

# All About Census COVID 19 HUB

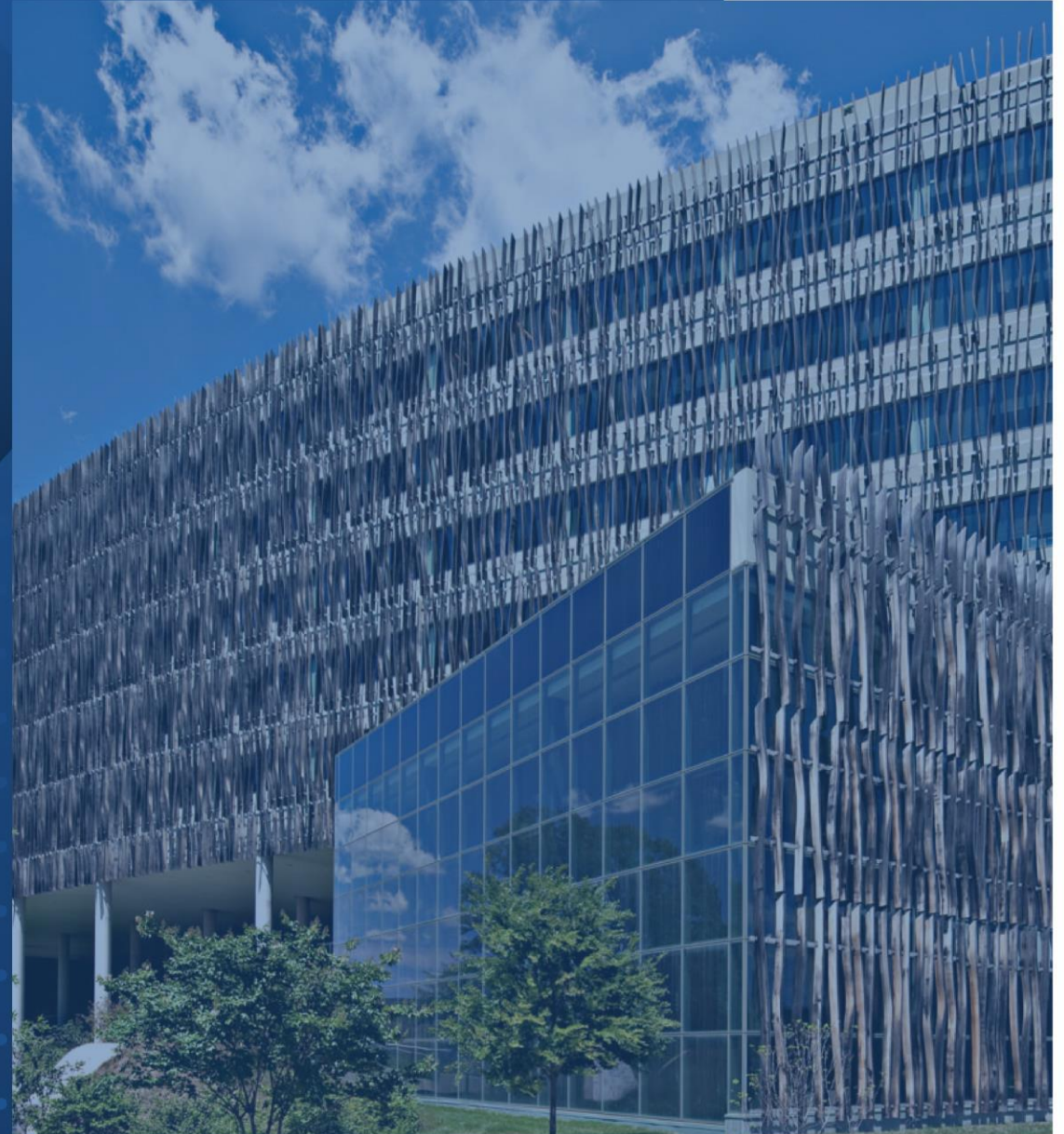
## Census Data Equity Tools

Puget Sound Regional Council

June 22, 2022

Presenter: Lia Bolden

Data Dissemination Specialist



# Agenda

- All About the Covid 19 Interactive Hub
  - American Community Survey
  - Business Pulse Survey
  - Household Pulse Survey
  - Community Resilience Estimates
- Explore Other Census Data Equity Tools
  - My Community Explorer
  - Opportunity Atlas
- Live Demo



# The U.S. 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 all 50 states and U.S. territories
- ✓ The American Community Survey – the ongoing, annual survey of the social, economic, housing, and demographic characteristics of the nation's population
- ✓ The Economic Census – the official five-year measure of American businesses

**"Our mission is to serve as the nation's leading provider of quality data about its people and economy"**

[census.gov/programs-surveys/surveys-programs.html](https://www.census.gov/programs-surveys/surveys-programs.html)

# 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)

[census.gov/programs-surveys/acs](https://www.census.gov/programs-surveys/acs)

The image shows the front cover of the American Community Survey questionnaire booklet. At the top right, the number '13131010' is printed. The title 'The American Community Survey' is prominently displayed. A green box contains the text: 'This booklet shows the content of the American Community Survey questionnaire.' Below this, a 'Start Here' section provides instructions on how to respond, including online and mail options. It includes fields for 'Last Name', 'First Name', and 'Area Code - Number'. A 'Your response is required by law' section explains the survey's purpose and legal requirements. A 'Text Telephone (TTY)' section provides contact information for assistance. A 'NECESITA AYUDA?' section offers help in Spanish. A 'Number of people' field is also present. The bottom of the cover includes the form number 'ACS-1(INFO)(2021)' and a barcode.

# ACS Content

| POPULATION   |   | HOUSING   |
|--|---|---|
| <b>SOCIAL</b><br>Ancestry<br>Citizenship<br>Citizen Voting Age Population<br>Disability<br>Educational Attainment<br>Fertility<br>Grandparents<br>Language<br>Marital Status<br>Migration<br>School Enrollment<br>Veterans | <b>DEMOGRAPHIC</b><br>Age<br>Hispanic Origin<br>Race<br>Relationship<br>Sex   | Computer & Internet Use<br>Costs (Mortgage, Rent, Taxes, Insurance)<br>Heating<br>Fuel Home<br>Value<br>Occupancy<br>Plumbing/Kitchen Facilities<br>Structure<br>Tenure<br>(Own/Rent)<br>Utilities<br>Vehicles<br>Year Built/ Year Moved In |
|  | <b>ECONOMIC</b><br>Class of Worker<br>Commuting<br>Employment Status<br>Food Stamps (SNAP)<br>Health Insurance<br>Hours/Week, Weeks/Year<br>Income<br>Industry & Occupation |   |

# 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

# Small Business Pulse Survey (SBPS)

*high frequency data about the challenges small businesses are facing due to COVID-19*



## 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 starting 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



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

## Responses by Geography and Sector

Need help understanding this page? Download the Visualization Guide or see the full questionnaire or find more information about the methods to produce these data.

