

Census Bureau Pulse Surveys

Experimental Surveys to Address Data Needs During the Coronavirus Pandemic



State Data Centers (SDC) Overview November 2021

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Two Populations, Two Surveys

Small Business Pulse Survey (SBPS)

The Small Business Pulse Survey (SBPS) measures the effect of changing business conditions during the Coronavirus pandemic on our nation's small businesses. SBPS data complements existing U.S. Census Bureau data collections by providing high-frequency, detailed information on the challenges small businesses are facing during the Coronavirus pandemic.

Timeline for SBPS Data Collection

April 26, 2020 - current

Partners

Small Business Administration
Federal Reserve Board of Governors
International Trade Administration
Minority Business Development Administration
Bureau of Economic Analysis
National Telecommunications and Information Administration
Bureau of Labor Statistics
US Department of Health and Human Services

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, 2020 – current

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
Centers for Disease Control
Maternal and Child Health Bureau
National Institute for Occupational Safety and Health
Department of Defense
Office of Management and Budget

SBPS Overview

Small Business Pulse Survey

Leverages existing business frame and infrastructure

Designed to measure at high frequency the effects of the pandemic on small businesses

Partnered with subject matter experts at other federal agencies

Timeline

Phase 1: April 2020 – June 2020

Phase 2: August 2020 – October 2020

Phase 3: November 2020 – January 2021

Phase 4: February 2020 – April 2021

Phase 5: May 2021 – July 2021

Phase 6: August 2021– October 2021

Phase 7: November 2021– January 2022

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 to measure the effect of changing business conditions during the Coronavirus pandemic on our nation's small businesses. Each phase has consisted of around 20 questions taking 5 - 6 minutes to complete. Each phase, this survey reaches ~1M small businesses split across nine weeks.

What are we collecting?

Near real time data from small business on operational challenges, vaccine requirements, supply chain impacts, and outlook and expectations.

Collaboration Partners

SBPS content has been developed in a joint effort between internal and external stakeholders. Internal: ADEP and CES. External: MBDA, FRB, SBA, ITA, NTIA, BTS BEA and BLS

Phases

- Phase 1: April 2020 – June 2020
- Phase 2: August 2020 – October 2020
- Phase 3: November 2020 – January 2021
- Phase 4: February 2021 – April 2021
- Phase 5: May 2021 – July 2021
- Phase 6: August 2021 – October 2021



Methodology and Collection

- ~1M sample representative of 5.6M small businesses
- Include all single-location businesses with 1-499 employees and \$1000+ revenue that reported an email address. Excludes non-employers or multi-units
- Initial email on Monday asking for a response by Thursday
- Due date reminder sent Wednesday and a final notice is sent on Friday.
- This company has until the end of the phase to respond.



SBPS Key Facts

- ✓ In March-April 2020, Small Business Pulse Survey (SBPS) went from concept to data release in 39 days.
- ✓ Is the first economic survey conducted solely by email
- ✓ Weekly data releases
- ✓ Provides national estimates as well as state, top 50 metro, and sector detail
- ✓ Uses Centurion as reporting instrument
- ✓ Response rate of ~25%



SBPS Data Products Summary

Highly Interactive Website

- National estimates map
- Sector estimates
- By sector, state, and MSA:
 - Survey detail bar charts
 - Scatter plot of 2 questions/answers
 - Time series by sector, state, and MSA

Download Files and Documentation

- National estimates
- State estimates (includes Puerto Rico)
- Sector & Sub-sector (NAICS2, NAICS3) estimates
- MSA estimates for top 50 by population
- Employment size class (1-4, 5-19, 20+) estimates

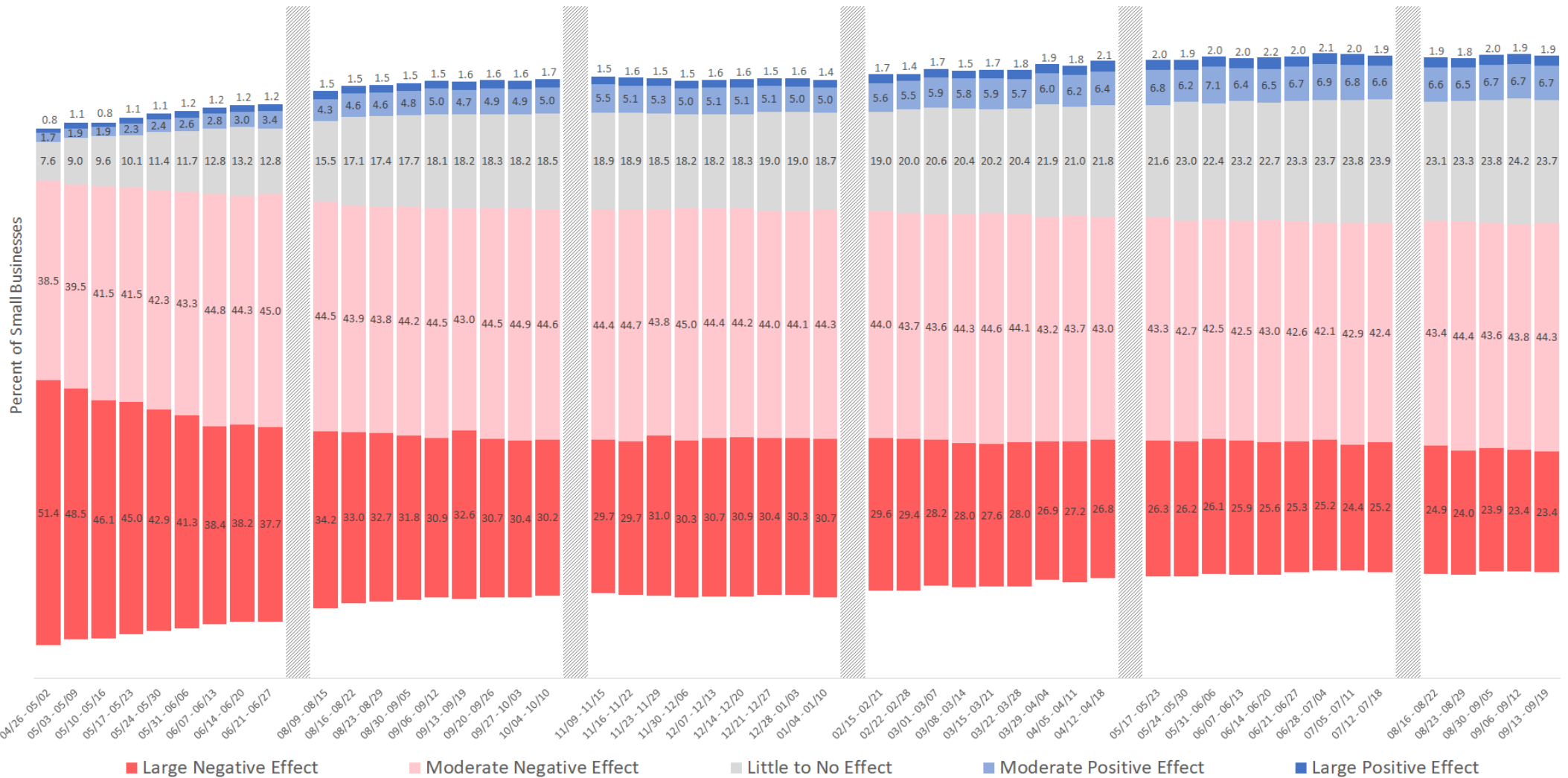
SBPS Content Overview

Concept	Phase 1	Phases 2 & 3	Phase 4 & 5	Phase 6
Overall Effect	Overall Effect	Overall Effect	Overall Effect	Overall Effect
Operations	Total Revenue	Total Revenue	Total Revenue	Total Revenue
	Revenue Change	Revenue Change	Revenue Change	Revenue Change
	Temporary Closures	Temporary / Permanent Closures	Temporary / Permanent Closures	Temporary / Permanent Closures
	Change in Employees	Change in Employees	Change in Employees	Change in Employees
		Rehiring Employees		
	Change in Hours	Change in Hours	Change in Hours	Change in Hours
		Remote Work		
		Online Platforms		
COVID Test/Vaccine			Negative COVID Test	Negative COVID Test
			Proof of COVID Vaccination	Proof of COVID Vaccination
Challenges				Difficulties Hiring Employees
	Supply Chain	Supply Chain / Other Disruptions	Supply Chain / Other Disruptions	Supply Chain / Other Disruptions
	Shift in Production			
	Carry-out/Curbside			
		Operating Capacity Factors	Operating Capacity Factors	
		Operating Capacity Change	Operating Capacity Change	
			Leased Space	
		Planned Capital Expenditures		
New Norms				Change in Number Paid Employees
				Change in Number Paid Employees
				Working from Home
				Change in Demand
			Change in Prices Paid	
Finance	Cash on Hand	Cash on Hand		
	Missed Loans	Missed Loans		
	Missed Other	Missed Other		
	Requested Assistance	Requested Assistance	Requested Assistance	
	Received Assistance	Received Assistance	Received Assistance	Received Assistance
Outlook			Business Travel	Business Travel
				Revenues from Exports
		Future Needs	Future Needs	Future Needs
	Return to Normal	Return to Normal	Return to Normal	Return to Normal

