

Experimental 2020 Household Pulse Survey

Measuring Social and Economic Impacts of COVID-19

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Goals, Timeline, and Collaboration

Goal

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. Since the environment and circumstances we are operating in are rapidly changing, the Household Pulse Survey design was meant to be able to quickly assess and report on critical issues, as fast as possible.

Timeline

March 23–ASAP

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

Experimental Rapid Response Survey

Proof of Concept

Platform and Frame

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: 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.

Questionnaire Design

Federal Partners Provided Content

- Questions from existing surveys.
- New content when warranted.

Expert Review

- English and Spanish Questionnaire.
- Contact scripts.

Web Probing

- BLS and NCHS collaboration.
- Affinity Panel (opt in).
- Text analysis and evaluation.

Experiments

- How to access Spanish translation.
- How to invite someone to a bilingual survey on email and text.

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.

Soft Launch and Full Implementation

April 23 (One Month After Initial Conversation) (Week 1a)

- Thursday through Tuesday data collection.
- “Best” email address per MAF ID.
- Low response (only about 18,000).

May 1 (Week 1 Continued) (Week 1b)

- Worked with major email providers to ensure that survey was not going to SPAM.
- Friday through Tuesday data collection.
- Remaining 4 email addresses per MAF ID.
- Implemented Spanish translation and bilingual email invitation.

May 8 (Week 2)

- Friday through Tuesday data collection.
- Text “soft launch” for contacts without email.
- Second interview for respondents who completed interviews from the first week of sample (email and text invites).

May 14 (Week 3)

- Thursday through Tuesday data collection.
- Full text and email implementation.

Week 1 (a+b) Response

April 23–May 5

1,867,126 Households were sent invitations to the survey

- 63,003 Complete interviews
- 11,410 Partial interviews
- 74,413 Total

Response Rates

- Approximately a 3.8% weighted response rate
- 15% of the week 1 responses come from sufficient partial interviews

***Note:** Sufficient partials represent completion of 30% or more of the survey

Week 2 Response

May 7–12

1,048,950 Households were sent invitations to the survey

- 36,451 Complete interviews
- 5,545 Partial interviews
- 41,996 Total

Response Rates

- Approximately a 1.3% weighted response rate
- 13% of the week 2 responses come from sufficient partial interviews

***Note:** Sufficient partials represent completion of 30% or more of the survey

Release Plans

First Release—May 20, 2020

- Experimental Data Product website.
- Data for Weeks 1 and 2.

Static Tables

- First data release—national only.
- Second data release—national and state.

Interactive Tool

- National and state data for selected indicators.

Partner Agencies Also Releasing Data



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:

State: --All--

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.

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

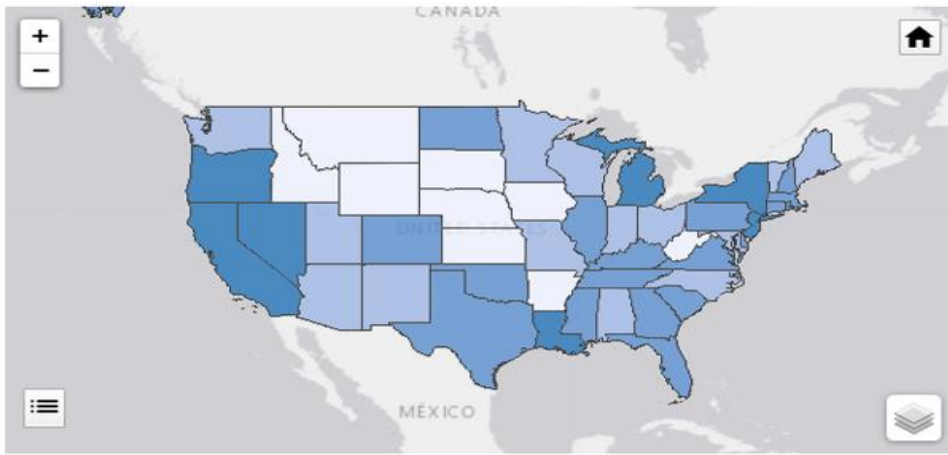
Note: Percentages are based on reporting distributions and do not include the populations that did not respond to specific items.