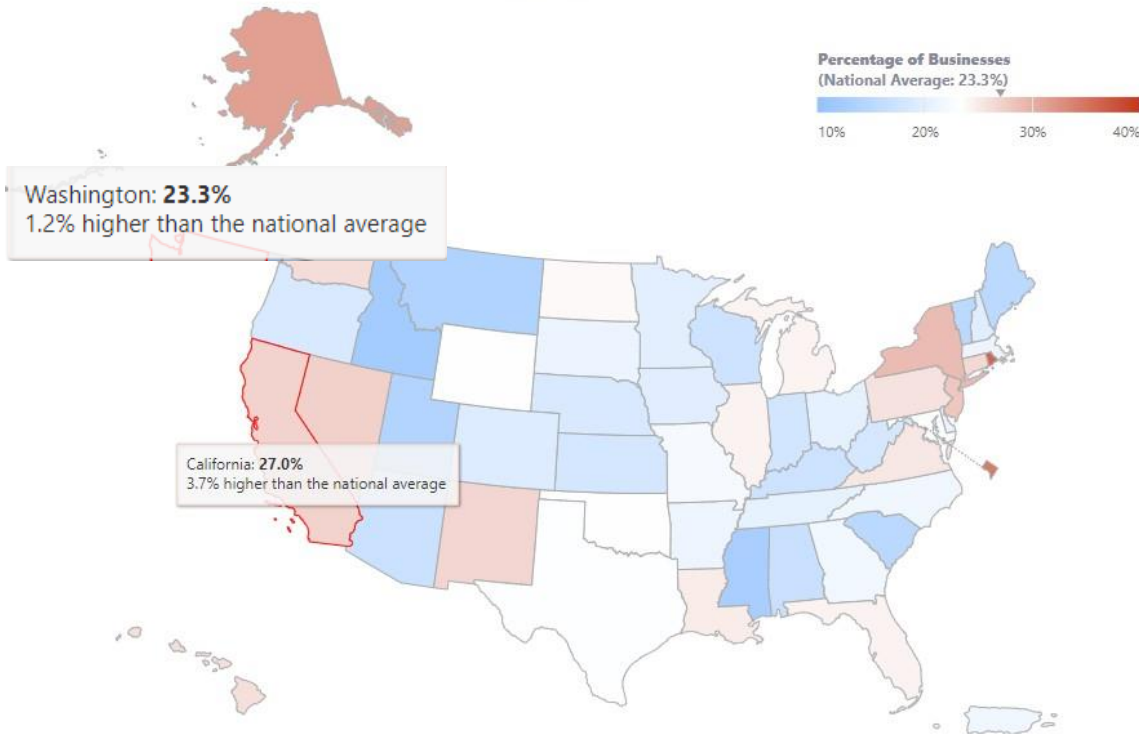
Collection Dates: 01/10/2022 to 01/16/2022

Survey Question: Overall effect

Survey Answer: Large negative effect

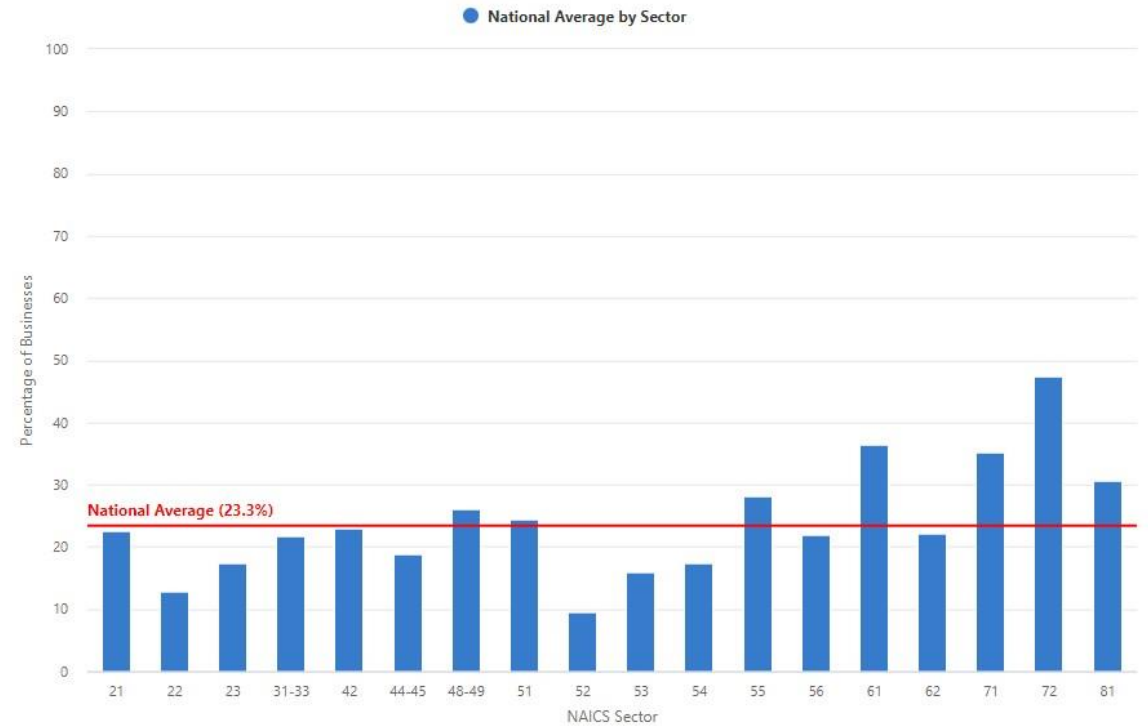
Overall, how has this business been affected by the Coronavirus pandemic?

Data Collected 01/10/2022 to 01/16/2022



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

Data Collected 01/10/2022 to 01/16/2022



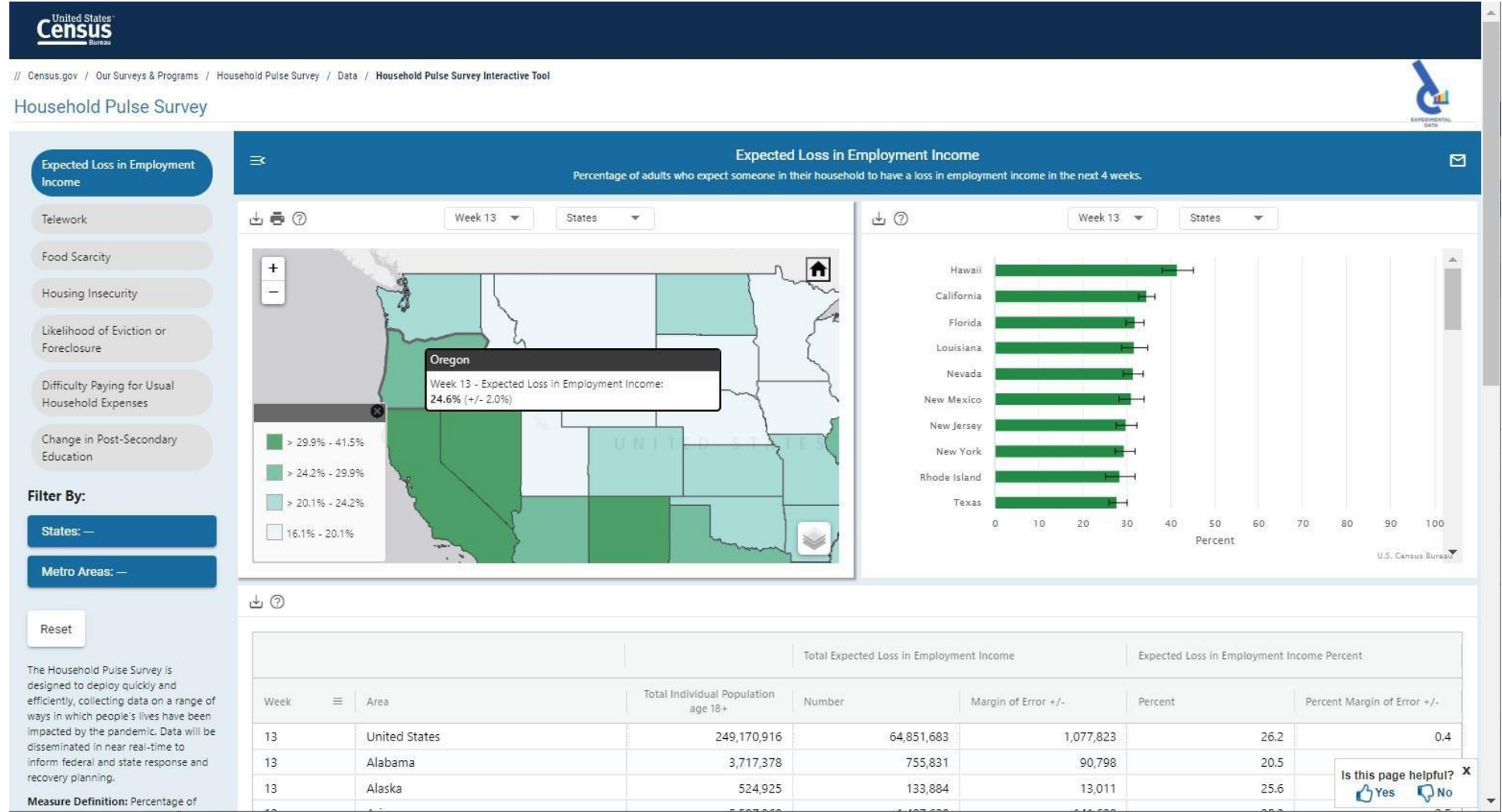


# Household Pulse Survey

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/experimental-data-products/household-pulse-survey.html>



<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 2019 ACS were modeled, in combination with publicly-available data from the 2019 National Health Interview Survey, to provide state, county, and tract level estimates.





