

The background features a vibrant, abstract design. On the right side, there is a stylized mountain range with peaks in shades of blue, purple, and pink. The sky is a deep purple, and there are various geometric shapes, including squares and circles, in colors like orange, yellow, and blue. Some shapes have a grid or data-like pattern. The overall aesthetic is modern and digital.

Understanding the Impacts of the Coronavirus Pandemic on U.S. Residents and Businesses: Key Census Data and Tools

Andrew W. Hait
U.S. Census Bureau

Key Existing Census Programs for COVID

- **American Community Survey**
 - Provides annual data on the demographic, socio-economic, and housing characteristics of areas
 - Can help users understand the potential vulnerabilities of their area based on the people that live there
- **County Business Patterns**
 - Provides annual data on the characteristics of employer businesses in areas
 - Can help users understand the potential vulnerabilities of their area based on the employer businesses that are located there and the workers of those businesses
- **Nonemployer Statistics**
 - Provides annual data on the characteristics of self-employed persons in areas
 - Can help users understand the potential vulnerabilities of their area based on the nonemployer businesses that are located there and the workers of those businesses
- **Economic Census**
 - Provides additional data every 5 years not available from CBP

Business Formation Statistics

Provides data on Business Applications and Formations

- Data on Total Business Applications, plus:
 - BAs from Corporations
 - High Propensity BAs
 - BAs with Planned Wages
- Estimate and Year-to-Year % change
- Geographies
 - Nation, Region, and State
- NAICS 00 (no detail)
- Weekly thru 2020 week 52
 - See <https://www.census.gov/library/visualizations/interactive/bfs-weekly-business-applications.html>
- Monthly and quarterly now

<https://www.census.gov/data/experimental-data-products/business-formation-statistics.html>

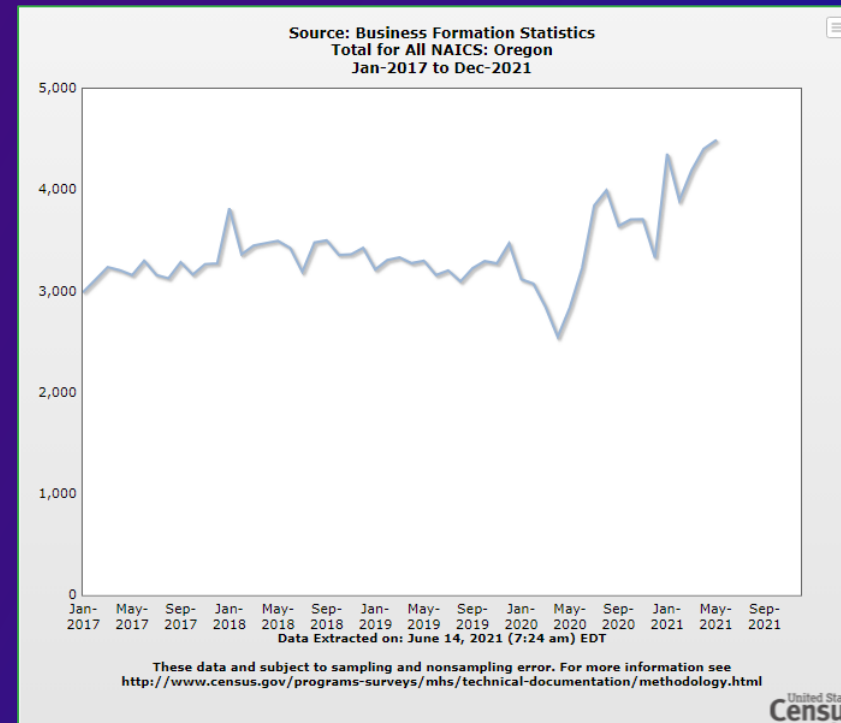
TIME SERIES / TREND CHARTS

Please follow the numbers in order.