Overall Effect

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

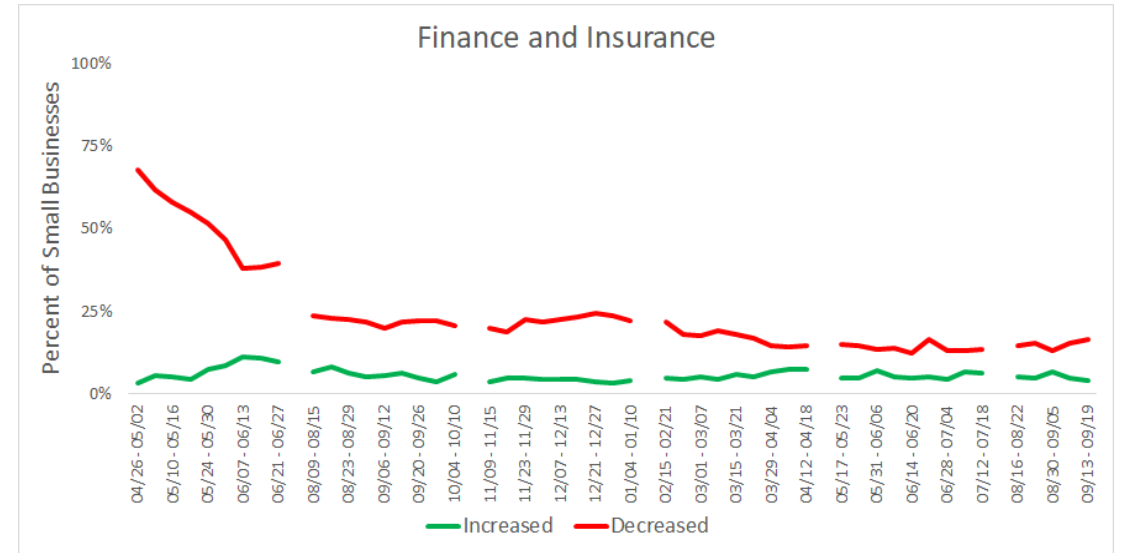
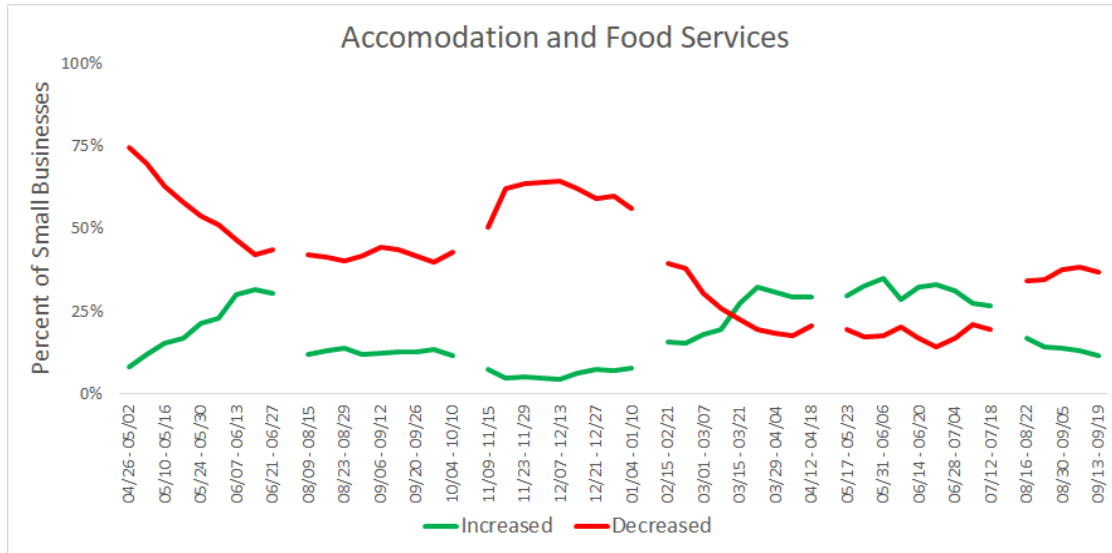
National Average



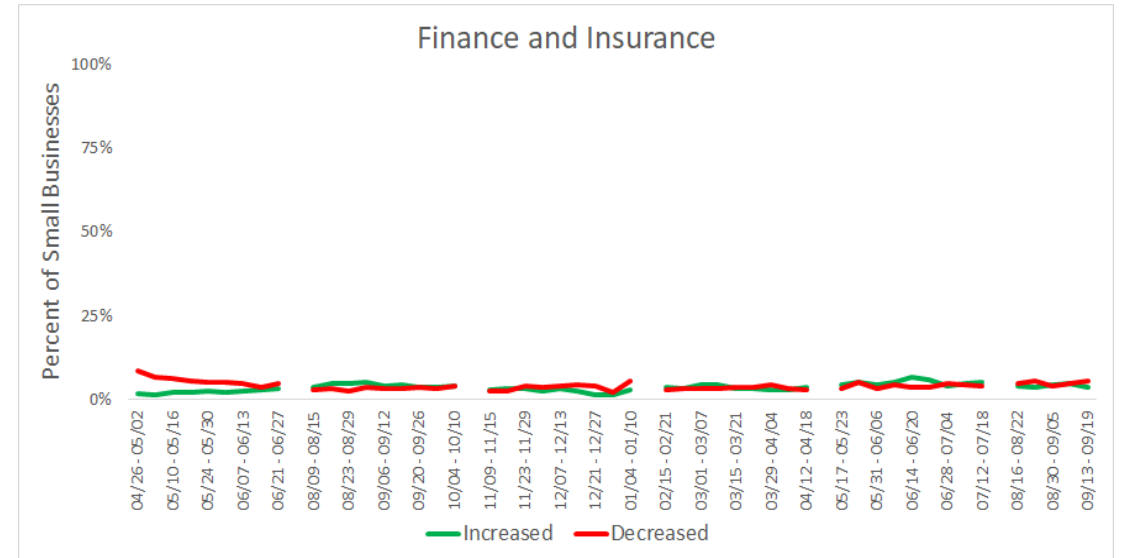
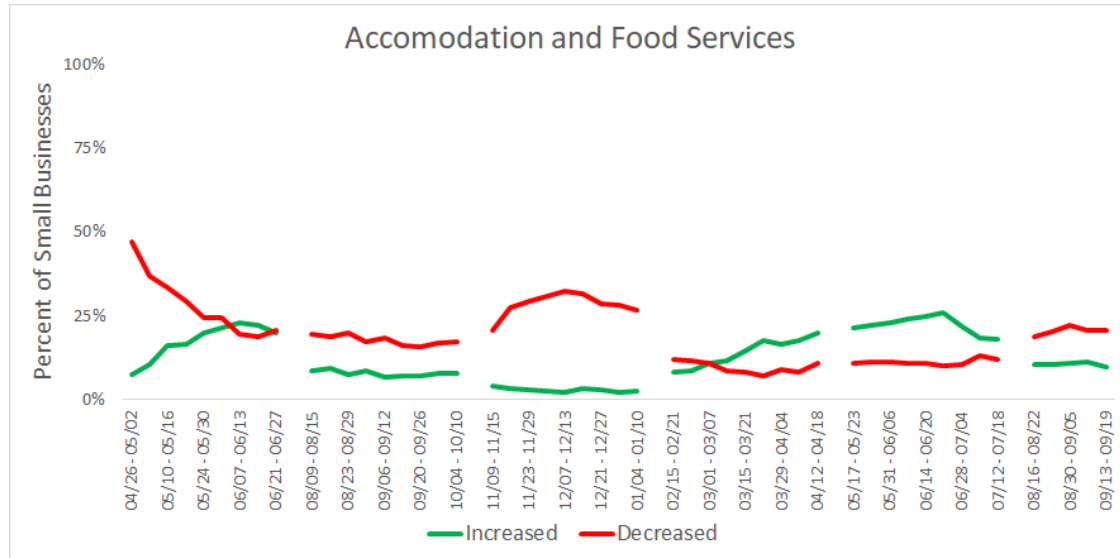
Note: Actual percentages may not sum to 100 due to rounding.

Revenue & Employment

Q: In the last week, did this business have a change in operating revenues/sales/receipts?

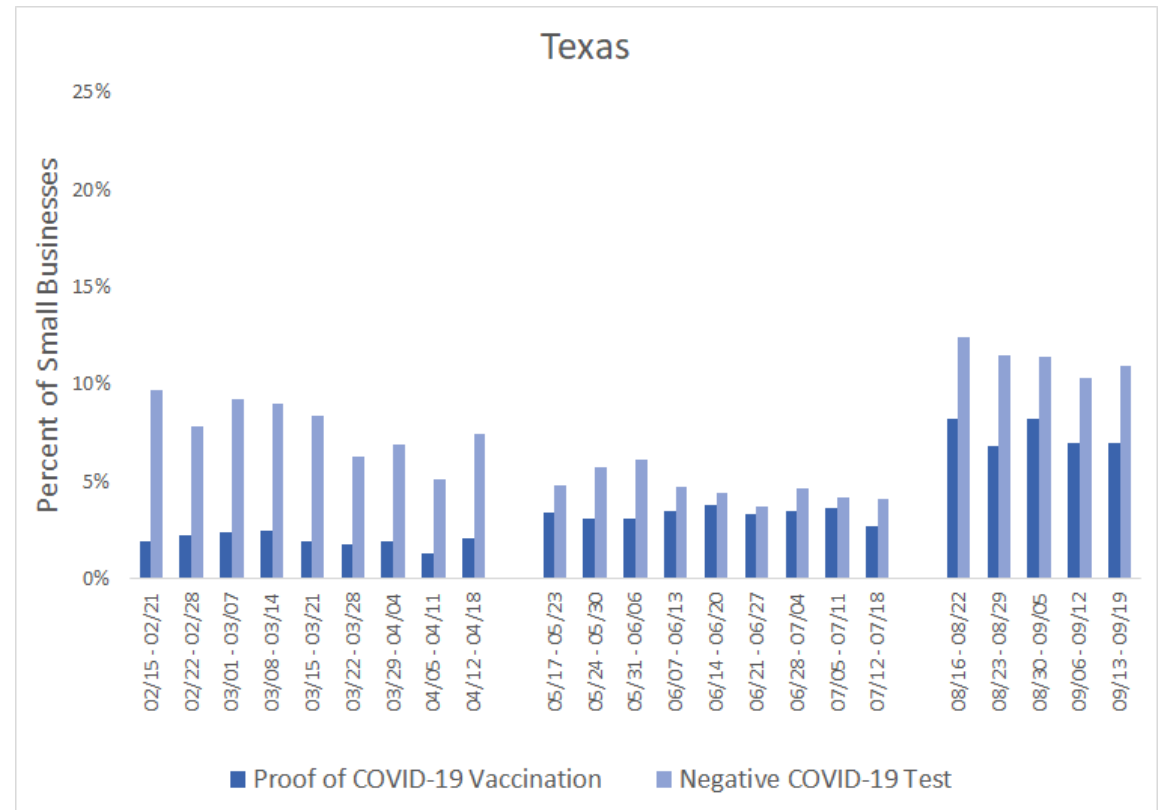
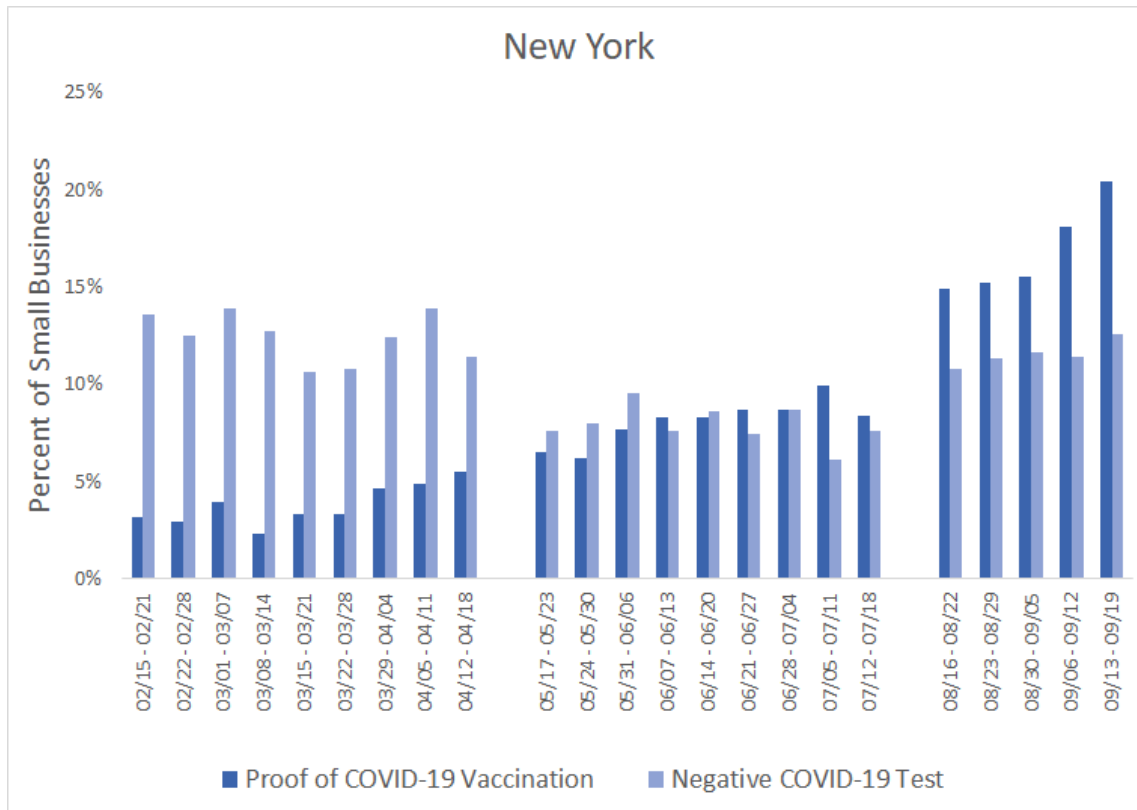