## New Covid-19 Surveys and Estimates

These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



### Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

Dashboard >



### Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.

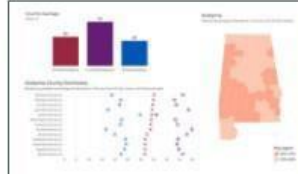
Dashboard >



### Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

Go to >



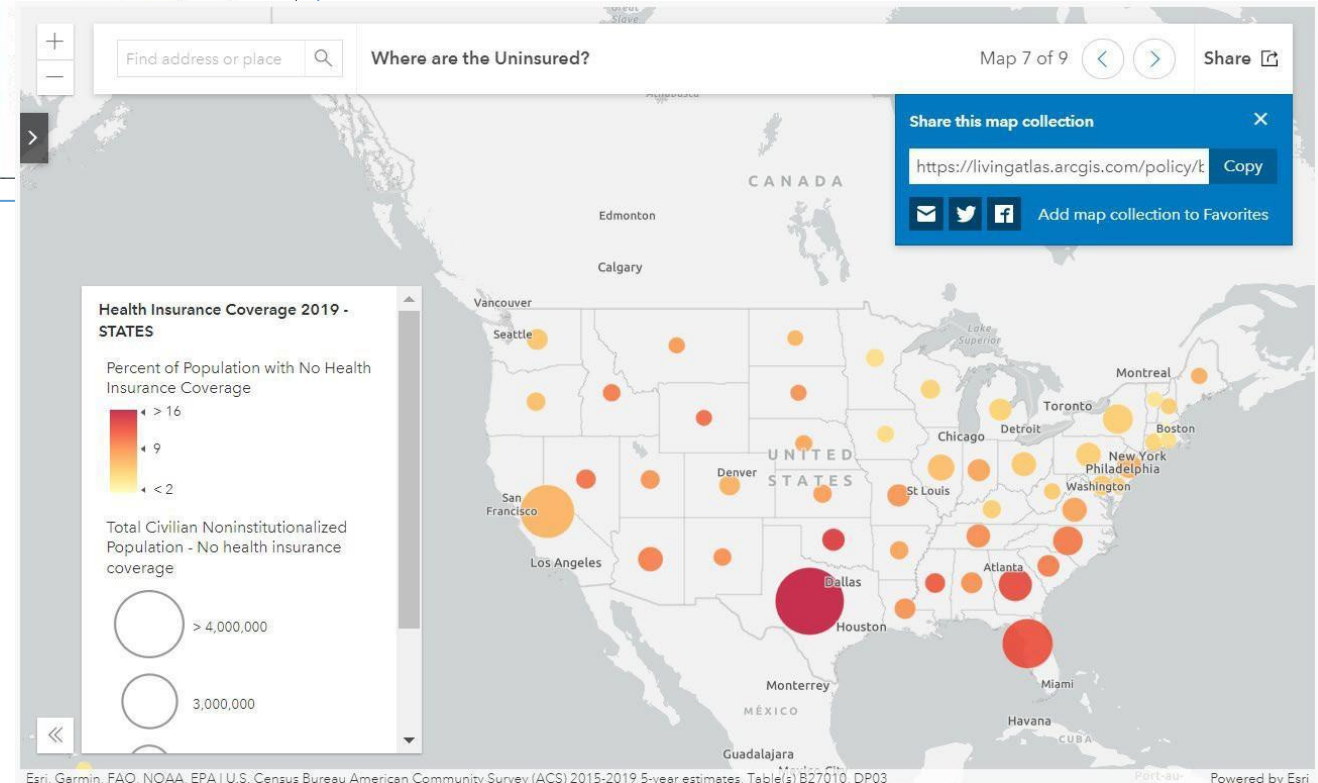
### Community Resilience Estimates (CRE)

## Policy Map

- Provides access to data from the ACS, CBP and NES at the state and county levels in 8 sharable maps

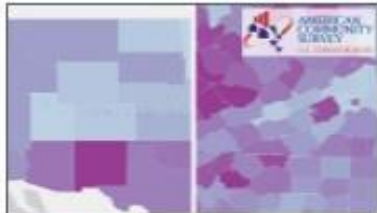
## COVID-19 Surveys

- Provides access to data from BFS and SBPS in their own interactive dashboards
- Provides links to the program pages for HPS and CRE



## Highlighted Datasets

Age and pre-existing social vulnerability could be two factors that help provide a glimpse of American communities that might experience a punctuated demand for coronavirus (COVID-19) related healthcare.



### ACS People Below Poverty

This layer contains the most current release of data from the American Community Survey (ACS) about households that are below poverty. These are 5-year estimates shown by county, and state boundaries.

[Read More](#) >



### ACS Household Income < \$75,000

This layer contains the most current release of data from the American Community Survey (ACS) about household income ranges and cutoffs. These are 5-year estimates shown by county, and state boundaries.

[Read More](#) >



### ACS Total Population Over 65

This layer contains the most current release of data from the American Community Survey (ACS) about total population count by sex and age group. These are 5-year estimates shown by county, and state boundaries.

[Read More](#) >



### Average Annual Payroll Per Employee (NAICS 00): 2017

This layer contains 2017 data from the U.S. Census Bureau's County Business Patterns (CBP) program, which includes data on employer businesses by North American Industry Classification System (NAICS) industry. Data for state and county boundaries.

[Read More](#) >



### Average Annual Revenue per Non-Employee (NAICS 00): 2017

This layer contains the most current release of data from the U.S. Census Bureau's Nonemployer Statistics (NES) program. These are annual estimates shown by county and state boundaries.

[Read More](#) >

## Highlighted Datasets and

## 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

## Categorical Datasets Search

The Census Bureau is the leading source of quality data about the nation's people and economy.



Demographic  
Characteristics



Housing  
Characteristics



Social  
Characteristics



Economic  
Characteristics



Business  
Characteristics



Employment  
Characteristics

# My Community Explorer

This tool can help measure inequality, identify underserved communities, and inform data-based solutions. Data includes:

## Community Resilience Estimates (CRE)

Measuring the capacity of individuals and households ability to absorb the external stresses of the impacts of a disaster.