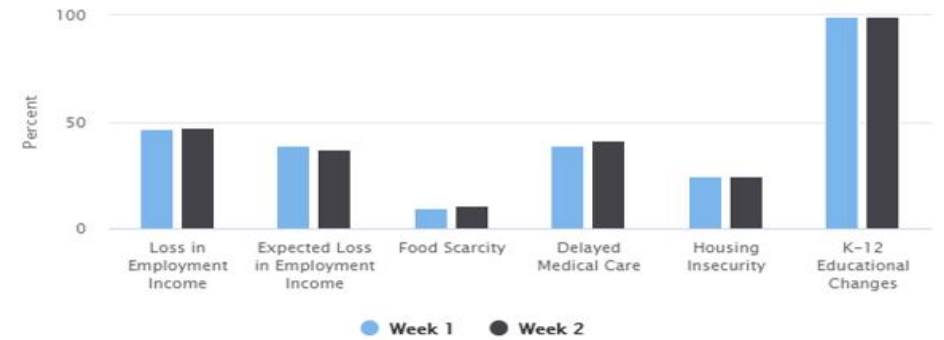
Loss in Employment Income



Week 2



Household Pulse Survey Total US



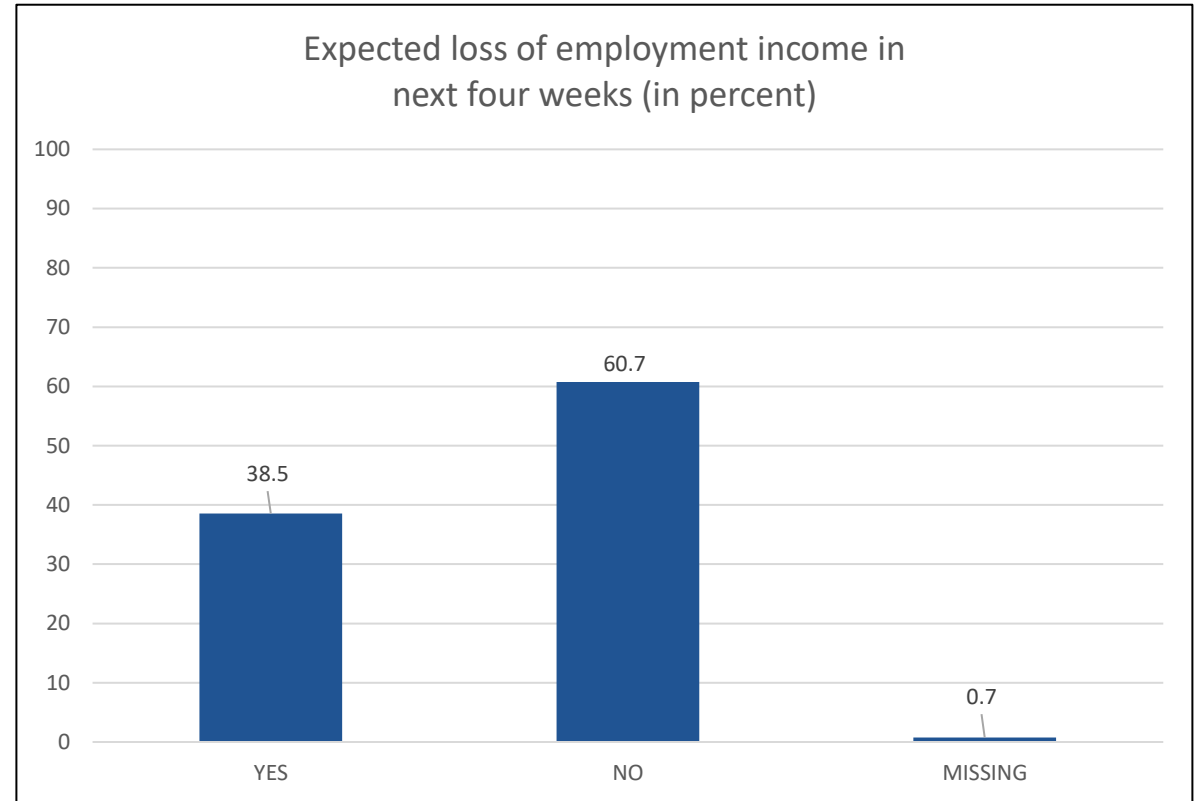
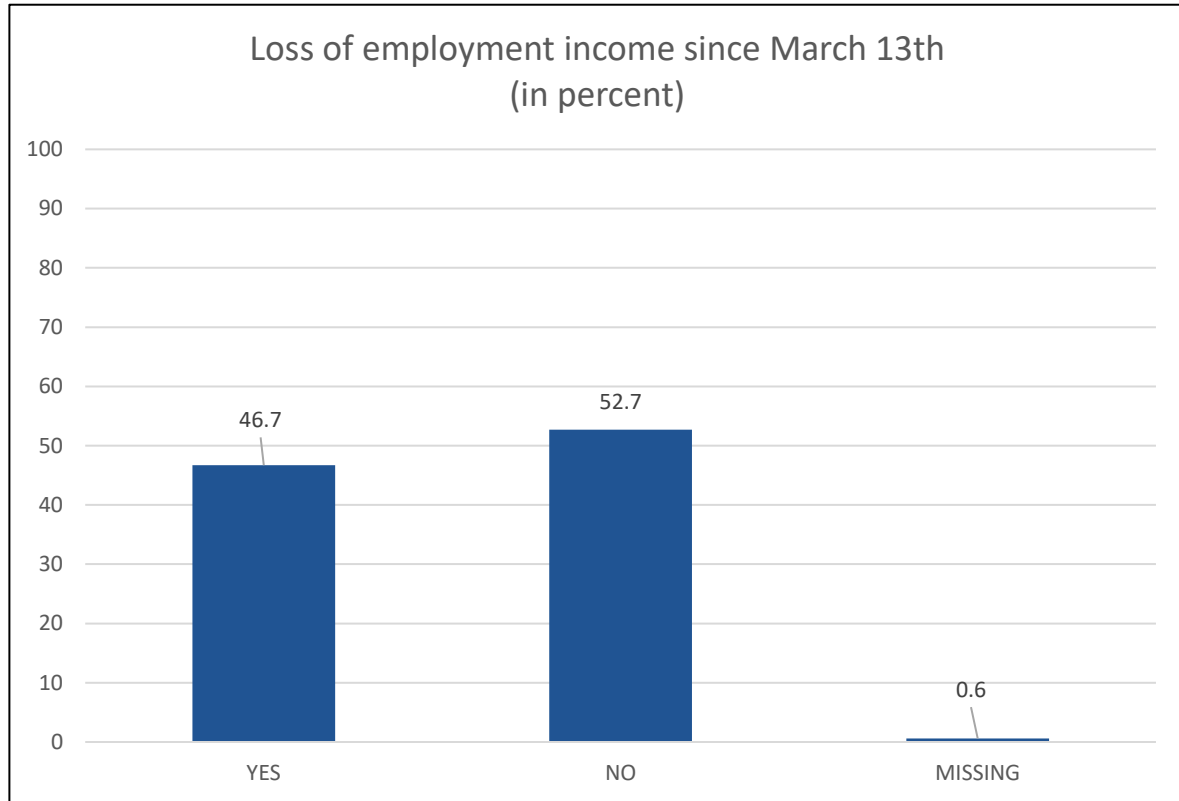
U.S. Census Bureau



Week	State	Total Individual Population age 18+	Total Loss in Employment Income	Loss in Employment Income Percent
2	Alabama	3,717,378	1,648,851	44.4
2	Alaska	524,925	239,409	45.6
2	Arizona	5,597,268	2,383,738	42.7
2	Arkansas	2,246,527	866,958	38.6
2	California	29,939,021	16,264,632	54.3

