Recovering from COVID-19: Key Census Programs and Tools to Guide Business Recovery

HCCC Business Webinar
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U.S. Census Bureau
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 Business Formation Statistics (BFS) are an experimental data product of the U.S. Census Bureau 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.

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.

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.

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 new Household Pulse Survey is designed to deploy quickly, and efficiently collect 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.

https://www.census.gov/programs-surveys/household-pulse-survey/data.html

https://www.census.gov/data-tools/demo/hhp/#/
New COVID-19 Platform
Other Resources

• Census Business Builder (https://www.census.gov/data/data-tools/cbb.html) - Provides additional demographic and business data not shown in the COVID-19 Hub (including stats on business ownership by race, ethnicity, gender, and veteran status

• Data.census.gov (https://data.census.gov/cedsci/) - Provides access to the full wealth of data from the American Community Survey, the Economic Census, and other key programs
Summary

• The BFS provides data on business formations that provides insights into how COVID-19 is impacting startups
• The SBPS provides data on how existing small business are reacting and responding to COVID-19 related challenges
• The HPS provides similar information as SBPS but for households
• The COVID-19 Data Hub presents selected demographic and economic data in an intuitive dashboard, maps, and downloadable resources

All of these resources can help decision makers respond to these challenges and aid in recovery
Thank You to Our Partners

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Q & A and Thank You!

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