Q: In the last week, did this business have a change in the number of paid employees?



COVID-19 Testing & Vaccination Requirements

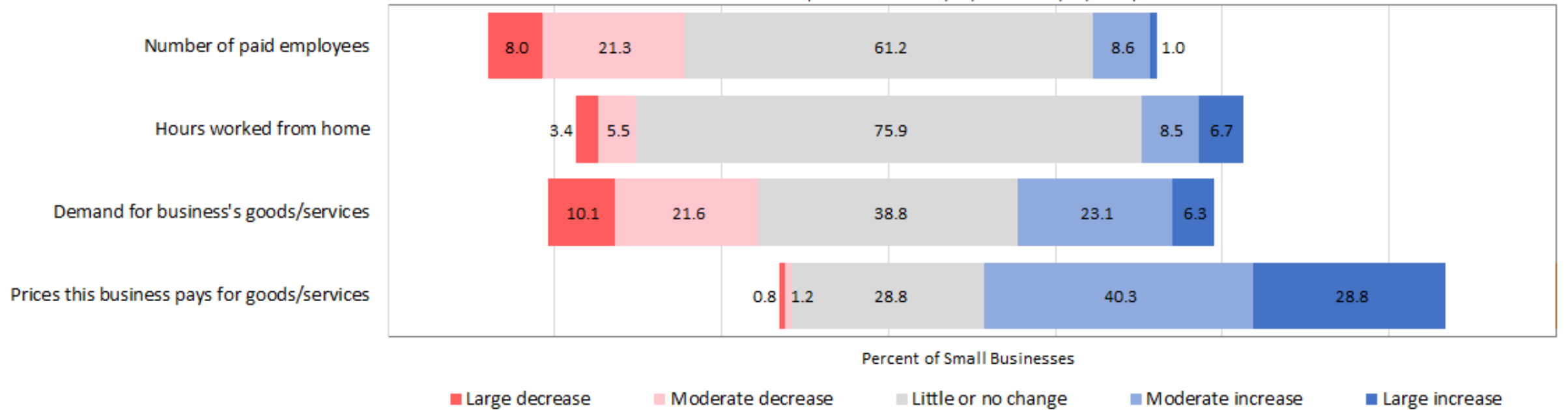
Q: In the last week, did this business require employees to...



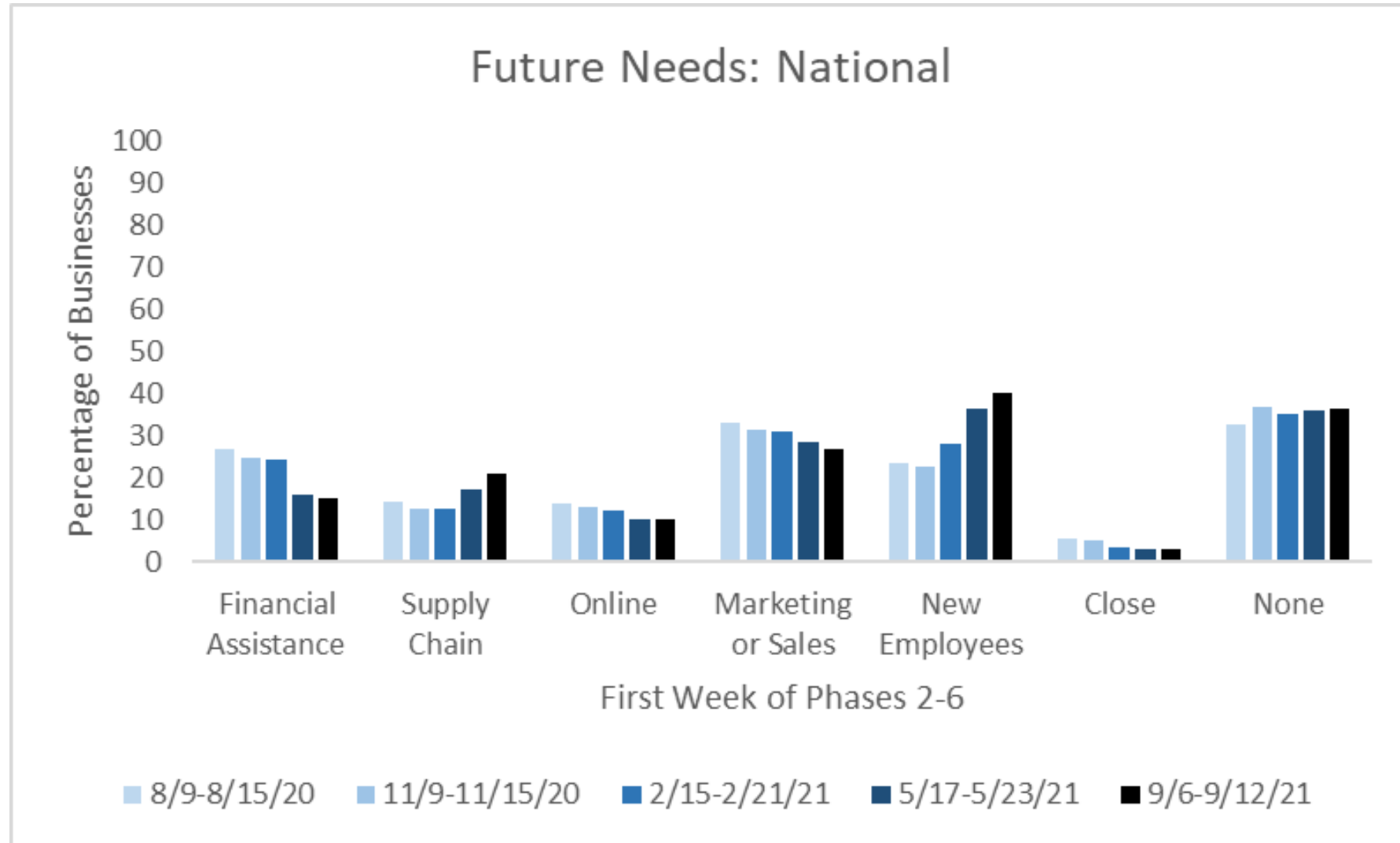
Changes from Normal

Comparing now to what was normal before March 13, 2020 how have the following changed?

(Data Collected 09/13/2021 to 09/19/2021)



Future Needs



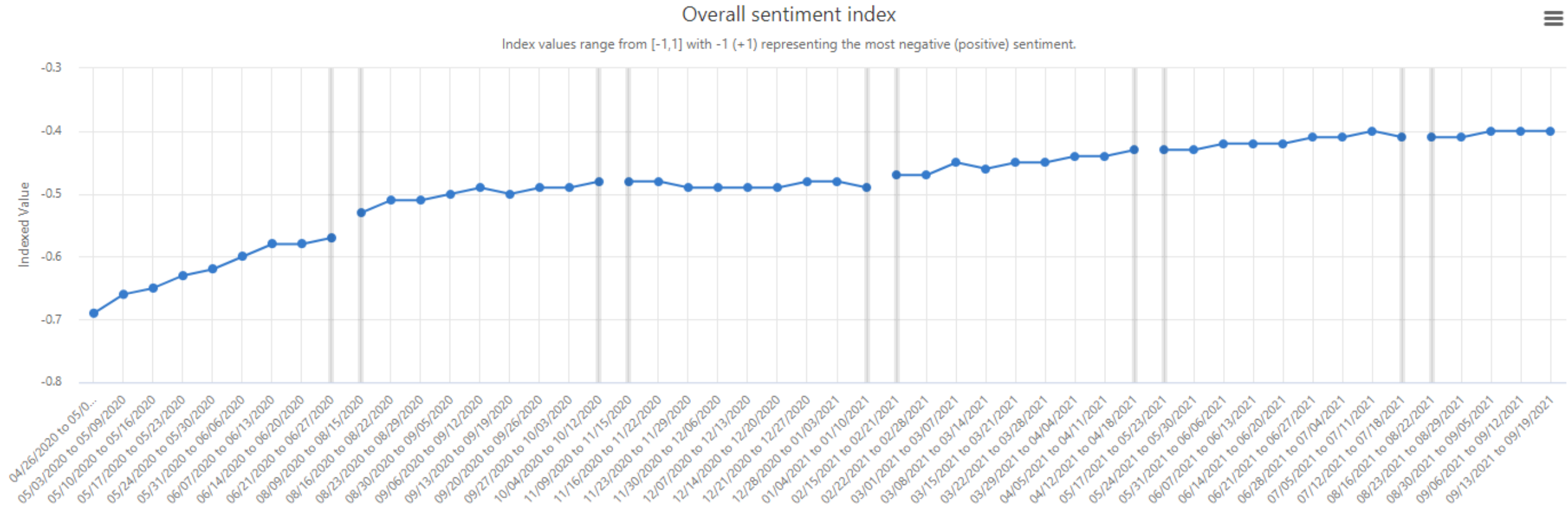
Survey Indexes

Used to create a numeric representation of a question or set of questions.