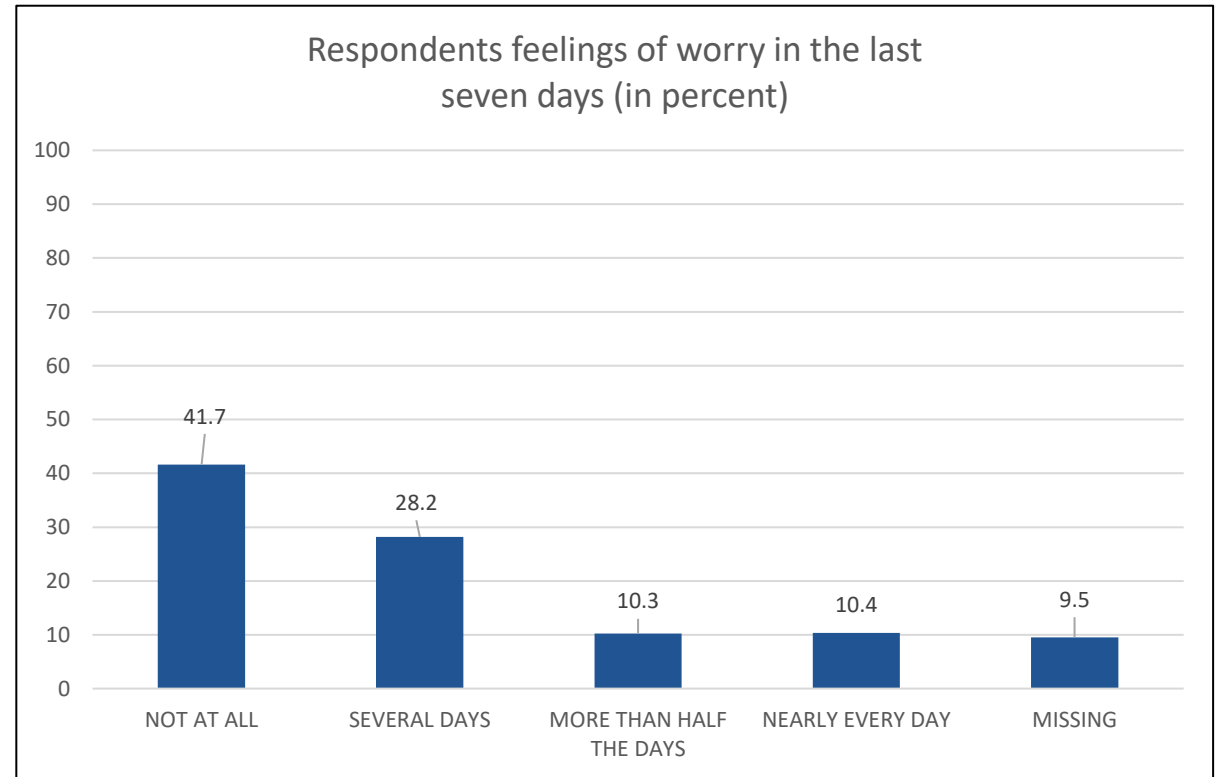
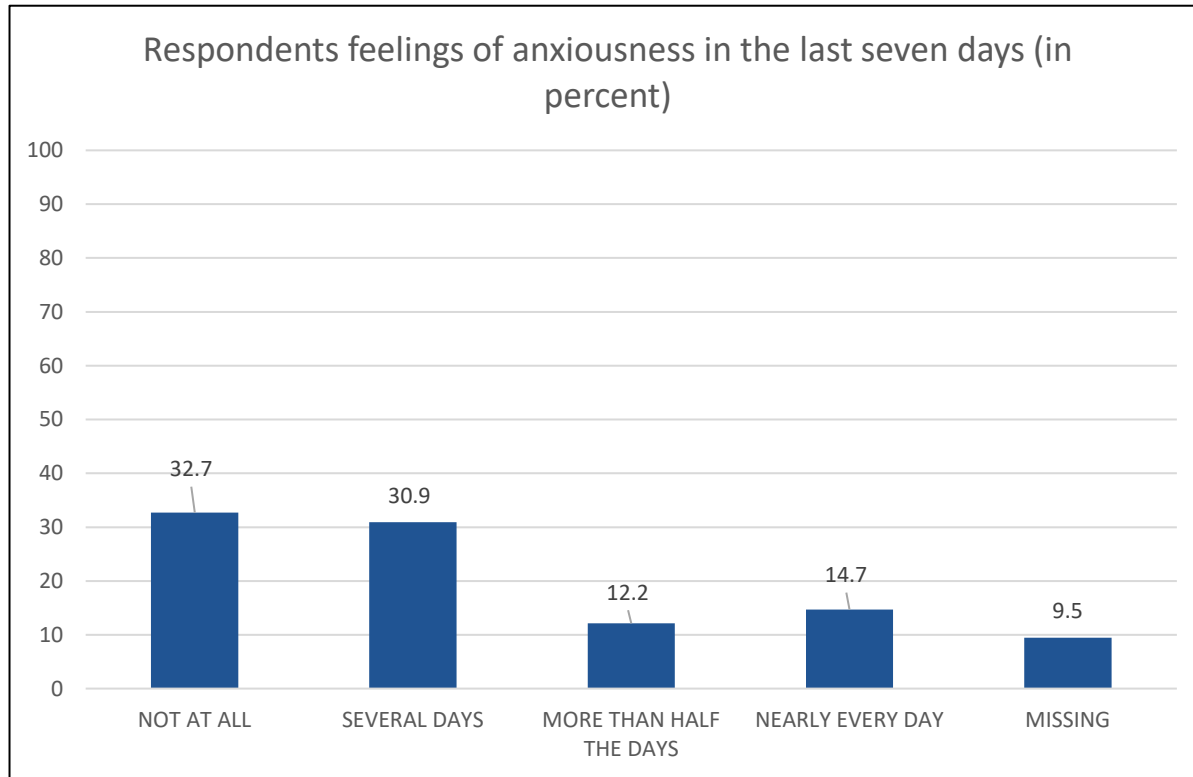
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 Yes No