- 1 Select the report/survey from which you wish to retrieve data:
Business Formation Statistics
- 2 Select a date range:
Start: 2017 End: 2021
- 3 Select Industry or Category:
Total for All NAICS
- 4 Select one Item:
Business Applications
- 5 Select Geographical Level:
Oregon

Select as available:
 Seasonally Adjusted
 Not Seasonally Adjusted

GET DATA

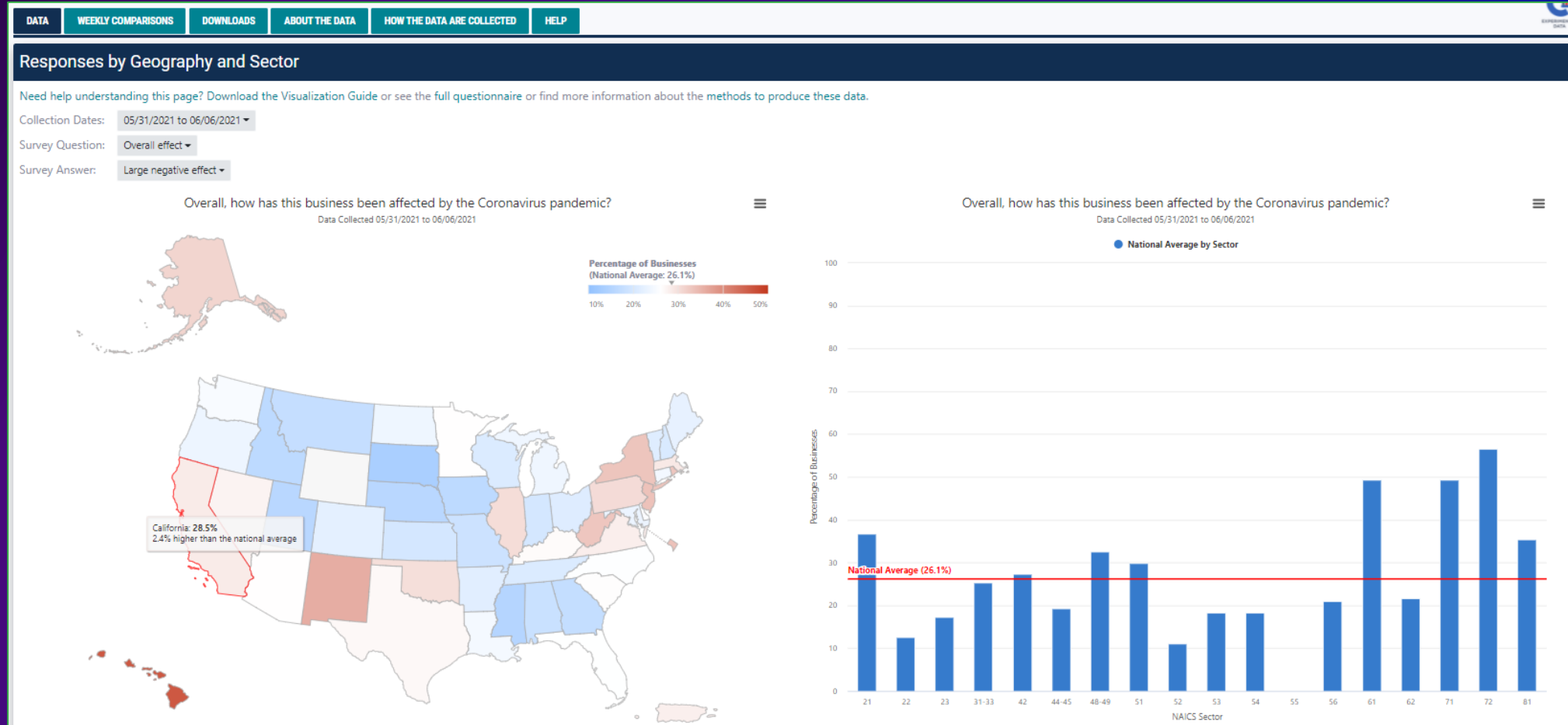


Small Business Pulse Survey

<https://portal.census.gov/pulse/data/>

Measures the changes in business conditions on small businesses during the COVID-19 pandemic