- Overall Sentiment Index (OSI) assesses the overall effect of the pandemic on businesses.
- Operational Challenges Index (OCI) assesses the overall effect of the pandemic on business operations
- Market Challenges Index (MCI) assesses the tightness in business conditions experience by businesses. (Introduced in Phase 6)
- Expected Recovery Index (ERI) summarizes the length of the expected recovery of businesses.

Index	Survey Question	Response Categories	Numerical Value Assigned
Overall Sentiment Index (OSI)	Q2 (Overall Impact)	Large negative effect	-1.0
		Moderate negative effect	-0.5
		Little or no effect	0.0
		Moderate positive effect	+0.5
		Large positive effect	+1.0
Operational Challenges Index (OCI)	Q4 (Revenue change)	Yes, increased	+1.0
		Yes, decreased	-1.0
		No	0.0
	Q5 (Temporary closure)	Temporary closure	-1.0
		Permanent closure	-1.0
		All other responses	0.0
	Q6 (Employment)	Yes, increased	+1.0
		Yes, decreased	-1.0
		No	0.0
	Q7 (Hours)	Yes, increased	+1.0
Yes, decreased		-1.0	
No		0.0	
Q11 (Supply chain)	Any response besides none of the above	-1.0	
	None of the above	0.0	
Market Challenges Index (MCI)	Q10 (Difficulty hiring)	Yes	+1.0
		No	0.0
		Not applicable	Not included
	Q11 (Supply chain)	Any response besides none of the above	+1.0
		None of the above	0
		Q14 (Change in demand)	Large increase in demand
Moderate increase in demand	+0.5		
Little or no change in demand	0		
Moderate decrease in demand	-0.5		
Q15 (Change in prices)	Large decrease in demand	-1.0	
	Large increase in prices	+1.0	
	Moderate increase in prices	+0.5	
	Little or no change in prices	0	
	Moderate decrease in prices	-0.5	
Expected Recovery Index (ERI)	Q20 (Expected recovery)	Large decrease in prices	-1.0
		1 month or less	-0.2
		2-3 months	-0.4
		4-6 months	-0.6
		More than 6 months	-0.8
		I do not believe this business will return to its usual level of operations	-1.0
		There has been little or no effect on this business's usual level of operations	0.0

Overall Sentiment - National



Research Papers and Data Products

Papers

CATHERINE BUFFINGTON, DANIEL CHAPMAN, EMIN DINLERSOZ, LUCIA FOSTER, JIM HUNT, AND SHAWN KLIMEK

Small Business Pulse Survey Estimates by Owner Characteristics and Rural/Urban Designation

[View paper here](#)

WORKING PAPER NUMBER CES-WP-21-24 AUGUST 2021

CATHERINE BUFFINGTON, DANIEL CHAPMAN, EMIN DINLERSOZ, LUCIA FOSTER, AND JOHN HALTIWANGER

High-frequency data from the U.S. Census Bureau during the COVID-19 pandemic: small vs. new businesses

[View paper here](#)

BUSINESS ECONOMICS VOL. 56 JULY 2021

CATHERINE BUFFINGTON, JASON FIELDS, AND LUCIA FOSTER

Measuring the Impact of COVID-19 on Businesses and People: Lessons from the Census Bureau's Experience

[View paper here](#)

AEA PAPERS AND PROCEEDINGS VOL. 111 MAY 2021

CATHERINE BUFFINGTON, DANIEL CHAPMAN, EMIN DINLERSOZ, LUCIA FOSTER, AND JOHN HALTIWANGER

High Frequency Business Dynamics in the United States During the COVID-19 Pandemic

[View paper here](#)

WORKING PAPER NUMBER CES-21-06 MARCH 2021

CATHERINE BUFFINGTON, CARRIE DENNIS, EMIN DINLERSOZ, LUCIA FOSTER, AND SHAWN KLIMEK

Measuring the Effect of COVID-19 on U.S. Small Businesses: The Small Business Pulse Survey

[View paper here](#)

WORKING PAPER NUMBER CES-20-16 MAY 2020

SBPS for Owner Characteristic: Sex, P1

Source: SBPS 2020, ABS2018, ABS2019

Approval #: CBDRB-FY21-291

Research Data Product

Sex	Question	Answer	Survey Week	Estimate	SE
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Female SBPS for Owner Characteristic: Race, P1

Source: SBPS 2020, ABS2018, ABS2019

Approval #: CBDRB-FY21-291

Research Data Product

Race	Question	Answer	Survey Week	Estimate	SE
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Female AIAN SBPS for Owner Characteristic: Ethnicity, P1

Source: SBPS 2020, ABS2018, ABS2019

Approval #: CBDRB-FY21-291

Research Data Product

Ethnicity	Question	Answer	Survey Week	Estimate	SE
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Female AIAN SBPS for Owner Characteristic: Veteran Status, P1

Source: SBPS 2020, ABS2018, ABS2019

Approval #: CBDRB-FY21-291

Research Data Product

Veteran Status	Question	Answer	Survey Week	Estimate	SE
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Hispanic	Veteran	1	1	1	45.9	2.46
Hispanic	Veteran	1	1	2	40.2	3.13
Hispanic	Veteran	1	1	3	38.1	2.86
Hispanic	Veteran	1	1	4	42.2	2.81
Hispanic	Veteran	1	1	5	40.8	2.95
Hispanic	Veteran	1	1	6	32.7	2.32
Hispanic	Veteran	1	1	7	30.4	3.54
Hispanic	Veteran	1	1	8	36.2	2.57
Hispanic	Veteran	1	1	9	34.8	2.01
Hispanic	Veteran	1	1	10	34.8	2.71

SBPS for Urban Businesses, Phase1

Source: SBPS 2020P1

Approval #: CBDRB-FY21-026, CBDRB-FY21-073

Research Data Product

Question	Answer	Survey Week	Estimate	SE
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1 SBPS for Rural Businesses, Phase1

Source: SBPS 2020P1

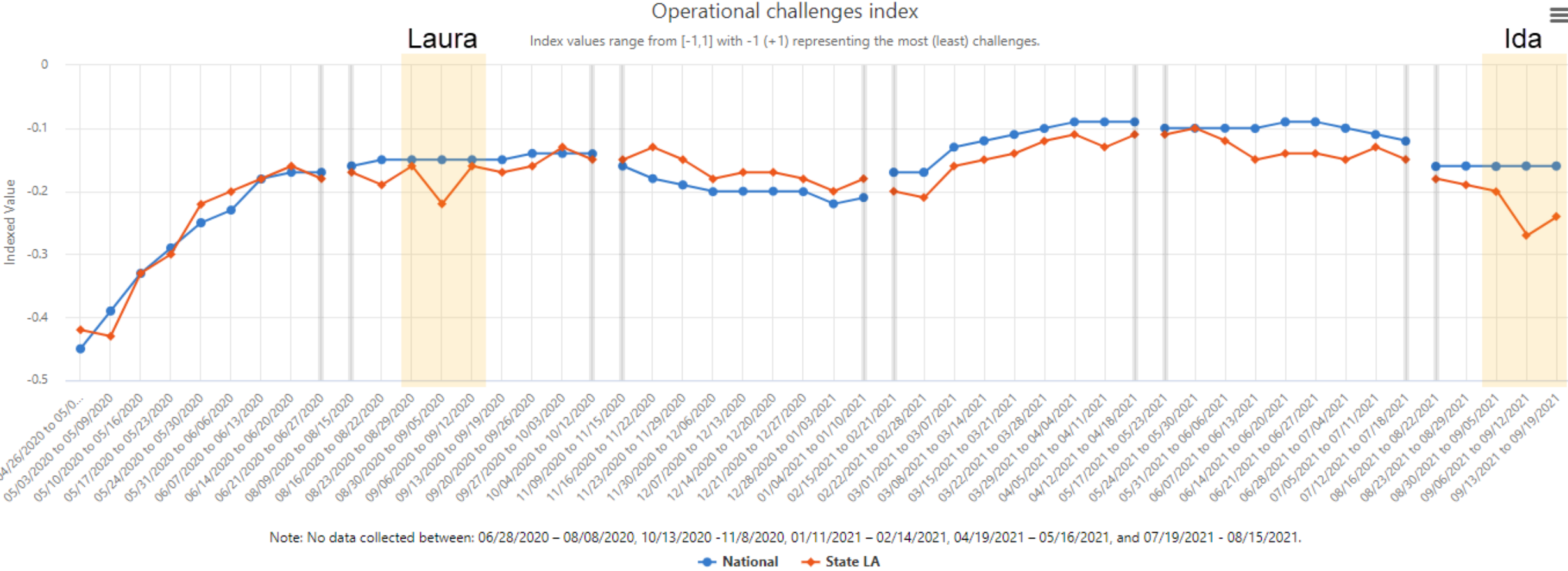
Approval #: CBDRB-FY21-026, CBDRB-FY21-073

Research Data Product

Question	Answer	Survey Week	Estimate	SE
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1	1	1	1	42.9	1.76
1	1	1	2	37.7	.90
1	1	1	3	36.0	1.37
1	1	1	4	37.9	1.45
1	1	1	5	35.0	1.38
1	1	1	6	32.0	1.20
1	1	1	7	29.7	.91
1	1	1	8	30.4	.81
1	1	1	9	28.5	.67
1	1	1	10	41.7	1.56

Providing Insights Beyond COVID



SBPS Resources

Respondent Mailbox

- Found on respondent materials
- Email: econ.pulse@census.gov

Data - User Mailbox

- Listed on data viz page
- Email: econ.pulse.data@census.gov

SBPS Resources – External Links

- [Small Business Pulse Respondent Landing Page](#)
- [Small Business Pulse Data Landing Page](#)
- [Small Business Pulse Data Visualization and Downloads Page](#)
- COVID19 Data Hub Link – uses downloads data: <https://covid19.census.gov/>
 - ESRI uses data download files from data viz page (MSA, National, Sector)

Development of the COVID-19 Household Pulse Survey



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U.S. Census Bureau

Any opinions and conclusions expressed herein are those of the author and do not represent the views of the U.S. Census Bureau. All results are from the Household Pulse Survey website that notes the following: *The U.S. Census Bureau reviewed this data product for unauthorized disclosure of confidential information and approved the disclosure avoidance practices applied to this release. CBDRB-FY21-091.*

Setting the Stage



Issues of the Moment (as of February...)

