 19

 [HPS Week 3 PUF SAS](#) [22 MB]

 [HPS Week 3 PUF CSV](#) [22 MB]

Household Pulse Survey PUF: May 7 – May 12

 [HPS Week 2 PUF SAS](#) [22 MB]

 [HPS Week 2 PUF CSV](#) [22 MB]

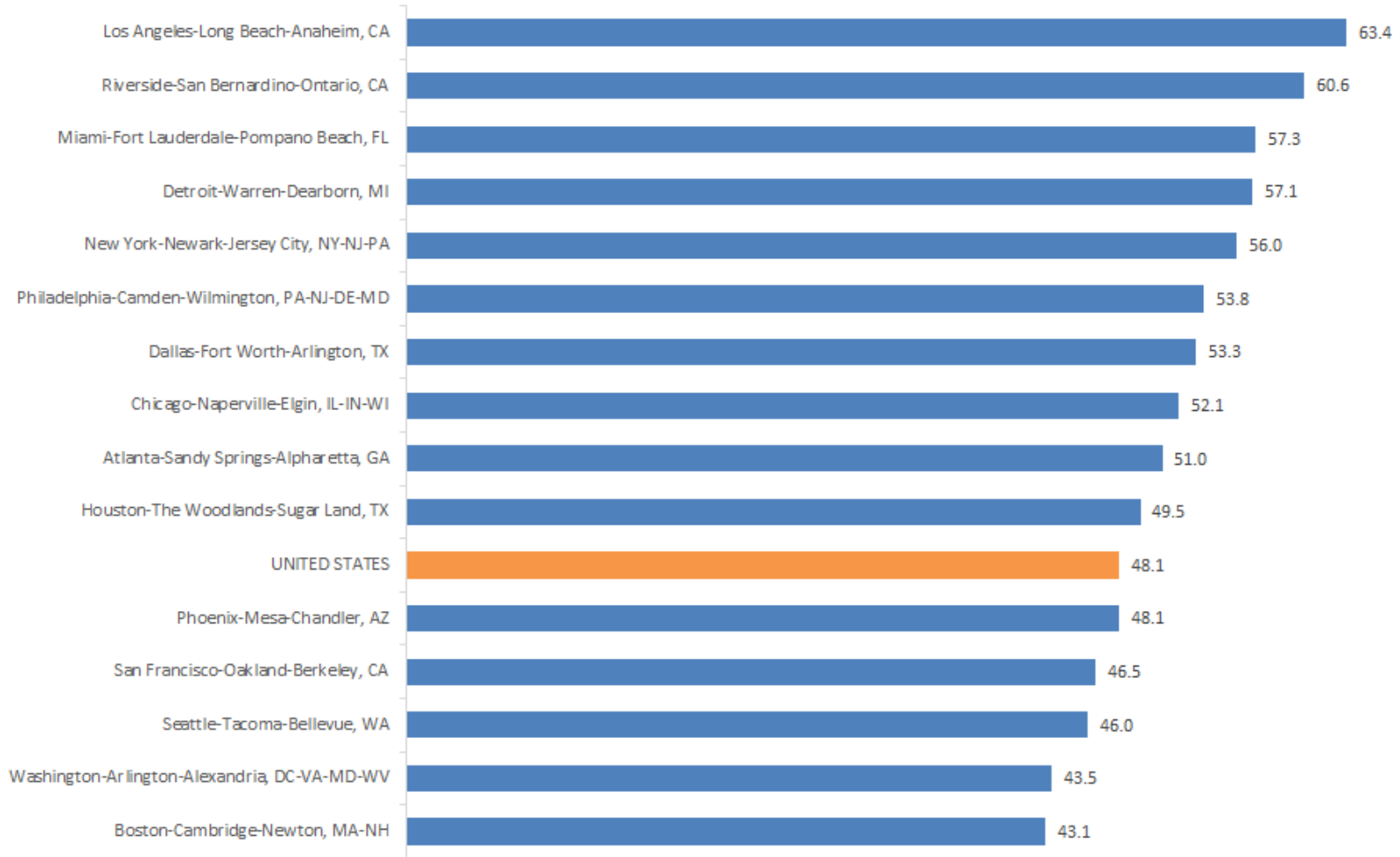
Household Pulse Survey PUF: April 23 – May 5

 [HPS Week 1 PUF SAS](#) [39 MB]