## American Community Survey (ACS)

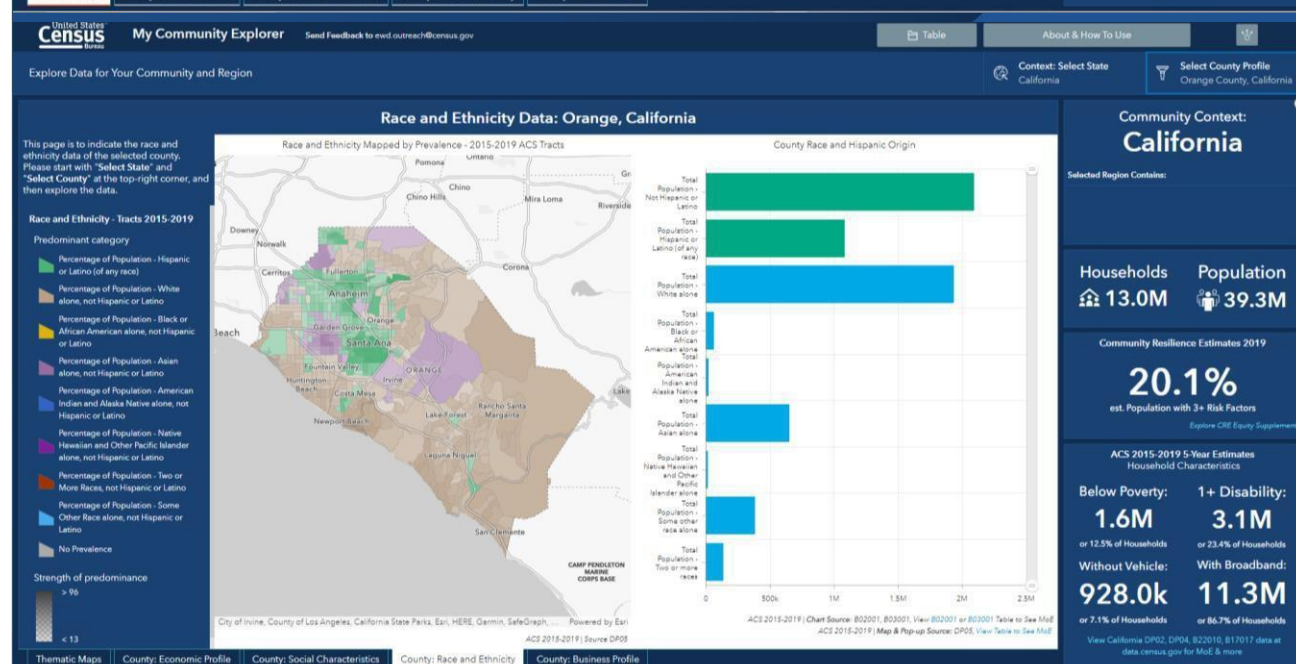
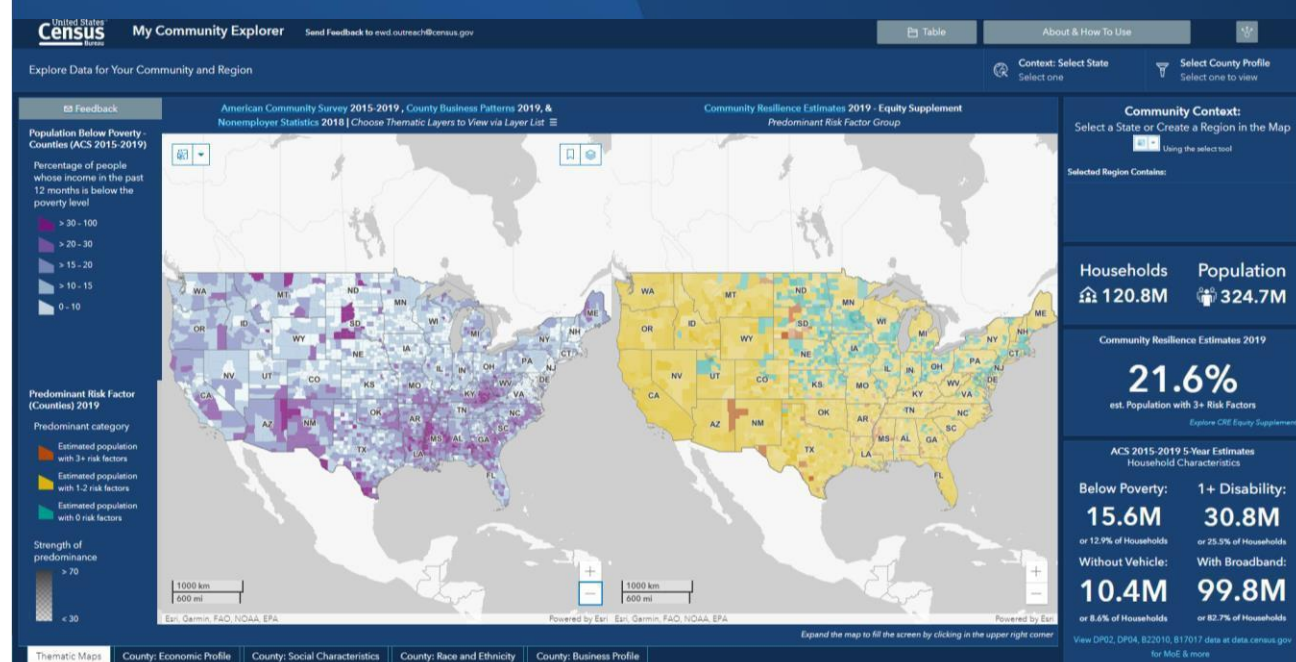
Including selected demographic and socioeconomic statistics at the state, county and census tract levels.

## County Business Patterns (CBP)

Including selected business statistics

## Nonemployer Statistics (NES)

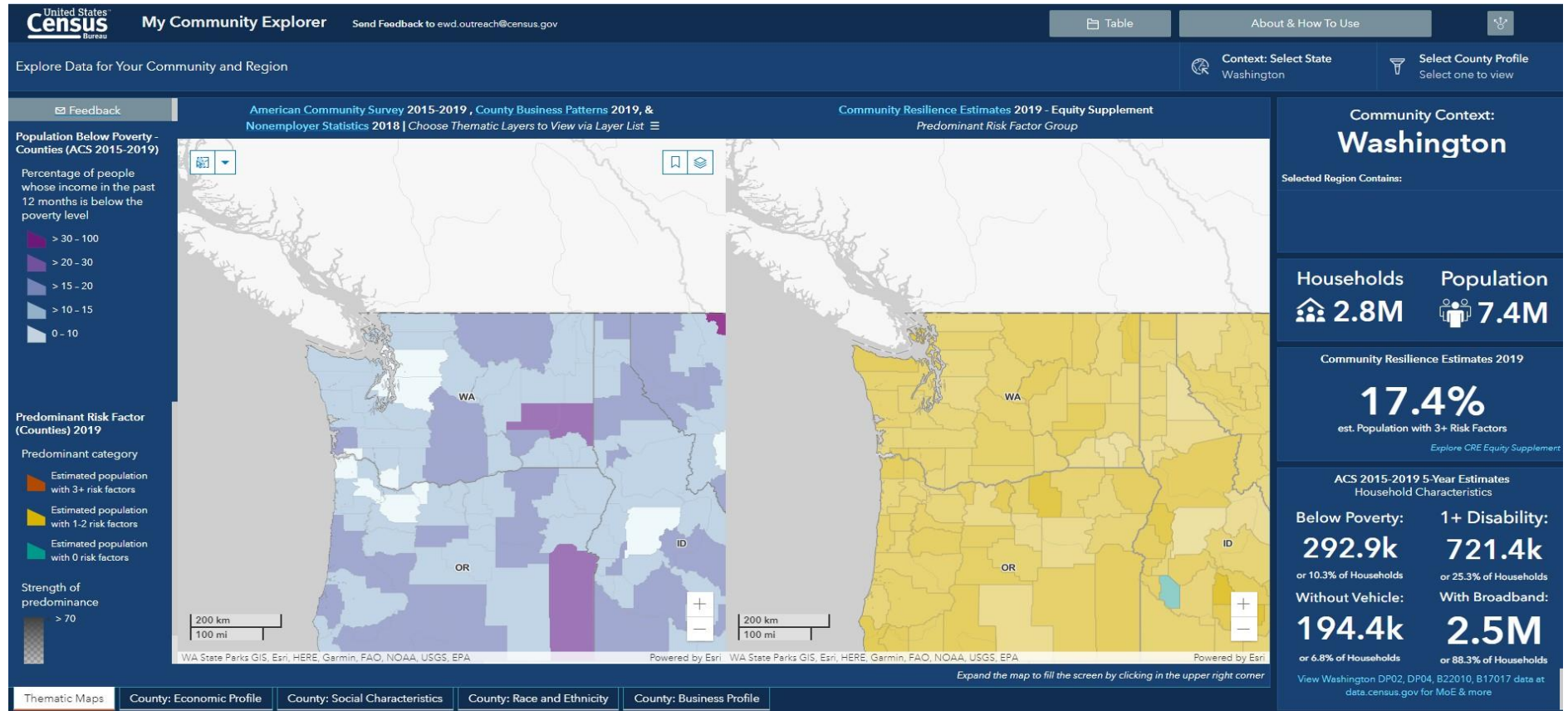
Including selected statistics on self-employed persons



# My Community Explorer

This Dashboard provides selected demographic, business, and resilience information to help users identify potentially underserved areas of their State, Counties, and communities.