- **Census 2020** – operations accelerating and April 1, 2020 Census Day imminent
- Declining response
- Maintaining data quality
- Enhancing use of administrative records and adaptive design
- Developing survey based small-area estimates
- Moving forward with disclosure protection development for surveys

COVID-19 ONSET [MARCH 13 through the end of MARCH]

- In-person field data collection ceased
- Mail-center activities at National Processing Center (NPC) ceased
- Telephone Interviewing (CATI) centers closed
- Field personnel shifted from in-person to decentralized telephone interviewing
- Headquarters staff were shifted to full-time telework

Survey changes

- Content changes for ongoing surveys was expedited, but did not change survey cycles

The Household Pulse



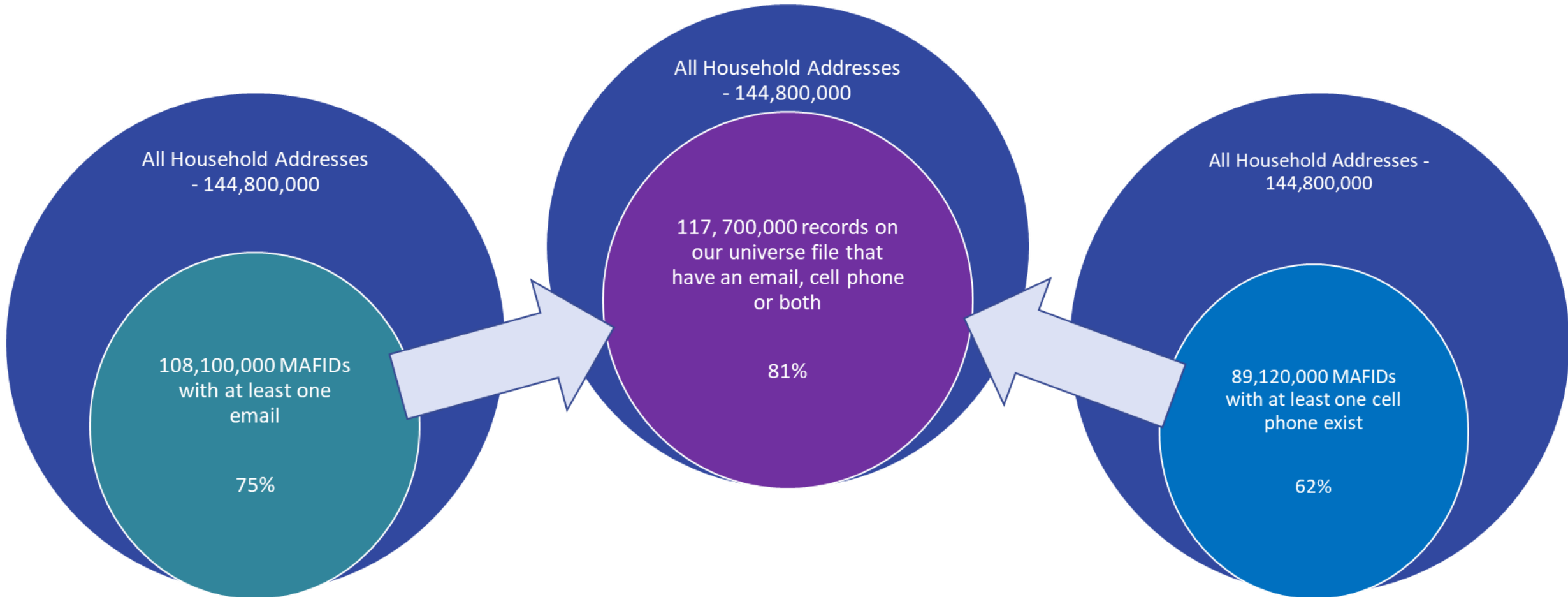
What are the goals of the pulse?

- Focus on quickly and efficiently, collecting data on a range of ways in which people's lives have been impacted by the pandemic
- Serve federal agencies to meet their critical information gaps in household information needed for their decisions related to the pandemic
- Provide data as rapidly as possible with as much transparency in methods and quality as possible
- Experimental data collection – Proof of concept – Accepting that this does not meet regular program quality standards

Frame

Contact frame and MAF

- Matched to Census Bureau's Master Address File (MAF) records
- Emails and phone numbers from respondent contacts and from third party vendors



Agency Collaboration



Rapid Collaboration and Extensive Expertise

- Subject matter experts recognized opportunity and limitations of the tools available
- Quickly aligned information requests to the limitations
- Cognitive labs at Census, NCHS, and BLS collaborated to evaluate proposed questionnaire content

Burden and success

- Rapidly expanding interest in the Household Pulse platform highlighted information gap and demand for rapid information sources
- Requests were well supported by programmatic needs to measure the impact of the pandemic and the course of the recovery.
- Response and respondent burden are ongoing concerns

Agency Partner	Phase 1 Apr 23 - July 2020	Phase 2 Aug 19 - Oct 2020	Phase 3 Oct - Dec 2020	Phase 3 Jan. Update Jan 6 - Mar 1 2021	Phase 3.1 Apr 14 - July 5 2021	Phase 3.2 July 21 - Oct 2021
Bureau of Labor Statistics	X	X	X	X	X	X
National Center for Health Statistics	X	X	X	X	X	X
National Center for Education Statistics	X	X	X	X	X	X
Housing and Urban Development	X	X	X	X	X	X
USDA Economic Research Service	X	X	X	X	X	X
Office of Management and Budget	X	X	X	X	X	X
Bureau of Transportation Statistics		X	X	X	X	
Social Security Administration		X	X	X	X	
Centers for Disease Control				X	X	X
Nat. Inst. of Occ. Health and Safety					X	X
Maternal and Child Health Bureau					X	X
Department of Defense				X	X	X
Energy Information Administration						X
Consumer Finance Protection Bureau						X
Council of Economic Advisors						X
Domestic Policy Council						X
AVERAGE INTERVIEW LENGTH	11 MIN	18-20 MIN	18-20 MIN	18-20 MIN	20-21 MIN	20 MIN

Responses



PHASE 1 Week	Interviews	Weighted Response Rate	PHASE 2/3 Week	Interviews	Weighted Response Rate	PHASE 3.1 Week	Interviews	Weighted Response Rate
April 23 – May 5 : Week 1	74,413	3.8	August 19 – August 31: Week 13	109,051	10.3	April 14 – April 26: Week 28	68,913	6.6%
May 7 – May 12 : Week 2	41,996	1.3	September 2 – September 14: Week 14	110,019	10.3	April 28 – May 10: Week 29	78,467	7.4%
May 14 – May 19 : Week 3	132,961	2.3	September 16 – September 28: Week 15	99,302	9.2	May 12 – May 24: Week 30	72,897	6.8%
May 21 – May 26 : Week 4	101,215	3.1	September 30 – October 12: Week 16	95,604	8.8	May 26 – June 7: Week 31	70,854	6.7%
May 28 – June 2 : Week 5	105,066	3.5	October 14 – October 26: Week 17	88,716	8.1	June 9 – June 21: Week 32	68,067	6.4%
June 4 – June 9 : Week 6	83,302	3.1	October 28 – November 9: Week 18	58,729	5.3	June 23 – July 5: Week 33	66,262	6.3%
June 11 – June 16: Week 7	73,472	2.3	November 11 – November 23: Week 19	71,939	6.6	PHASE 3.2 Week	Interviews	Weighted Response Rate
June 18 – June 23: Week 8	108,062	2.9	November 25 – December 7: Week 20	72,484	6.7	July 21 – August 2: Week 34	64,562	6.1%
June 25 – June 30: Week 9	98,663	3.3	December 9 – December 21: Week 21	69,944	6.5	August 4 – August 16: Week 35	68,799	6.5%
July 2 – July 7: Week 10	90,767	3.2	PHASE 3 Week	Interviews	Weighted Response Rate	August 18 – August 30: Week 36	69,114	6.5%
July 9 – July 14: Week 11	91,605	3.1	January 6 – January 18: Week 22	68,348	6.4%	September 1 – September 13: Week 37	63,536	6.0%
July 16 – July 21: Week 12	86,792	2.9	January 20 – February 1: Week 23	80,567	7.5%	September 15 – September 27: Week 38	59,833	5.6%
			February 3 – February 15: Week 24	77,122	7.3%	September 29 – October 11: Week 39	57,064	5.4%
			February 17 – March 1: Week 25	77,788	7.3%	TOTAL 42,249,280 Sampled Units		
			March 3 – March 15: Week 26	78,306	7.4%	3,196,389 Interviews		
			March 17 – March 29: Week 27	77,104	7.2%			

Content: Phase 3.2

Basic demographics

Age, race, Hispanic origin, marital status, educational attainment
SOGI (Census/OMB/DPC)
Disability status (NCHS/CDC)
Armed forces status (DOD)

Employment questions

Employment and employment income (BLS/Census)
Spending source of funds (BLS)
Child Tax Credit receipt (CEA/DPC/BLS/Census)
Series on expenditures (BLS)
Essential worker occupations (NIOSH)

Food security questions

Past and current food sufficiency (USDA-ERS)
Free meals (USDA-ERS)
SNAP receipt (USDA-ERS)

Health questions

Mental health and mental health services use (NCHS)
Health insurance (NCHS/Census)
Vaccination receipt, intentions, and COVID diagnosis (CDC)
Children's vaccination receipt (CDC)
Tele/Video health (NCHS/MCHB)
Children's preventive health care (MCHB)