Employment Income



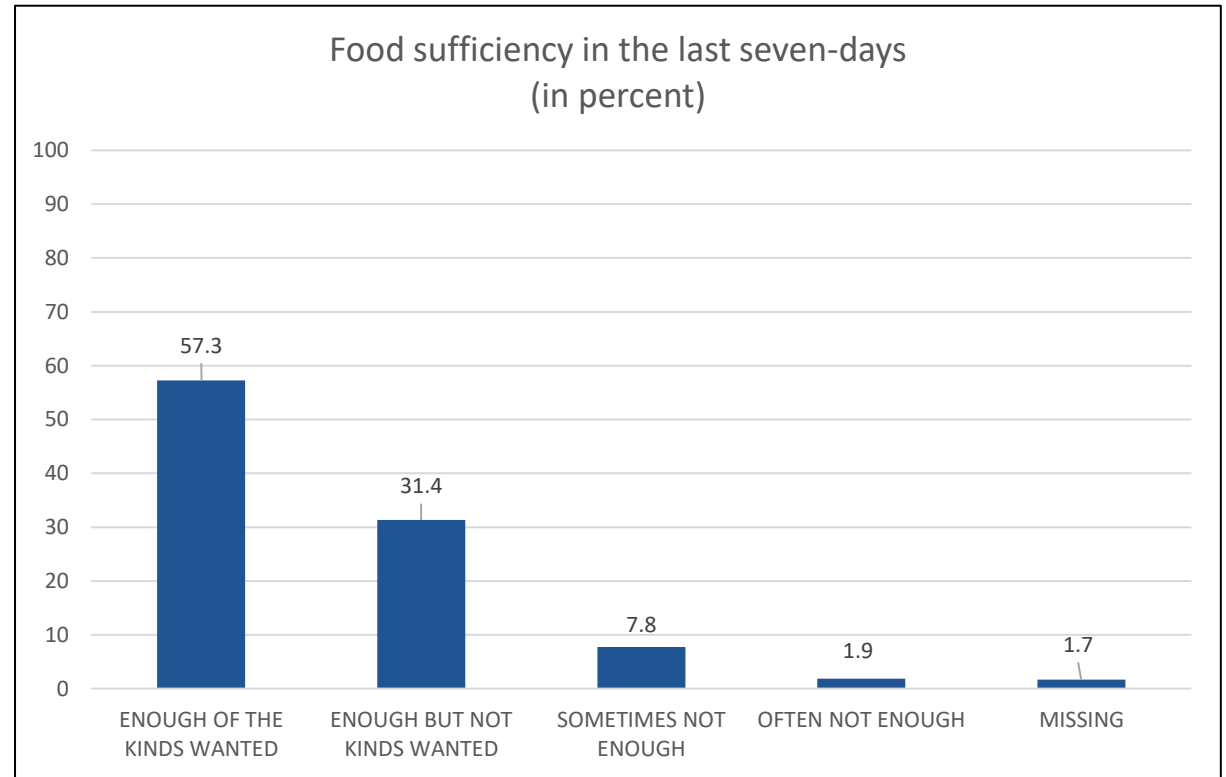
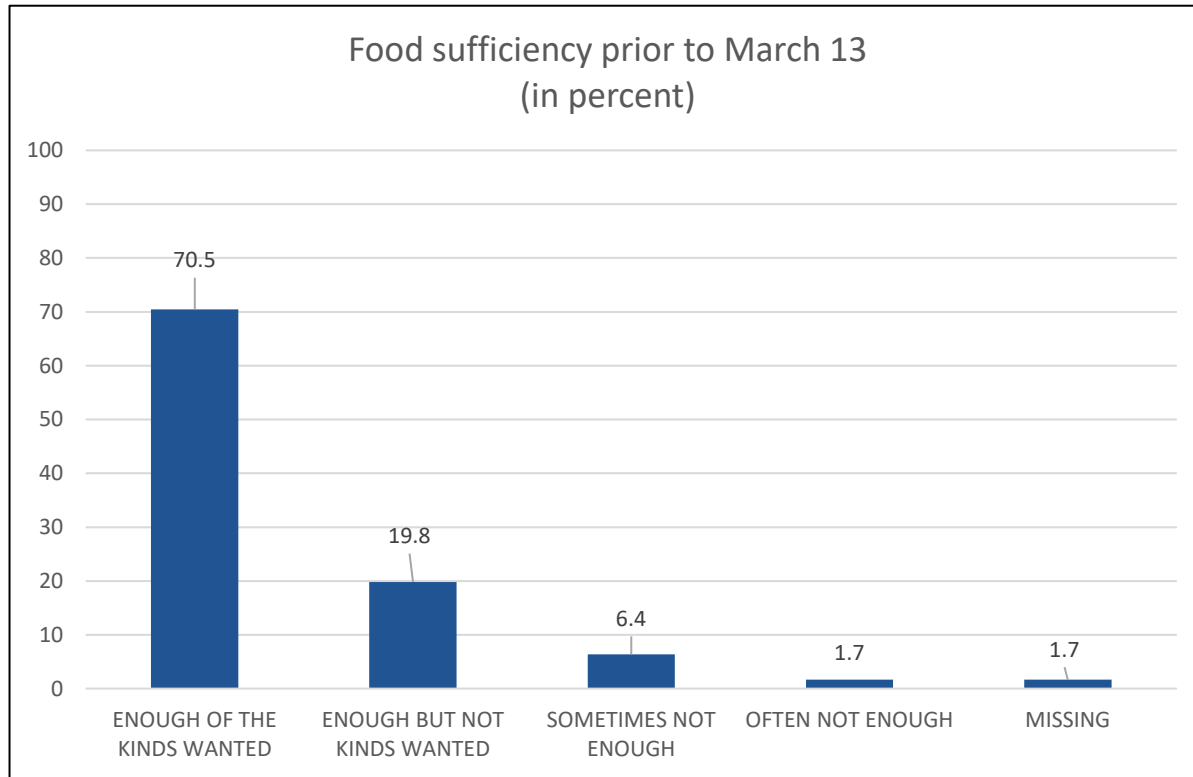
Source: Round 1 data from the Household Pulse Survey (April 23-May 5)
Universe: 18+ Adults

Mental Health - Anxiety



Source: Round 1 data from the Household Pulse Survey (April 23-May 5)
Universe: 18+ Adults

Food Sufficiency



Source: Round 1 data from the Household Pulse Survey (April 23-May 5)
Universe: 18+ Adults

Where to find the data

Household Pulse Survey main page: <https://www.census.gov/householdpulsedata>

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

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>

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