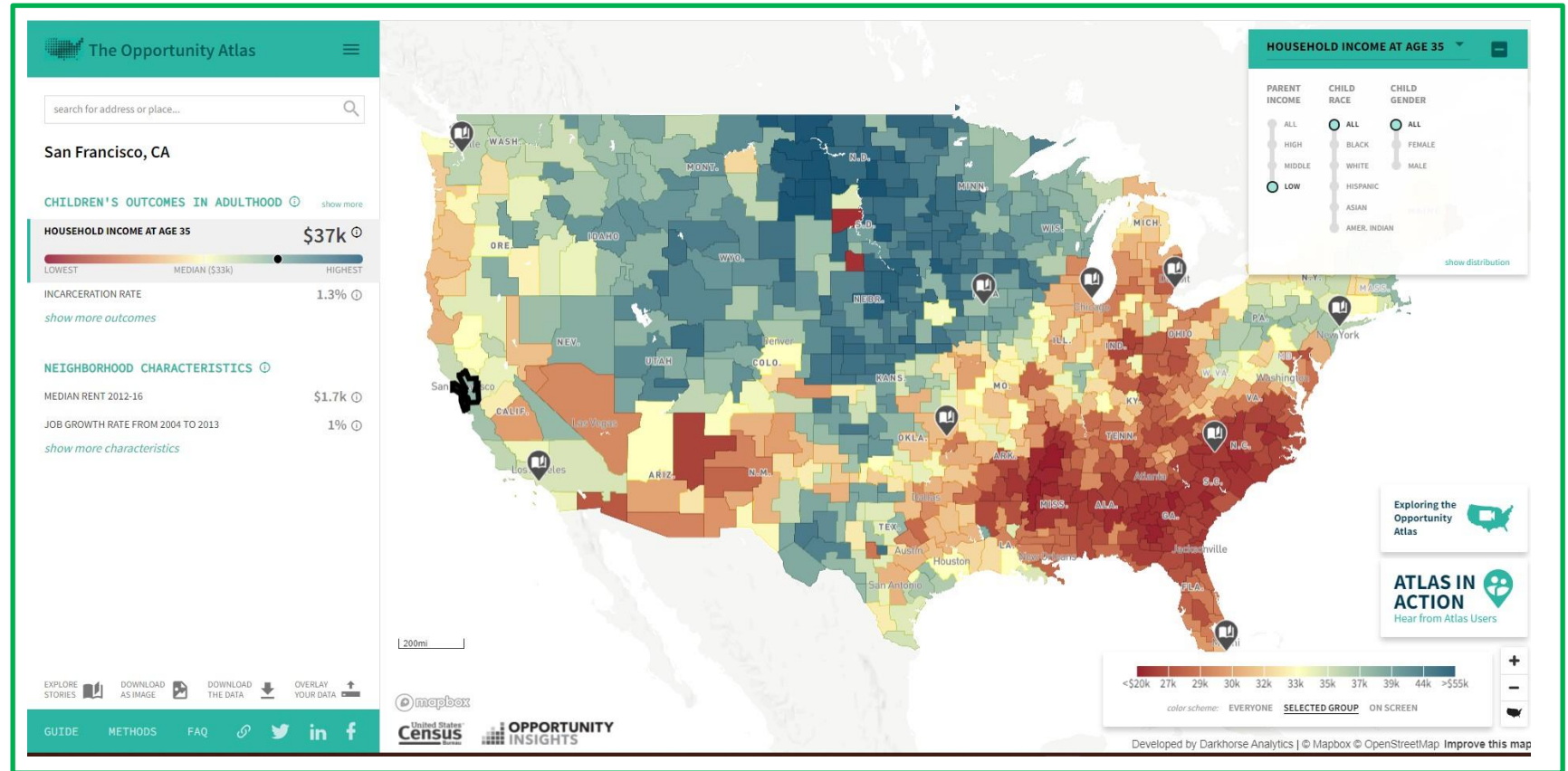
The data are presented in maps, interactive dashboards, and tables.



# The Opportunity Atlas

*Which neighborhoods in America offer children the best chance at a better life than their parents?*

Using these new data, you can learn exactly where and for whom opportunity has been missing, and develop local solutions to help more children rise out of poverty.