Housing questions

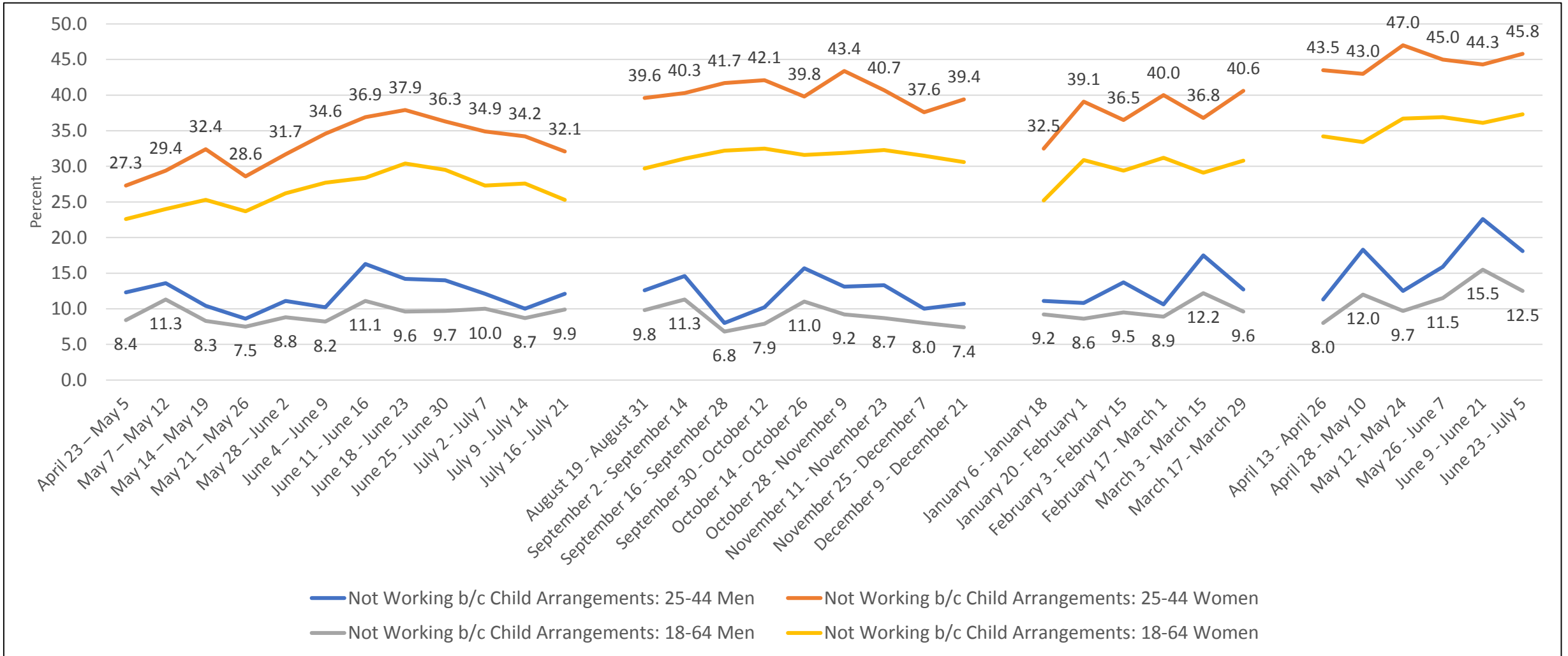
Tenure (HUD)
Living quarters (HUD)
Rent and mortgage current payment status (HUD)
Confidence about paying rent/mortgage next month (HUD)
Eviction and foreclosure expectations (HUD)
Months behind on rent/mortgage (CFPB)
Use of rent assistance (CFPB)
Energy assistance and use (EIA)

Education questions

Catch-up education experience K-12 (NCES)
Post-Secondary questions (NCES)

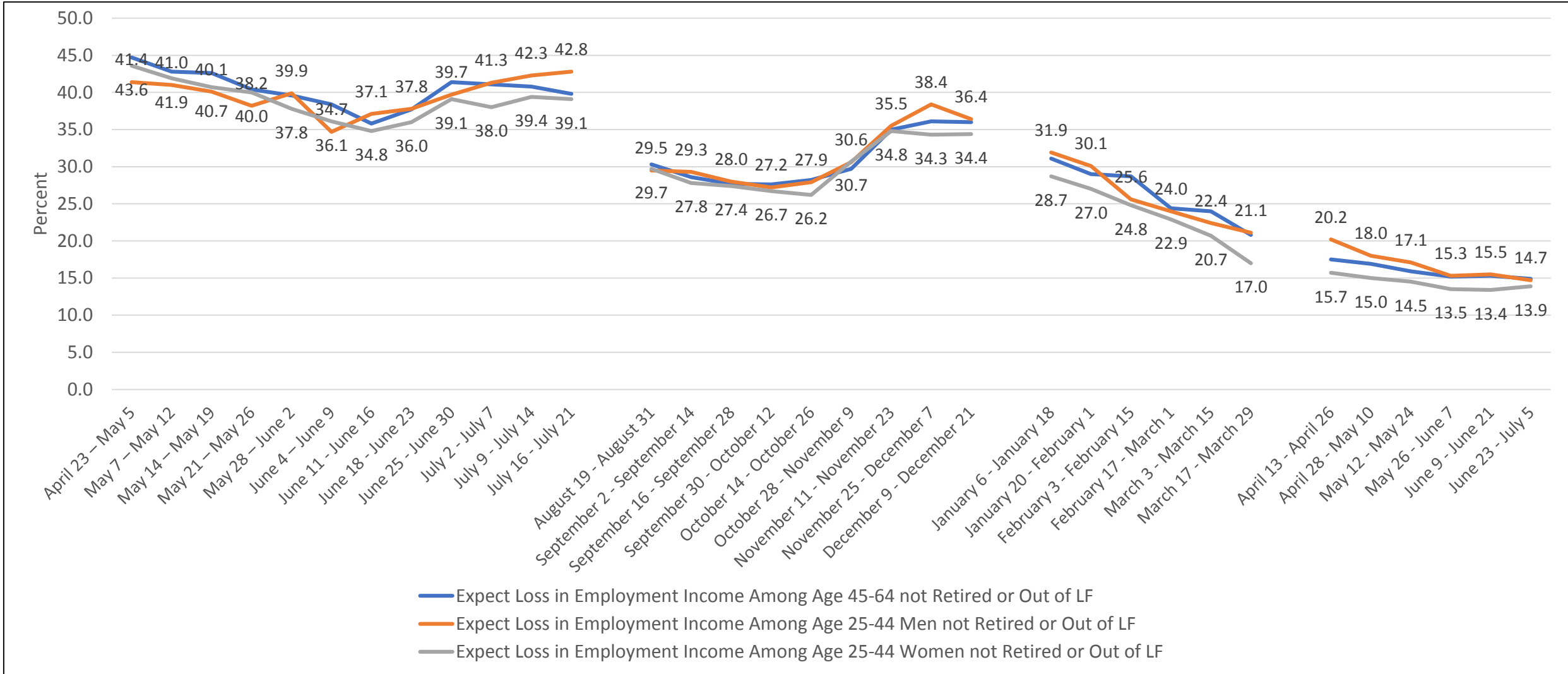


Figure 1 Percent of Men and Women Not Working Because of Children's Arrangements among Adults who are Not Retired or Out of the Labor Force



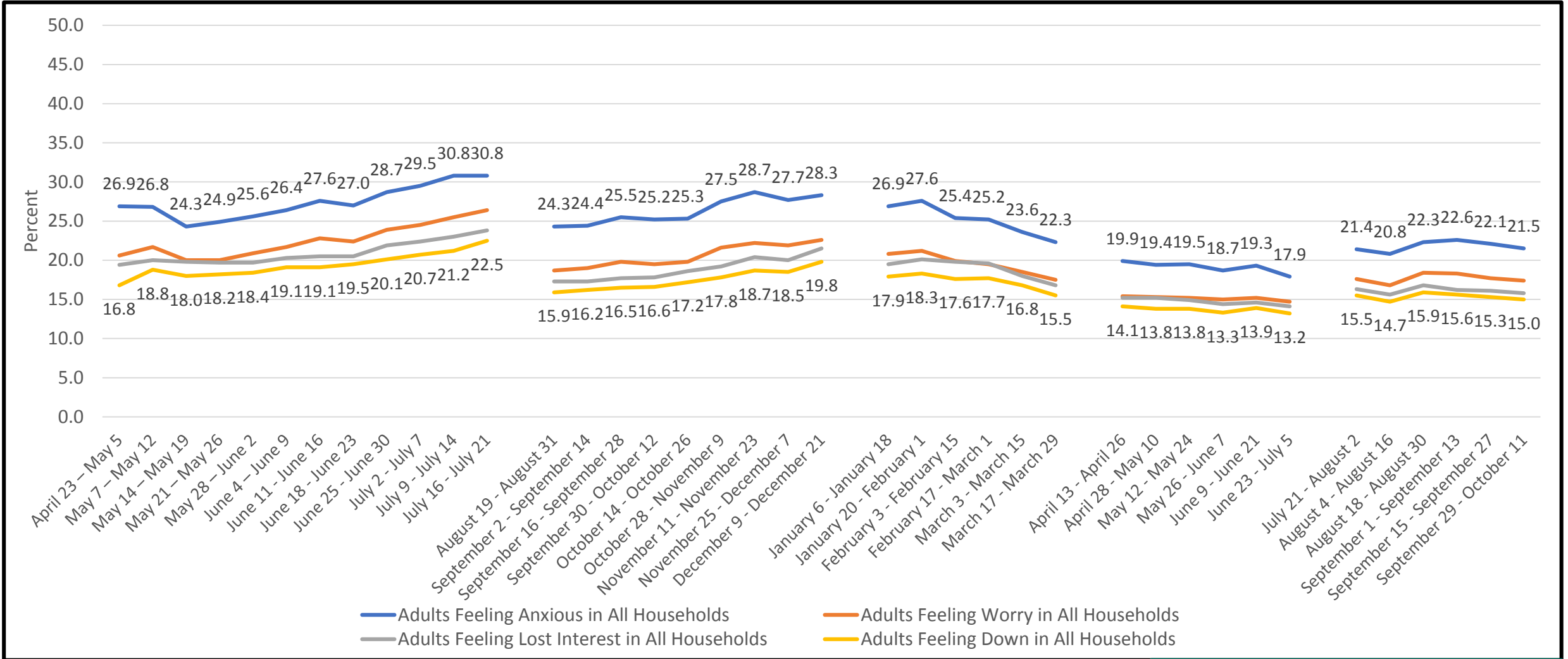
Source: Data from the Household Pulse Survey (April 23, 2020 – July 5, 2021).
 Universe: 18+ Adults

Figure 2 Percent of Adults Expecting Loss in Employment Income



Source: Data from the Household Pulse Survey (April 23, 2020 – July 5, 2021).
 Universe: 18+ Adults

Figure 3 Mental Health Measures



Source: Data from the Household Pulse Survey (April 23, 2020 – October 11, 2021).
Universe: 18+ Adults

NHIS January-June 2019:

- Anxiety Symptoms: 8.2%
- Depressive Symptoms: 6.6%

Data outputs

The screenshot shows the top navigation bar of the Census Bureau website with a search bar and menu items like 'EXPLORE DATA', 'LIBRARY', and 'SURVEYS/ PROGRAMS'. The main content area features the title 'Measuring Household Experiences during the Coronavirus Pandemic' and a sub-header 'Experimental Data Products > Household Pulse Survey'. A paragraph of text describes the survey's timeline. Below this is a section titled 'What is the Household Pulse Survey?' with a detailed description. At the bottom, there are four orange buttons: 'DATA TABLES', 'PUBLIC USE FILES', 'INTERACTIVE TOOL', and 'COVID-19 VACCINATION TRACKER'. The 'INTERACTIVE TOOL' and 'COVID-19 VACCINATION TRACKER' buttons are circled in black. A small icon of a magnifying glass over a bar chart is also visible.

