The Small Business Pulse Survey

Colin Shevlin
Economic Directorate
April 30, 2021

Disclaimer: Any views expressed are those of the author and not necessarily those of the United States Census Bureau. The Census Bureau has reviewed the data product for unauthorized disclosure of confidential information and has approved the disclosure avoidance practices applied. (Approval ID: CBDRB-FY20-259, CBDRB-FY20-357 CBDRB-FY21-113)
Goals, Timeline, and Collaboration

Goal

The Small Business Pulse Survey was designed to measure the effects of the pandemic on businesses overall as well as on aspects of their operations and finances, leveraging existing infrastructure and producing high frequency geographic and industry detail.

Timeline

Phase 1: April 26 – June 25, 2020
Phase 2: August 9 – October 10, 2020
Phase 3: November 19, 2020 – January 10, 2021
Phase 4: February 15, 2021 – April 18, 2021

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
Methodology and Collection

Sample Information
- The sample of approximately ~1 million is representative of 5.6 million small businesses.
- Includes all single-location businesses with 1-499 employees and $1000+ revenue that reported an email address on the 2017 Economic Census.
- The same sample was used for phase 1 through phase 4.
- Excluded from the sample are non-employers and multi-units.

Data Collection
- SBPS is the first economic survey conducted solely by email
- Each phase consists of a 9 week collection period.
- The initial email is sent on Monday asking for a response by Thursday.
- Due date reminder sent Wednesday and a final notice is sent on Friday.
- Business has until the end of the phase to respond.
## Content Overview

<table>
<thead>
<tr>
<th>Concept</th>
<th>Phase 1</th>
<th>Phases 2 &amp; 3</th>
<th>Phase 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Effect</strong></td>
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<tr>
<td><strong>Operations</strong></td>
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<tr>
<td>Total Revenue</td>
<td>Total Revenue</td>
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<td>Revenue Change</td>
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<td>Temporary Closures</td>
<td>Temporary / Permanent Closures</td>
<td>Temporary / Permanent Closures</td>
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<td>Change in Employees</td>
<td>Change in Employees</td>
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<td>Rehiring Employees</td>
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<td>Change in Hours</td>
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<td>Remote Work</td>
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<td>Online Platforms</td>
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<td><strong>COVID Test/Vaccine</strong></td>
<td>Supply Chain</td>
<td>Supply Chain / Other Disruptions</td>
<td>Supply Chain / Other Disruptions</td>
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<td>Supply Chain</td>
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<td>Shift in Production</td>
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<td>Operating Capacity Factors</td>
<td>Operating Capacity Factors</td>
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<td>Carry-out/Curbside</td>
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<td>Operating Capacity Factors</td>
<td>Operating Capacity Factors</td>
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<td>Operating Capacity Change</td>
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<td>Leased Space</td>
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<td>Planned Capital Expenditures</td>
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<td><strong>Finance</strong></td>
<td>Cash on Hand</td>
<td>Cash on Hand</td>
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<tr>
<td>Missed Loans</td>
<td>Missed Loans</td>
<td>Missed Loans</td>
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</tr>
<tr>
<td>Missed Other</td>
<td>Missed Other</td>
<td>Missed Other</td>
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</tr>
<tr>
<td>Requested Assistance</td>
<td>Requested Assistance</td>
<td>Requested Assistance*</td>
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<tr>
<td>Received Assistance</td>
<td>Received Assistance</td>
<td>Received Assistance*</td>
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<td><strong>Outlook</strong></td>
<td>Return to Normal</td>
<td>Return to Normal</td>
<td>Return to Normal</td>
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</tr>
</tbody>
</table>

**Requested by BLS**

- Requested by BLS
- Requested by BTS, ITA

New Phase 4 Content
Indexes

Used to create a numeric representation of a question or set of questions that have non-numeric answers.

- The Overall Sentiment Index (OSI) assesses the overall effect of the pandemic on businesses.
- The Operational Challenges Index (OCI) assesses the overall effect of the pandemic on business operations.
- The Expected Recovery Index (ERI) summarizes the length of the expected recovery of businesses.
- The Financial Stress Index (FSI) assesses the financial difficulties experienced by businesses. (discontinued in Phase 4)

![Indexes Table]