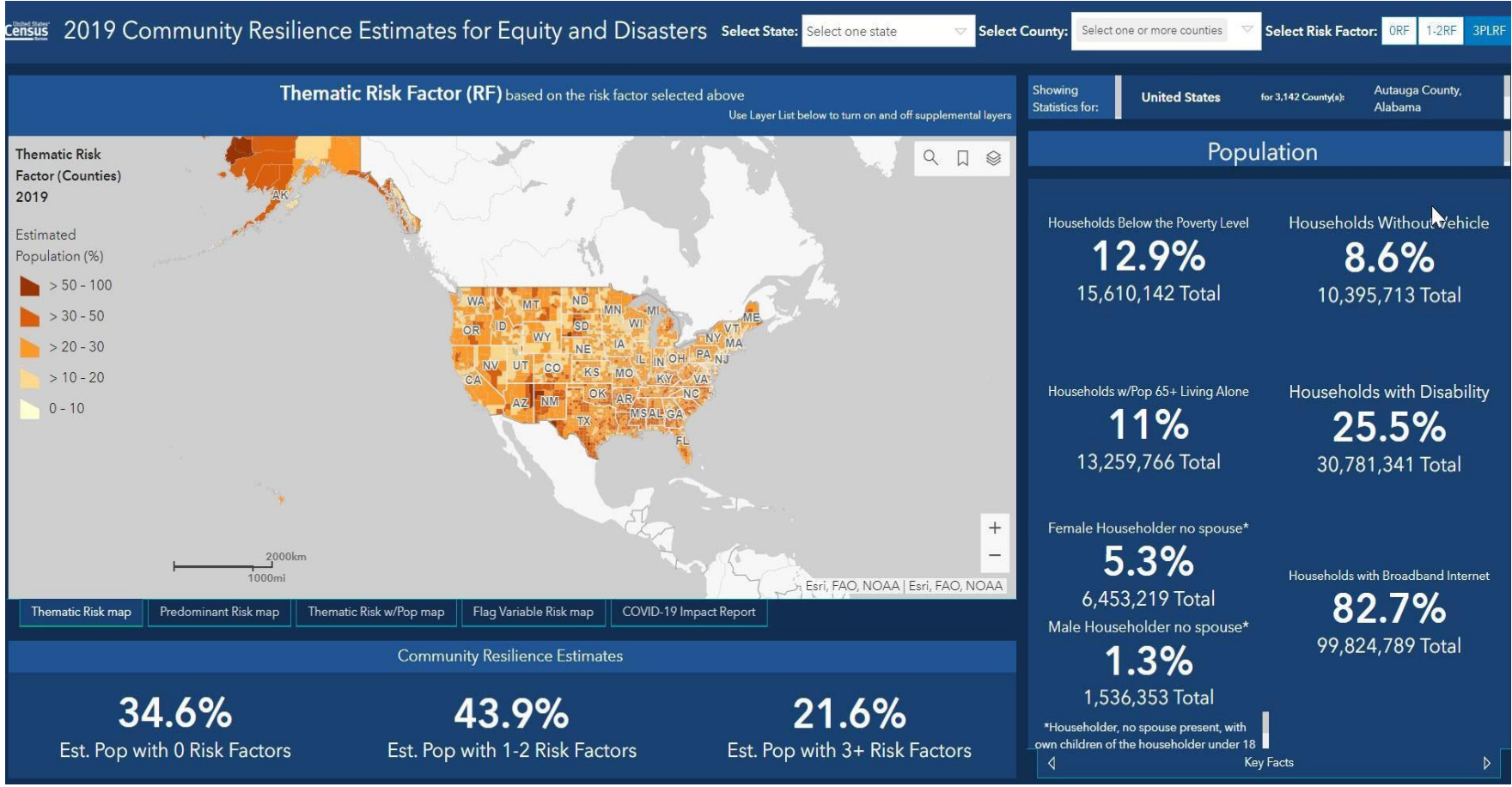




# Community Resilience Estimates

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

Individual and household characteristics from the 2019 ACS were modeled, in combination with publicly-available data from the 2019 National Health Interview Survey, to provide state, county, and tract level estimates.