<https://www.census.gov/householdpulsedata>



EDUCATION

Homeschooling on the Rise During COVID-19 Pandemic

The U.S. Census Bureau's Household Pulse Survey shows a substantial increase in homeschooling during COVID-19.



FAMILIES

Despite Unemployment Insurance, Many Households Struggle to Meet Basic Needs

The Household Pulse Survey shows that 31.2% of households that used unemployment insurance reported a very difficult time paying for usual household expenses.



POPULATION

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

The U.S. Census Bureau's new Household Pulse Survey shows that adults living with children are especially likely to experience lost income and food



POPULATION

Around Half of Unvaccinated Americans Indicate They Will "Definitely" Get COVID-19 Vaccine

The Household Pulse Survey provides insight into attitudes toward COVID-19 vaccines.

America Counts: Stories Behind the Numbers

<https://www.census.gov/library/stories/all.html>

Detailed Health Table 4 – Mental Health Access



Health Table 4. Mental Health Activities in the Last 4 Weeks, by Select Characteristics: United States

Source: U.S. Census Bureau Household Pulse Survey, Week 39.

Note: These data are experimental. Users should take caution using estimates based on subpopulations of the data – sample sizes may be small and the standard errors may be large.**

Total Population 18 Years and Older

Select characteristics	Total	Received counseling or therapy from a mental health professional such as a psychiatrist, psychologist, psychiatric nurse, or clinical social worker			Needed counseling or therapy from a mental health professional, but did not get it for any reason			Took prescription medication to help with concentration, behavior, or memory	
		Yes	No	Did not report	Yes	No	Did not report	Yes	No
Total	250,265,449	21,359,588	182,824,196	46,081,664	22,522,263	181,981,354	45,761,832	45,741,284	
Respondent or household member experienced loss of employment income in last 4 weeks									
Yes	38,402,616	3,869,182	28,002,005	6,531,429	6,285,707	25,660,003	6,456,906	8,072,814	
No	200,986,820	17,467,759	154,549,241	28,969,819	16,211,014	156,052,094	28,723,713	37,625,261	
Did not report	10,876,013	22,647	272,950	10,580,416	25,543	269,257	10,581,214	43,209	
Respondent employed in the last 7 days									
Yes	137,207,095	12,976,419	106,117,436	18,113,240	14,384,702	104,848,156	17,974,236	24,431,779	
No	101,419,039	8,343,007	75,790,343	17,285,689	8,114,353	76,199,933	17,104,753	21,169,969	
Did not report	11,639,315	40,163	916,417	10,682,736	23,207	933,264	10,682,843	139,536	
Household income									
Less than \$25,000	27,048,286	3,320,157	23,618,908	109,221	4,481,201	22,518,108	48,977	7,714,446	
\$25,000 - \$34,999	19,388,315	1,967,306	17,347,090	73,919	2,682,763	16,688,152	17,400	5,065,941	
\$35,000 - \$49,999	21,288,980	1,796,818	19,379,079	113,083	2,633,612	18,650,608	4,759	4,585,887	
\$50,000 - \$74,999	31,385,393	3,309,623	28,017,982	57,789	3,538,243	27,825,415	21,735	7,262,691	
\$75,000 - \$99,999	23,065,280	2,242,869	20,769,617	52,794	2,219,551	20,808,561	37,167	5,073,520	
\$100,000 - \$149,999	27,924,022	2,672,741	25,195,916	55,366	2,672,614	25,191,971	59,437	5,893,226	
\$150,000 - \$199,999	12,910,479	1,277,333	11,610,187	22,959	940,810	11,965,567	4,102	2,474,680	
\$200,000 and above	14,478,319	1,836,978	12,602,086	39,255	897,493	13,540,986	39,840	2,336,621	
Did not report	72,776,375	2,935,763	24,283,331	45,557,280	2,455,977	24,791,984	45,528,413	5,334,271	
Used in the last 7 days to meet spending needs*									

Interactive Tool



United States
Census
Bureau

// Census.gov / Our Surveys & Programs / Household Pulse Survey / Data / Household Pulse Survey Interactive Tool



Household Pulse Survey

Select an Estimate:

Household Telehealth

Filter By:

States: ---

Metro Areas: ---

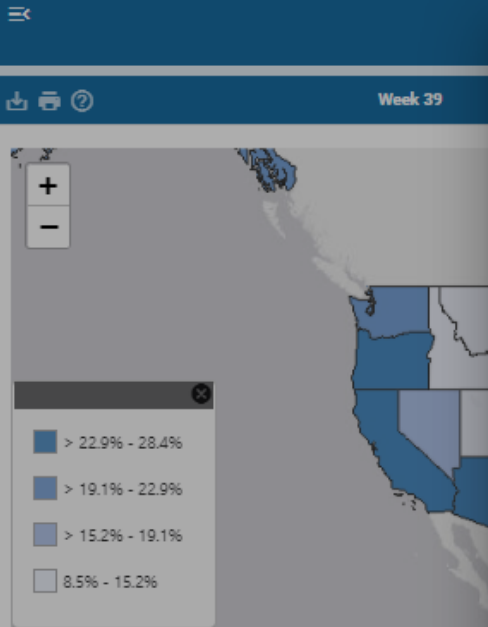
Map and Chart Display:

Week: 39

Show: States

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.



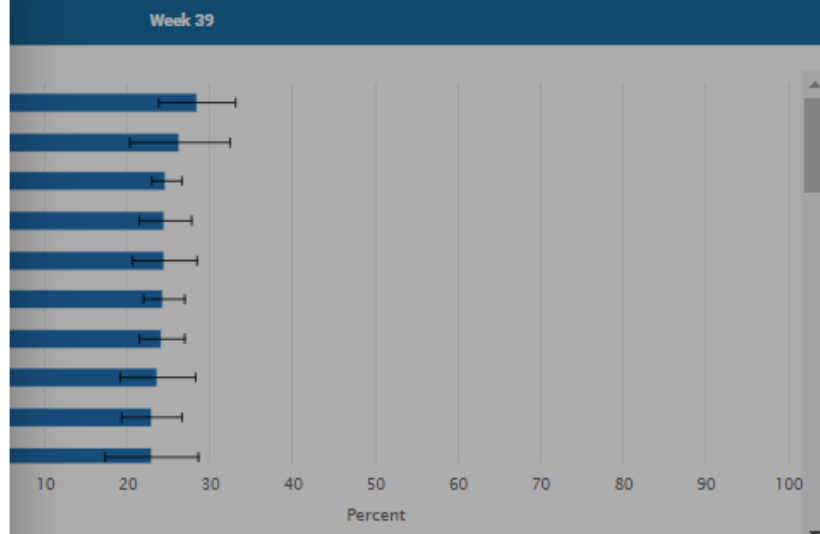
Choose Estimate

Estimate	Weeks Available
> Education (5)	
> Employment (3)	
> Food Sufficiency and Security (2)	
> Health (5)	
Received a COVID-19 Vaccine	22 through 27
Likelihood of Receiving a COVID-19 Vaccine	22 through 27
Delayed Medical Care	1 through 12
Household Telehealth	28 and after
Children's Telehealth	28 and after
> Housing (4)	
> Spending (2)	

Expand All Collapse All

CANCEL OK

by video or by phone in the last 4 weeks



Source: U.S. Census Bureau, Household Pulse Survey

nal by video or by phone in the last 4 weeks

Household Telehealth	Total Household Telehealth	Percent Household Telehealth

Interactive Tool – Household Telehealth



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Household Pulse Survey

Select an Estimate:

Household Telehealth

Filter By:

States: ---

Metro Areas: ---

Map and Chart Display:

Week: 39

Show: States

Reset

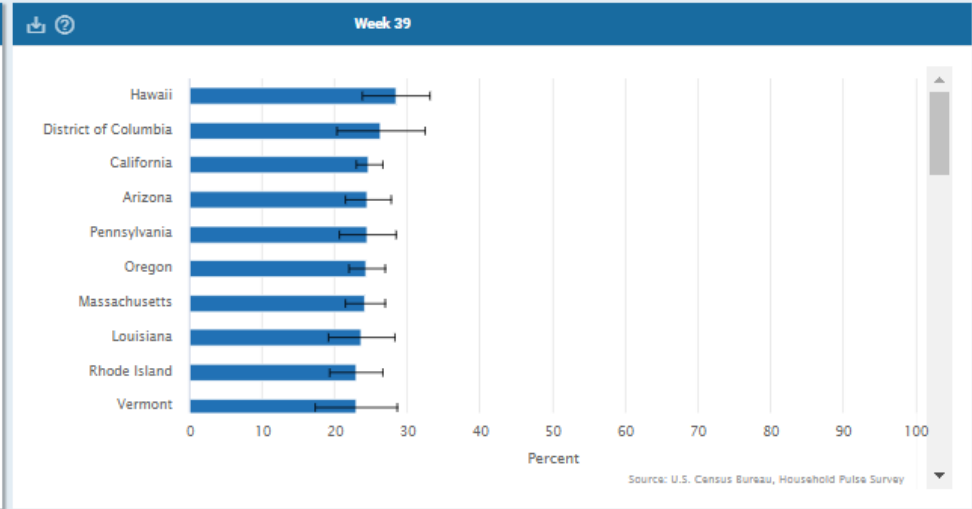
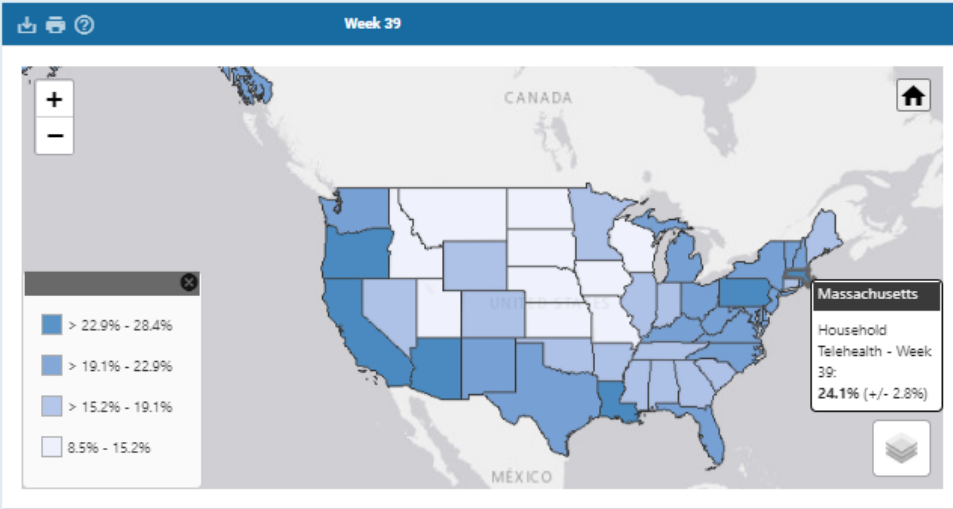
The Household Pulse Survey is designed to deploy quickly and efficiently, collecting data on a range of ways in which people's lives have been impacted by the pandemic. Data will be disseminated in near real-time to inform federal and state response and recovery planning.