- Data on the impact of COVID-19 on small employer businesses
- Geographies
 - Nation and State by 2-digit NAICS



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

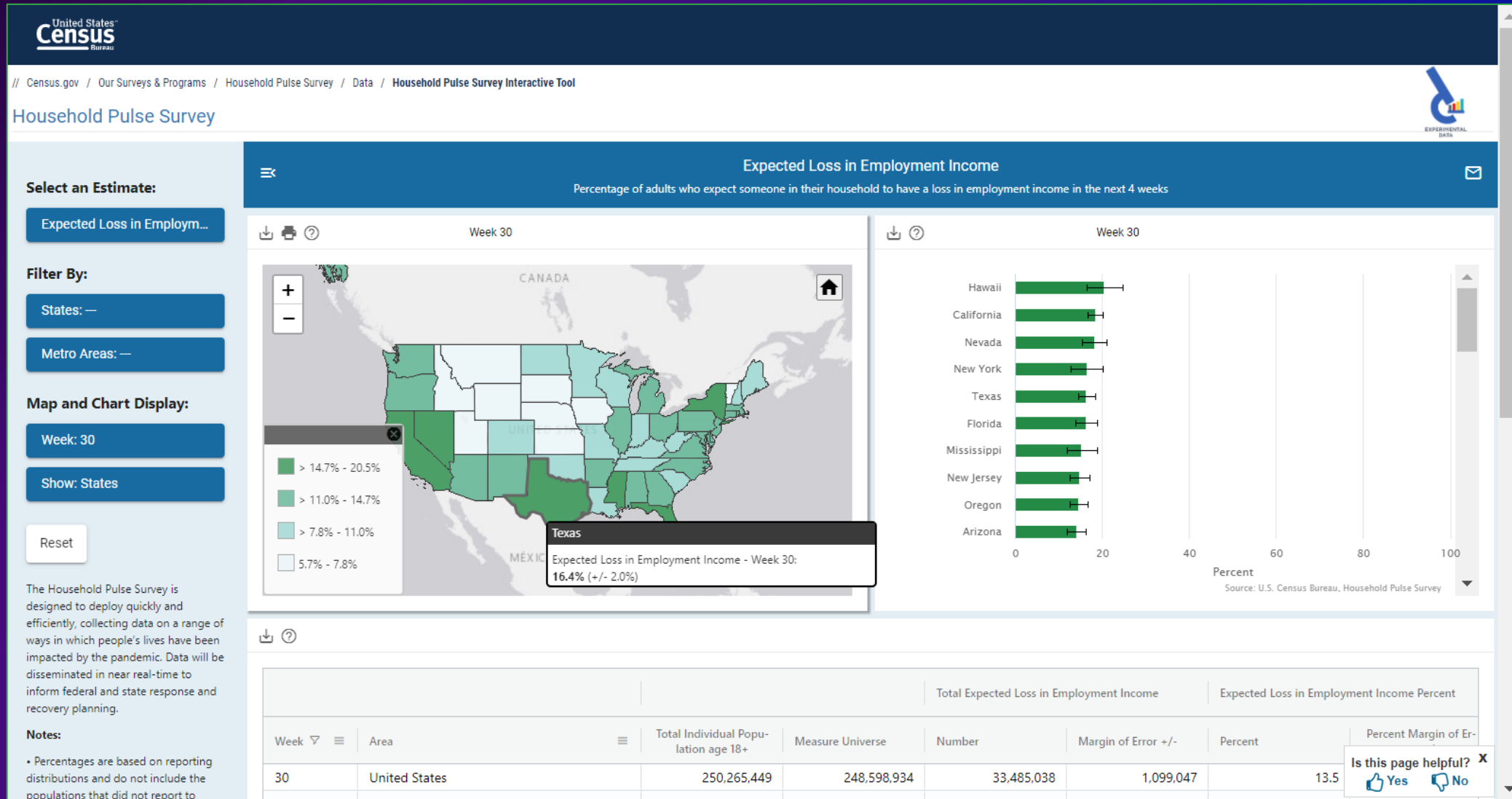


Household Pulse Survey

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

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

- Data on the impact of COVID-19 on households
- Data shown for the Nation, States, and top 50 metros