<https://experience.arcgis.com/experience/76f53fb6758b49dc87ef47687f9476cf>



# Community Resilience Estimates

Address Search, Switch to AK or HI, and add Layers

Geography Menus

Select Risk Factor

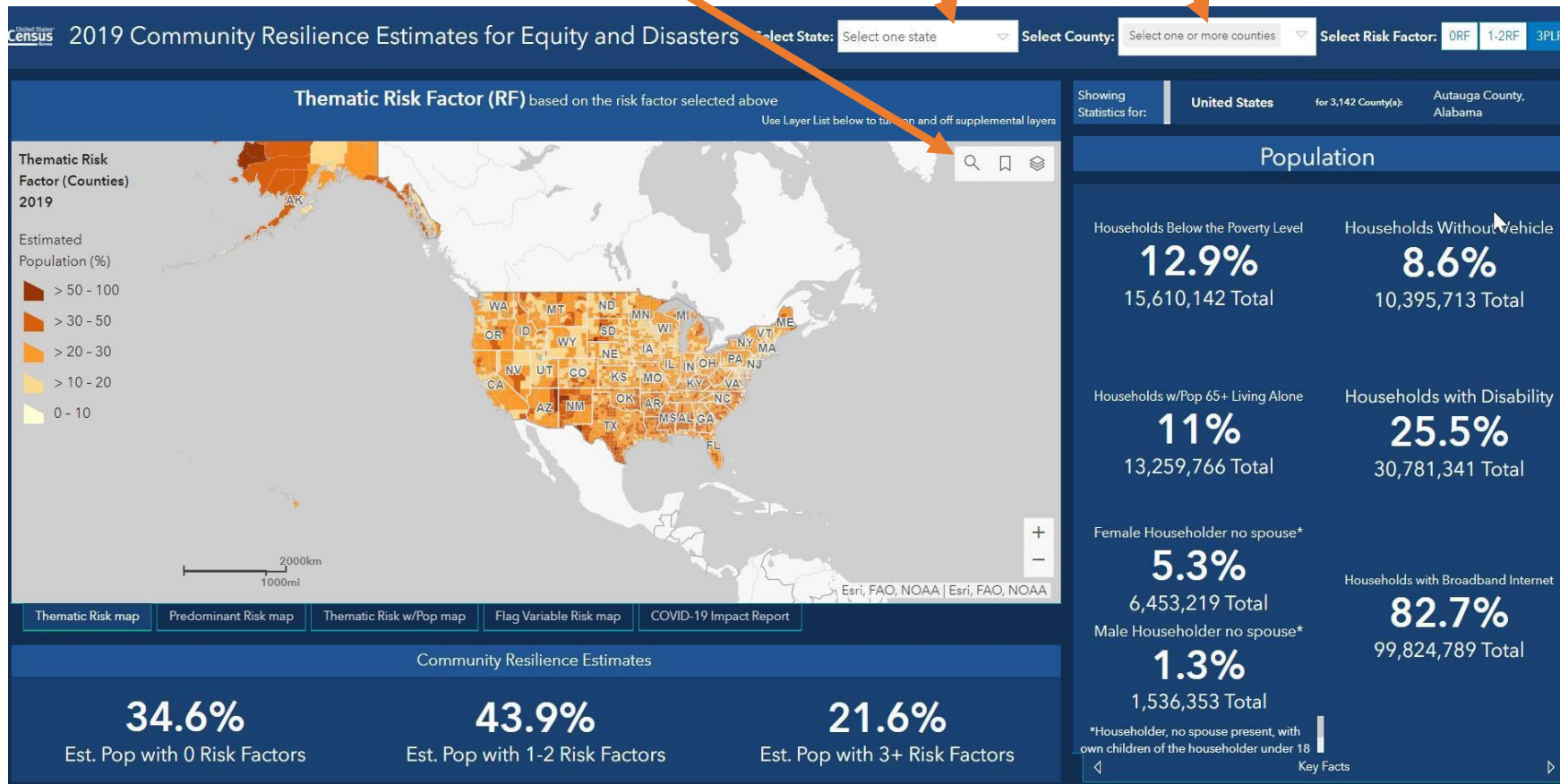
Interactive Map

Risk Factor Dashboard

Geography Selected

Key Facts

Additional Variables

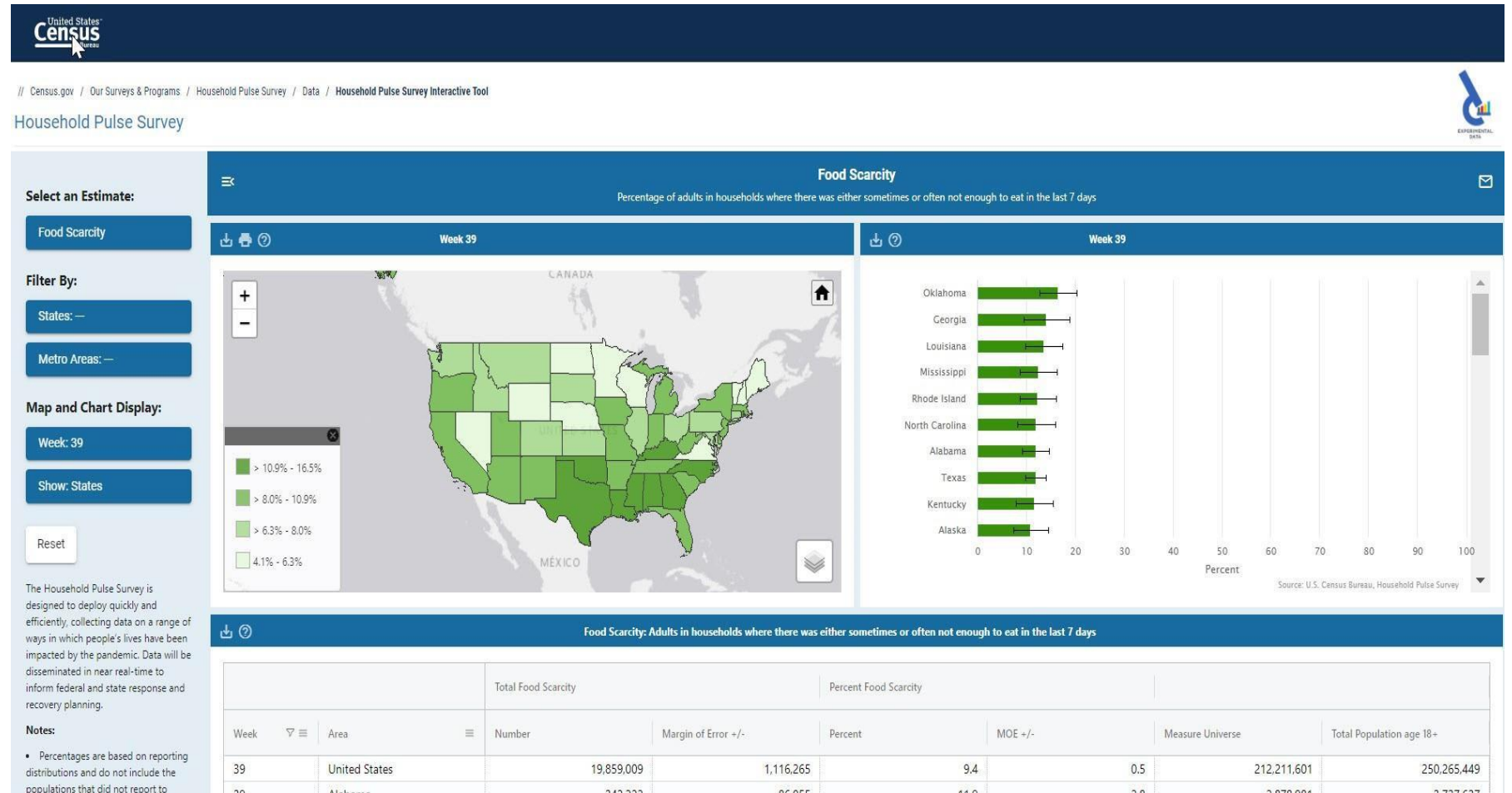


# Household Pulse Survey

Measures household experiences during the Coronavirus (COVID-19) pandemic

Data is being disseminated in near real-time to inform federal and state response and recovery planning.

[census.gov/programs-surveys/household-pulse-survey/data](https://census.gov/programs-surveys/household-pulse-survey/data)



[census.gov/data-tools/demo/hhp](https://census.gov/data-tools/demo/hhp)

# Household Pulse Survey

Select an Estimate

Filter Geography and Change Display

Table View

The screenshot displays the 'Household Pulse Survey' interface for 'Food Scarcity' data. On the left, there are filter controls: 'Select an Estimate' (with 'Food Scarcity' selected), 'Filter By' (States and Metro Areas), and 'Map and Chart Display' (Week: 39, Show: States). A 'Choose Estimate' modal is open in the center, listing various categories like Education and Employment with their respective week ranges. Below the modal are 'Expand All' and 'Collapse All' buttons. The background features a map of the United States, a horizontal bar chart showing percentages, and a data table at the bottom.

| Week | Area          | Number     | Margin of Error +/- | Percent | MOE +/- | Measure Universe | Total Population age 18+ |
|------|---------------|------------|---------------------|---------|---------|------------------|--------------------------|
| 39   | United States | 19,859,009 | 1,116,265           | 9.4     | 0.5     | 212,211,601      | 250,265,449              |
| 39   | Alabama       | 342,222    | 86,055              | 11.9    | 2.8     | 2,878,981        | 3,737,637                |
| 39   | Alaska        | 51,354     | 16,420              | 10.9    | 3.5     | 469,241          |                          |
| 39   | Arizona       | 525,189    | 138,224             | 10.4    | 2.7     | 5,063,106        |                          |



# Additional Resources

# Data Equity Resources

- [Data for Equity](#)
- [American Community Survey Data Tables](#)
- [Census Business Builder](#)
- [COVID-19 Data Hub](#)
- [Community Resilience Estimates Equity Supplement](#)
- [My Community Explorer](#)
- [Data.census.gov](#)
- [Household Pulse Survey](#)
- [LEHD](#)
- [My Tribal Area](#)
- [The Opportunity Atlas](#)
- [QuickFacts](#)
- [Response Outreach Area Mapper \(ROAM\)](#)
- [Small Area Income and Poverty Estimates \(SAIPE\)](#)



# Data Dissemination and Training

- ✓ **Bring our data experts to you.**

**Request** a free data training for your organization.

- ✓ **Receive our Data Gems.**

These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

- ✓ **Get access to our Courses.**

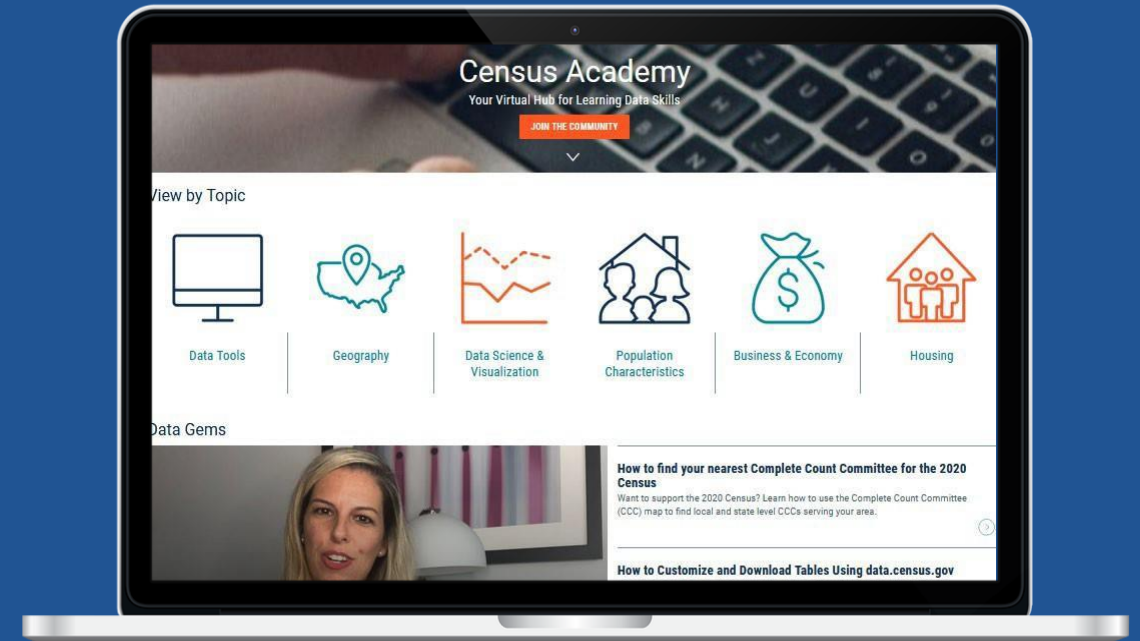
You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

- ✓ **Interact with our instructors via Webinars.**

Learn about our data releases and tools while attending these live virtual classes.



# Census.gov/Academy



**Contact us:**

[Census.askdata@census.gov](mailto:Census.askdata@census.gov)

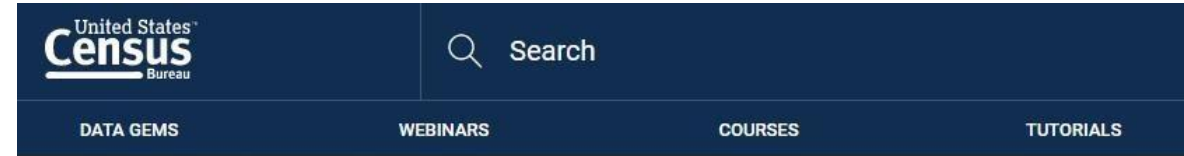
1-844-ASK-DATA

Share your ideas and feedback at

[census.academy@census.gov](mailto:census.academy@census.gov)

# Census.gov/Academy

Select Tutorials



// Census.gov > Data > Census Academy > Additional Resources > Data for Equity

## Data for Equity

### Data Equity Videos

A video thumbnail titled 'An Overview of the LEHD Data Program'. It features two maps of the United States, one showing population density and the other showing economic activity. The text below the maps reads 'LEHD Data Program: Taking the local analysis of the economy' and 'An Overview of the LEHD Data Program'. There is a play button icon in the bottom right corner.