Notes:

- Percentages are based on reporting distributions and do not include the populations that did not report to specific items.

Household Telehealth

Percentage of adults in households who had an appointment with a doctor, nurse, or other health professional by video or by phone in the last 4 weeks



Household Telehealth: Adults in households who had an appointment with a doctor, nurse, or other health professional by video or by phone in the last 4 weeks

		Total Household Telehealth		Percent Household Telehealth				
Week	Area	Number	Margin of Error +/-	Percent	MOE +/-	Measure Universe	Total Population age 18+	
39	United States	40,933,781	1,089,882	20.5	0.5	199,542,754	380,365,440	
39	Alabama	476,011	91,242	17.6	3.0	2,703,183	4,477,404	
39	Alaska	64,218	14,440	21.1	3.2	447,404	747,404	

Is this page helpful? Yes No

Interactive Tool – Food Scarcity



Household Pulse Survey

Select an Estimate:

Food Scarcity

Filter By:

States: —

Metro Areas: —

Map and Chart Display:

Week: 39

Show: 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.

Notes:

- Percentages are based on reporting distributions and do not include the

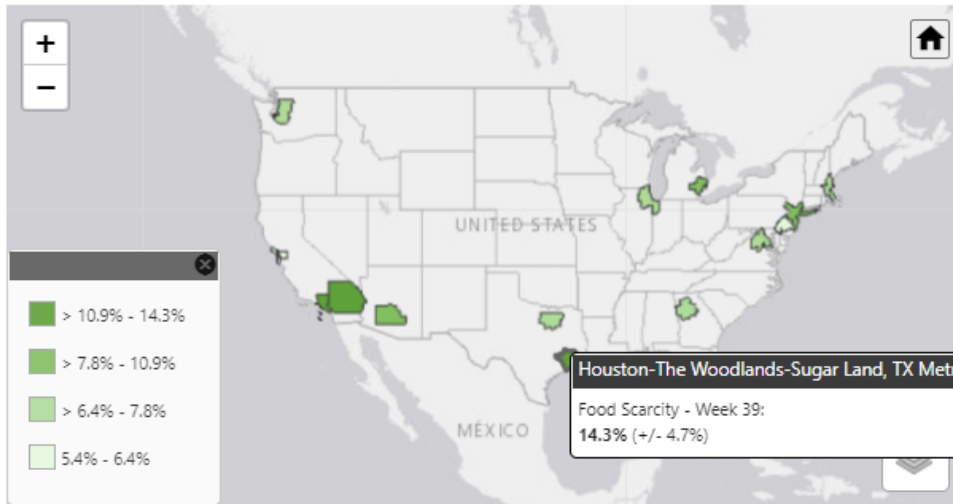


Food Scarcity

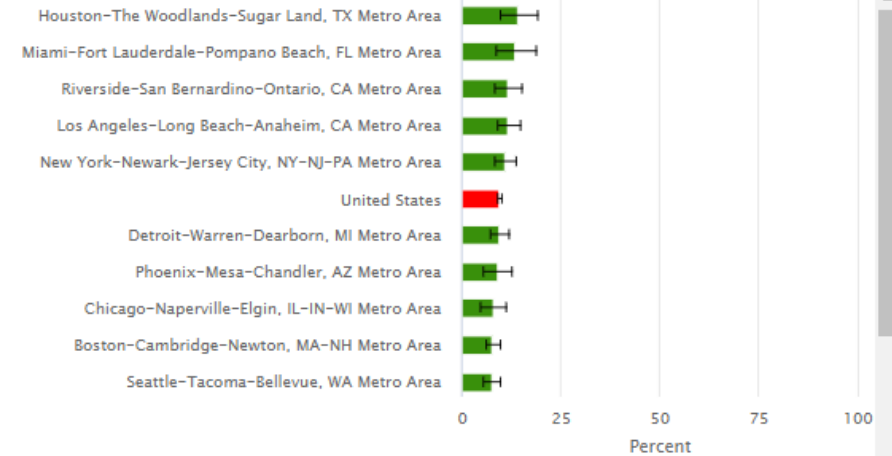
Percentage of adults in households where there was either sometimes or often not enough to eat in the last 7 days



Week 39



Week 39



Source: U.S. Census Bureau, Household Pulse Survey



Food Scarcity: Adults in households where there was either sometimes or often not enough to eat in the last 7 days

		Total Food Scarcity		Percent Food Scarcity			
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

Interactive Tool – Food Scarcity



Household Pulse Survey

Select an Estimate:

Food Scarcity

Filter By:

States: —

Metro Areas: —

Map and Chart Display:

Week: 16

Show: Metro Areas

Reset

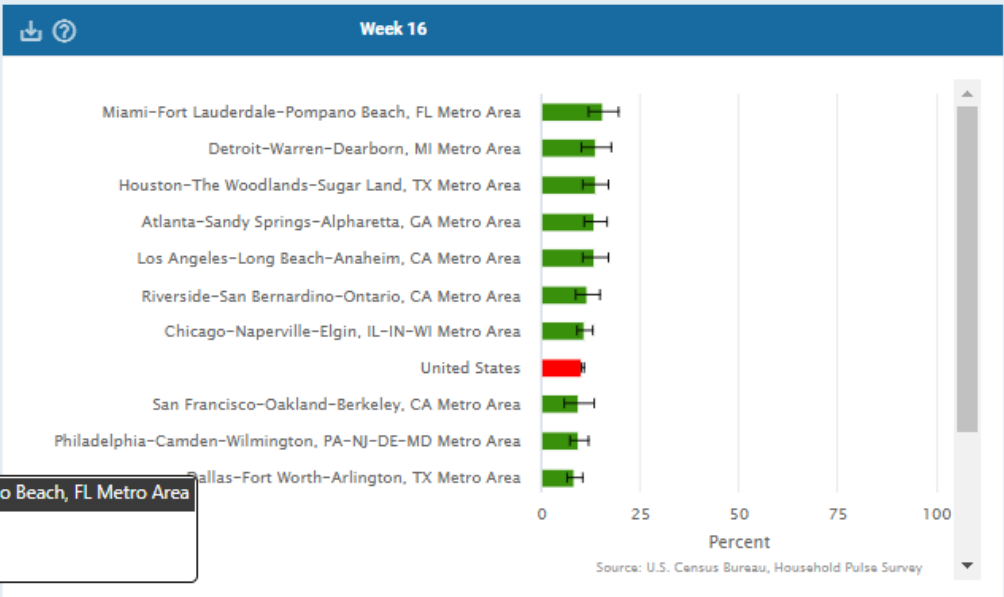
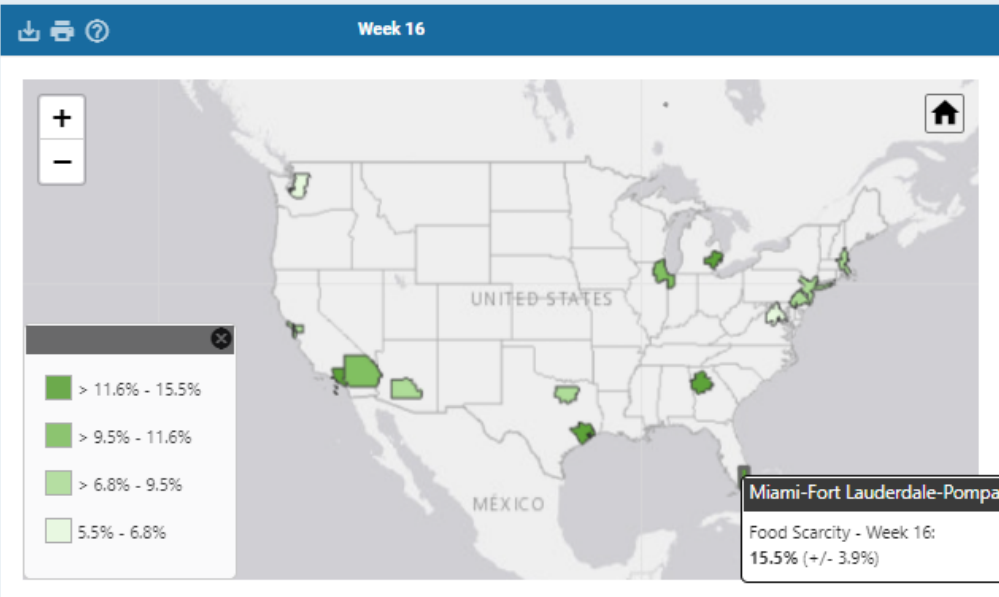
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Notes:

- Percentages are based on reporting distributions and do not include the

Food Scarcity

Percentage of adults in households where there was either sometimes or often not enough to eat in the last 7 days



Food Scarcity: Adults in households where there was either sometimes or often not enough to eat in the last 7 days

		Total Food Scarcity	Percent Food Scarcity				
Week	Area	Number	Margin of Error +/-	Percent	MOE +/-	Measure Universe	Total Population age 18+
16	United States	22,681,729	964,626	10.3	0.4	219,391,002	249,170,916

Lessons Learned: Where do we go from here?



What we did

- React to the disruption of our information systems to provide additional resources

What did it tell us?

- Data collection – a place for low response data collection with enough caution
- Data processing – limited data processing has an appropriate use
- Incredible hunger and need for new and rapid information sources especially during major events
- New work highlighted gaps in staffing that would be needed to support it

What we need

- Continue development of integrated data resources that can generate rapid, reliable estimates to support information needs
- Geographic requirements (national, states, regions, small areas) – ability to serve all the above
- Integrate small-area estimates feasibility into the design and coverage requirements
- Incorporate administrative records and adaptive design to monitor and adjust data collection



Household Pulse Resources – External Links

Household Pulse Survey main page:

<https://www.census.gov/householdpulsedata>

Data tool:

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

Vaccine tracker:

<https://www.census.gov/library/visualizations/interactive/household-pulse-survey-covid-19-vaccination-tracker.html>

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>

National Center for Health Statistics Data Tool: <https://www.cdc.gov/nchs/covid19/pulse/mental-health.htm>