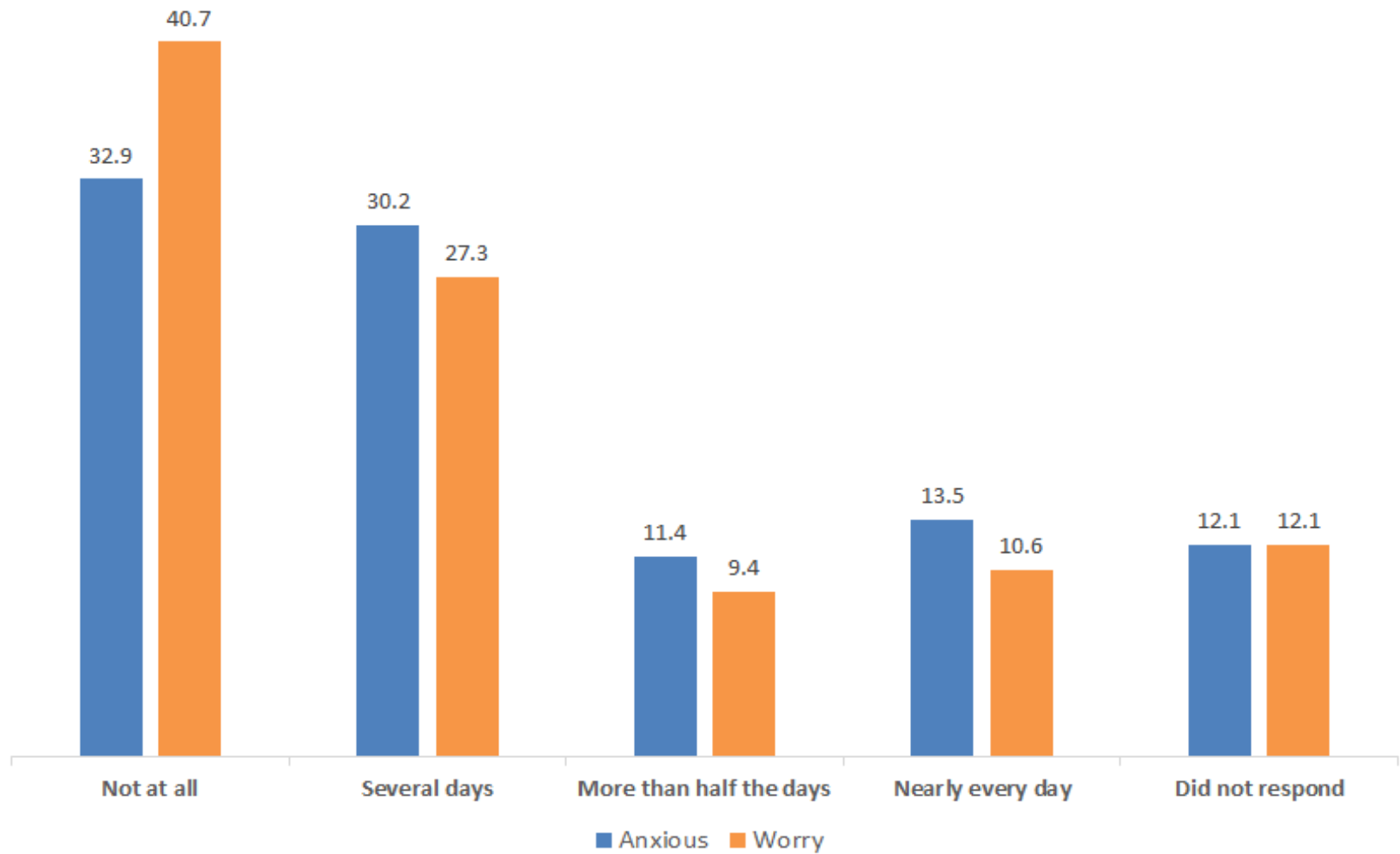
 [HPS Week 1 PUF CSV](#) [47 MB]

Percentage of Adults in Households Where Someone Lost Employment Income Since March 13, 2020

15 Largest Metro Areas: Week 4



Percentage of Adults Experiencing Anxiety in the Last 7 Days



Data & Resources: HPS

- Household Pulse Survey main page: <https://www.census.gov/householdpulsedata>
- HPS Data tool: <https://www.census.gov/data-tools/demo/hhp>
- HPS Data Tables main page: <https://www.census.gov/programs-surveys/household-pulse-survey/data.html>
- HPS Technical Documentation: <https://www.census.gov/programs-surveys/household-pulse-survey/technical-documentation.html>
- HPS Survey Respondent overview: <https://www.census.gov/programs-surveys/household-pulse-survey.html>
- About the Census Bureau's Experimental Data Series: <https://www.census.gov/content/census/en/data/experimental-data-products.html>

Future

- The Census Bureau is assessing the potential for a second phase of one or both of the Pulse Surveys.
- Potential for leveraging this new rapid response capability to meet future data needs, particularly when measurement of rapid dramatic social and/or economic changes.
- The agile approach taken to deploy the Pulse Surveys further enables the Census Bureau to mature this capability, tailoring response to emergent information needs, e.g. ????
- A rapid change in economic or social conditions.
- A national or sub-national event that disrupts daily life and demands immediate, objective information to support effective response.