A video thumbnail titled 'Accessing Community Resilience Estimates for Disaster Preparedness'. It features a map of the United States with various regions highlighted in different colors. The text below the map reads 'Why did the Census Bureau Measure Resilience?' and 'Accessing Community Resilience Estimates for Disaster Preparedness'. There is a play button icon in the bottom right corner.

A video thumbnail titled 'Hard to Count with ROAM'. It features a map of the United States with various regions highlighted in different colors. The text below the map reads 'Hard to Count with ROAM'. There is a play button icon in the bottom right corner.

View by Topic

United States  
Census  
2020

2020 Census Data



Data Tools



Data Science &  
Visualization



Population & Housing  
Characteristics



Business & Economy



Geography

[census.gov/data/academy](https://census.gov/data/academy)



# Request Free Data Training



// Census.gov > Data > Census Academy > Request a Training

## Request a Training



The Census Bureau has a team of Data Dissemination Specialists who can assist in bringing the world of data to you by providing trainings, workshops and presentations to you and your organization at no cost.

Fill out our service request form to request:

- Data Workshops and Presentations, in-person or via webinar.
- A presentation on a data topic relevant to you or your constituents.
- Hands-on training for accessing Census Bureau data.
- A presenter for your conference or event.

### Privacy Act Statement

The collection of your personal information for this U.S. Census Bureau training services form is authorized under 5 U.S.C. 301 and 44 U.S.C. Section 3101.

The purpose of this collection is to offer the opportunity for federal and nongovernmental organizations, data-user groups, and the public to request training services from the U.S. Census Bureau. Personally identifiable information such as name, organization name, job title, phone number, email address, and zip code may be collected.

Disclosure of this information is permitted under the Privacy Act of 1974 (5 U.S.C. Section 552a) to be shared among Census Bureau staff for work-related purposes. Disclosure of this information is also subject to all of the published routine uses as identified in the Privacy Act System of Records Notice COMMERCE/Dept-19, Mailing Lists and COMMERCE/DEPT-23, Information Collected Electronically in Connection with Department of Commerce Activities, Events, and Programs.

Providing this information is voluntary. Failure to provide this information may affect the Census Bureau's ability to communicate with potential requestors for training services.

### Your Contact Details

\* indicates required fields

|                       |  |
|-----------------------|--|
| First and Last Name * | Email Address *  |
| <input type="text"/>  | <input type="text" value="Enter a valid email address"/> |
| Job Title             | Phone Number *   |
| <input type="text"/>  | <input type="text"/>                                     |

### Your Organization Details

|  |                      |
|--|----------------------|
| Organization Type *                          | Organization Name    |
| <input type="text" value="No Organization"/> | <input type="text"/> |

### Your Event Details

Nothing is more important than the health and safety of our staff and public. We closely monitor the evolving situation with the COVID-19 Coronavirus outbreak to ensure we take every precaution to look after our customers, partners, and employees.

After careful consideration and following health expert recommendations we are limiting our training to virtual events. We will continue to monitor the situation and will let you know when we can safely offer in-person training.

|  |                                      |                                      |                                 |                                  |                             |
|--|--------------------------------------|--------------------------------------|---------------------------------|----------------------------------|-----------------------------|
| Topic *  | City *                               | State *                              |                                 |                                  |                             |
| <input type="text" value="Example"/>           | <input type="text"/>                 | <input type="text" value="Alabama"/> |                                 |                                  |                             |
| Brief Description *                            |                                      |                                      |                                 |                                  |                             |
| <input type="text"/>                           |                                      |                                      |                                 |                                  |                             |
| Event Type *                                   | Delivery Method *                    |                                      |                                 |                                  |                             |
| <input type="text" value="Training/Workshop"/> | <input type="text" value="Virtual"/> |                                      |                                 |                                  |                             |
| Date - 1st Choice *                            | Hour *                               | Minute *                             | AM/PM *                         | Zone                             | Anticipated Audience Size * |
| <input type="text"/>                           | <input type="text" value="01"/>      | <input type="text" value="00"/>      | <input type="text" value="AM"/> | <input type="text" value="EDT"/> | <input type="text"/>        |
| Date - 2nd Choice *                            | Hour *                               | Minute *                             | AM/PM *                         | Zone                             |                             |
| <input type="text"/>                           | <input type="text" value="01"/>      | <input type="text" value="00"/>      | <input type="text" value="AM"/> | <input type="text" value="EDT"/> |                             |

Please ensure you have NOT entered personal information such as your Social Security Number, Address, or Date of Birth etc.

By submitting my response, I agree to receive occasional emails from the Census Bureau per terms of Data Protection and Privacy Policy.



[census.gov/data/academy/request](https://census.gov/data/academy/request)

# Stay Current

## NEWSROOM



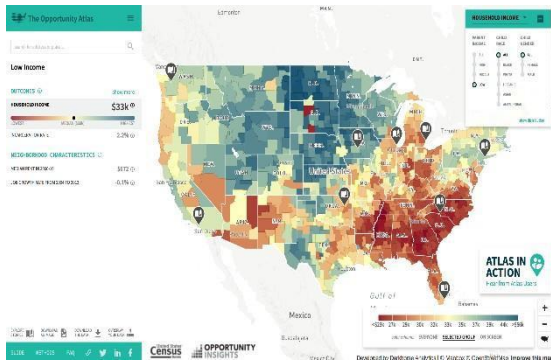
The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media [census.gov/newsroom](https://www.census.gov/newsroom)

## DIRECTOR'S BLOG



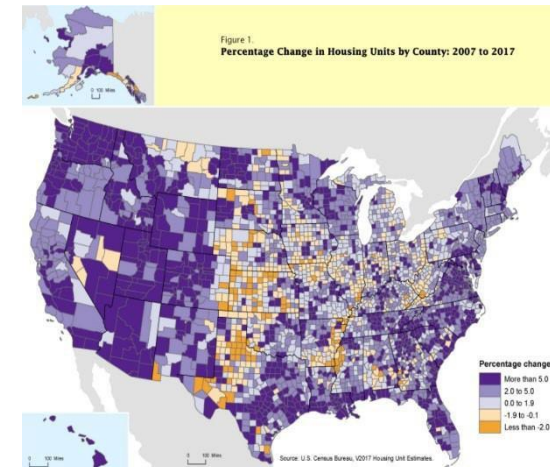
This blog gives the director's point of view on everything from Census Bureau news to how we measure America's people, places and economy. [census.gov/newsroom/blogs/director](https://www.census.gov/newsroom/blogs/director)

## AMERICA COUNTS



Featured stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population [census.gov/AmericaCounts](https://www.census.gov/AmericaCounts)

## STATS FOR STORIES/FACTS FOR FEATURES



Provides links to timely story ideas highlighting the Census Bureau's newsworthy statistics that relate to current events, observances, holidays, and anniversaries [census.gov/newsroom/stories](https://www.census.gov/newsroom/stories) [census.gov/newsroom/facts-for-features](https://www.census.gov/newsroom/facts-for-features)

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More information on the American Community Survey: [census.gov/programs-surveys/acs/about](https://www.census.gov/programs-surveys/acs/about)



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Public Information Office (Media)  
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[linkedin.com/company/us-census-bureau](https://www.linkedin.com/company/us-census-bureau)

## Get in Touch With Us



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**U.S. Census Bureau**

**Data Dissemination and Training Branch**

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**202-579-6670**

**[Census.askdata@census.gov](mailto:Census.askdata@census.gov)**

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