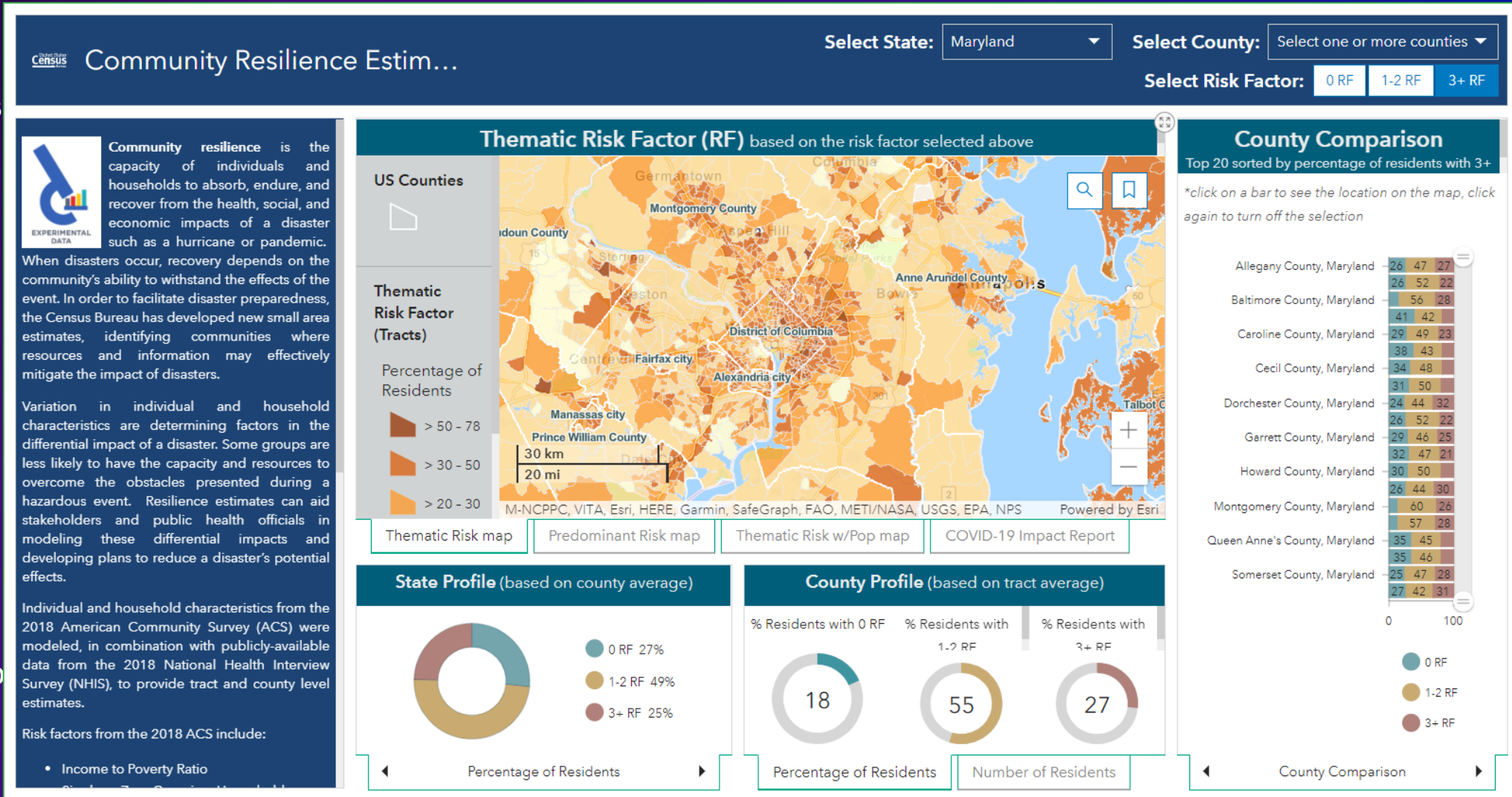


<https://www.census.gov/data-tools/demo/hhp/#/>

Community Resilience Estimates

Provides estimates of the number of individuals by the number of risk factors they are living with, categorized into three groups:

- Zero flagged risk factors
- One to two flagged risk factors
- Three or more risk factors.
- Data are shown to the Tract level



Other New Experimental Data Products

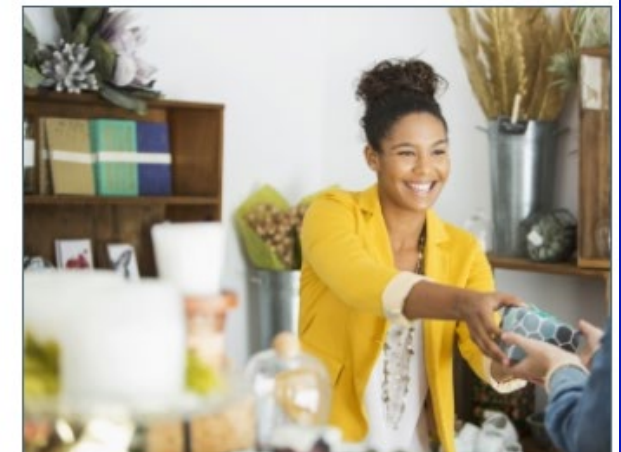
(See <https://www.census.gov/data/experimental-data-products.html>)

- **Selected Monthly State Sales Tax Collections**
 - Helps users understand the impacts of the pandemic on state governments
 - <https://www.census.gov/data/experimental-data-products/selected-monthly-state-sales-tax-collections.html>
- **Monthly State Retail Sales**
 - Enhances the Monthly Retail Trade Survey data by providing additional state-level data
 - <https://www.census.gov/data/experimental-data-products/monthly-state-retail-sales.html>



Selected Monthly State Sales Tax Collections

The Monthly State Sales Tax Collection is a new monthly measure of state government sales tax collections for selected sales tax.



Monthly State Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.



COVID-19 Demographic and Economic Resources

United States Census Bureau

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Tools](#)

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Datasets](#)

[Covid-19 Surveys and
Estimates](#)

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V2.2 - 4/13/2021 Release.

[Sign up here](#) to stay connected. Your [Feedback](#) would be greatly appreciated.

The COVID-19 Interactive Data Hub

<https://covid19.census.gov/>



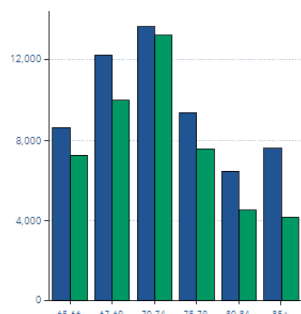
COUNTY COVID-19 IMPACT PLANNING REPORT

Snohomish, Washington (FIPS 53061)



POPULATION 65 AND OLDER

■ Females ■ Males



KEY FACTS

798,808 Total Population	293,823 Total Households	2.68 Average Household Size	38.0 Median Age	91.1% Internet At Home
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BUSINESSES



POVERTY



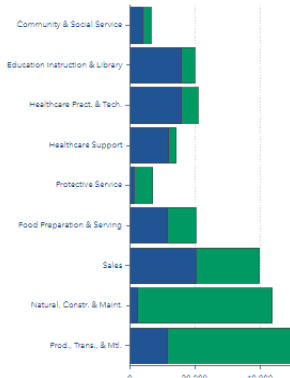
AT-RISK POPULATION



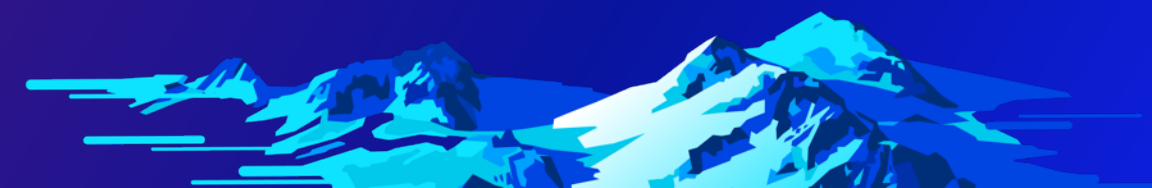
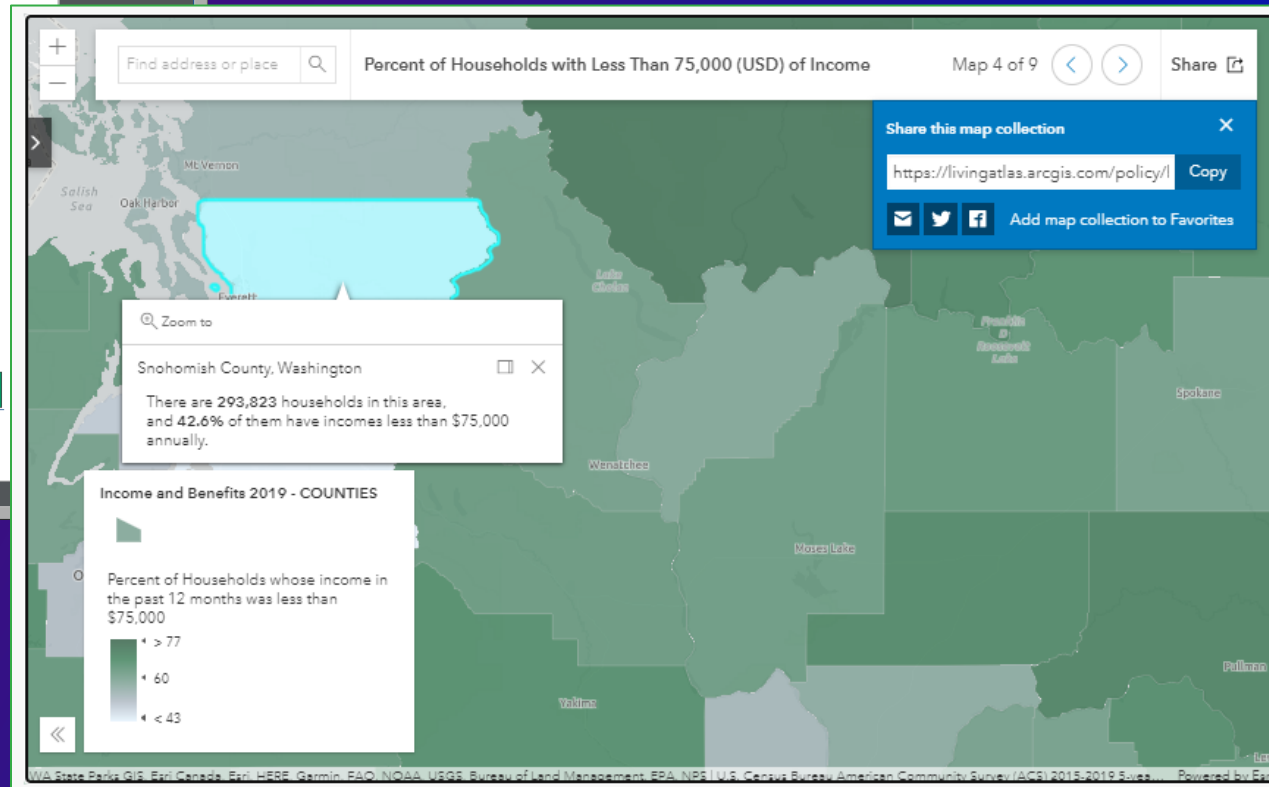
OCCUPATION BY SEX

(Civilian Employed Population 16 Years and Over)

■ Females ■ Males



<https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html>



Additional Federal Agency and Other Datasets

These additional datasets are provided to access relevant COVID-19 recovery data and analysis from public, non-profit, and private sector sources in partnership with FEMA and Argonne National Laboratory. For convenience, they are grouped into the categories of Business and Economics, Individuals and Households, and Government services. These datasets are only a subset of the many Federal and private sector COVID-19 data available.




[Open Datasets Page](#)

Additional Datasets

- Provides links to 38 datasets from other federal agencies and private sector businesses that data users can merge with other Hub offerings in their own COVID products

Additional Federal Agency and Other Datasets

These datasets are only a subset of the many Federal and private sector COVID-19 data available.

 Business and Economics

 Individuals and Households

 Government Services

Business and Economics

[See all >>](#)

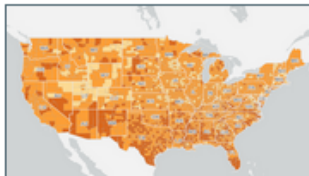
 American Alliance of Museums	 BEA BUREAU OF ECONOMIC ANALYSIS U.S. DEPARTMENT OF COMMERCE	 BLS BUREAU OF LABOR STATISTICS U.S. DEPARTMENT OF LABOR	 Challenger, Gray & Christmas, Inc.
National	State	State, County, MSA	State
COVID-19 Impact on Museums Survey Data COVID-19 Impact on Museums Survey Data... learn more	Arts and Cultural Production Satellite Account Summary Data 1999-2017 (PDF) Arts and Cultural Production Satellite Account Summary Data 1999-2017... learn more	Quarterly Taxable Wage Data 1990 - Present Taxable wages for a given quarter. County, state, and MSA level, by industry, yearly from 1990 - present... learn more	Industry Monthly Job Cuts and Hiring Plans Data From 2015 Industry Monthly Job Cuts and Hiring Plans Data From 2015... learn more
Explore Data	Explore Data	Explore Data	Explore Data



Data Equity Tools

[Email us](#) if you have any questions about Census Data Equity.

The U.S. Census Bureau's publicly available data sets and tools, can assist federal agencies and other entities in the equitable distribution of resources, and identifying underserved communities. The Census Bureau collects comprehensive data from a multitude of sources about the nation's economy and population, covering a range of topics, including demography, housing, socioeconomic, and businesses. Additionally, the Census Bureau data sets and tools can inform the frameworks for public dashboards to share progress and program metrics for assistance programs.



Community Resilience Estimates

The capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

[Explore Data](#)

[See PPT](#)

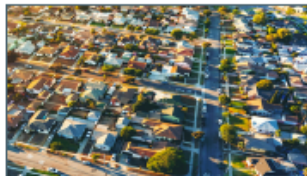


The Response Outreach Area Mapper (ROAM)

Developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas.

[Explore Data](#)

[See PPT](#)



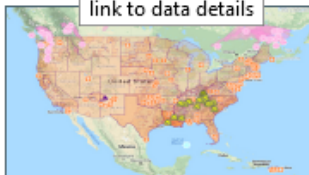
Opportunity Atlas

A comprehensive Census tract-level dataset of children's outcomes in adulthood using data covering nearly the entire U.S. population.

[Explore Data](#)

[See PPT](#)

[link to data details](#)

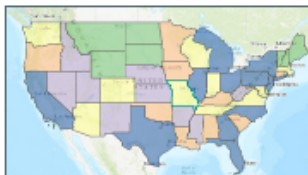


LEHD

Data from the Local Employment Dynamics (LED) Partnership provide unprecedented detail about America's jobs, workers, and local economies.

[Explore Data](#)

[See PPT](#)



Census Business Builder (CBB)

The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

[Explore Data](#)

[See PPT](#)

New Data Equity Tools

- Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

We Want Your Feedback!

- What are we doing well?
- What is the Hub missing that we should add?
- How are you using this resource in your work?



Thank You!

Contact me at:

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(301)763-6747