<table>
<thead>
<tr>
<th>Index</th>
<th>Survey Question</th>
<th>Response Categories</th>
<th>Numerical Value Assigned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Sentiment Index (OSI)</td>
<td>Q1 (Overall Impact - Subjective)</td>
<td>Large negative effect</td>
<td>-1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moderate negative effect</td>
<td>-0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Little or no effect</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Moderate positive effect</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Large positive effect</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Q3 (revenue change)</td>
<td>Yes, increased</td>
<td>+1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yes, decreased</td>
<td>-1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>0.0</td>
</tr>
<tr>
<td>Operational Challenges Index (OCI)</td>
<td>Q4 (Closure)</td>
<td>Temporary closure</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Permanent closure</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All other responses</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Q5 (Employment)</td>
<td>Yes, increased</td>
<td>+1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yes, decreased</td>
<td>-1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Q6 (Hours)</td>
<td>Yes, increased</td>
<td>+1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Yes, decreased</td>
<td>-1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>Q9 (Supply Chain)</td>
<td>Any response besides none</td>
<td>-1.0</td>
</tr>
<tr>
<td>Expected Recovery Index (ERI)</td>
<td>Q18 (Expected recovery duration - subjective)</td>
<td>None</td>
<td>0.0</td>
</tr>
</tbody>
</table>

![Census Bureau Logo]
Data Products

Data is released weekly through an interactive data tool and static tables on the Thursday following survey close-out.

- Estimates available:
  - National
  - State (includes Puerto Rico)
  - Sector & 3-Digit NAICS
  - Top 50 MSA
  - Employment size
Interactive Data

Response by Geography and Sector

Collection Dates: 03/29/2021 to 04/04/2021
Survey Question: Overall effect
Survey Answer: Large negative effect

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

Data Collected 03/29/2021 to 04/05/2021

[Map of the United States showing percentage of businesses affected by the Coronavirus pandemic]

[Bar chart showing percentage of businesses affected by sector, with National Average (26.5%) marked]

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Economics and Statistics Administration
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census.gov
Interactive Data

Survey Response Detail

Collection Dates: 03/29/2021 to 04/04/2021
Survey Question: Negative COVID test
Compare: NAICS 52: Finance and Insurance, 62: Health Care and

In the last week, did this business require employees to test negative for COVID-19 before physically coming to work?

Data Collected 03/29/2021 to 04/04/2021

Percentage of Businesses

Survey Response

- National
- Sector 52
- Sector 62
Interactive Data

Survey Response Weekly Comparison

In your opinion, how much time do you think will pass before this business returns to its normal level of operations?

National Average


- 1 month or less
- More than 6 months
- This business has permanently closed (not collected in phase 1)
- 2-3 months
- 4-6 months
- 1 do not believe this business will return to its normal level of operations.
- This business has returned to its normal level of operations (not collected in phase 1)
- There has been little or no effect on this business's normal level of operations.
Providing Insights Beyond COVID

Texas Winter Storm Impact
Additional Resources


**Data Tool:** [https://portal.census.gov/pulse/data/#data](https://portal.census.gov/pulse/data/#data)

**Data Tables Main Page:** [https://portal.census.gov/pulse/data/#downloads](https://portal.census.gov/pulse/data/#downloads)

**Technical Documentation:** [https://portal.census.gov/pulse/data/#methodology](https://portal.census.gov/pulse/data/#methodology)

The Experimental Household Pulse Survey

Jason Fields
Social, Economic, and Housing Statistics Division
April 30, 2021

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.
The Experimental Household Pulse Survey

Development of Household Pulse Survey
- Coordinated at the Census Bureau
- Designed to deploy quickly and efficiently
- Collecting data on ways in which people’s lives have been impacted by the pandemic
- Since the environment and circumstances rapidly changing, design meant to be able to quickly assess and report on critical issues, as fast as possible

Experimental Rapid Response Survey
- Proof of Concept

Platform: Qualtrics
- FedRAMP Moderate authorization.
- Census Bureau Authority to Operate.
- Could be programmed in-house
- Facilitates multiple distribution modes

Email and Text Invitations to Take an Online Survey
- National Processing Center was shut down due to COVID19.
- We could not mail an invitation.
- Use a new resource that includes email addresses and cell-phone numbers and associates them with addresses

Timeline
- Development: March 23–April 23, 2020
- Phase 1: April 23-July 21, 2020
- Phase 2: August 19-October 2020
- Phase 3: October – December 2020 (shift from OMB emergency clearance to regular clearance)
- Phase 3 update: January 6-March 1, 2021
- Phase 3.1 In the field April 14, 2021

 Partners
Phase 1
* Bureau of Labor Statistics
* National Center for Health Statistics
* Housing and Urban Development
* National Center for Education Statistics
* USDA Economic Research Service
* Office of Management and Budget

Phase 2/3 Additional Agencies
* Bureau of Transportation Statistics
* Social Security Administration

January 2021 update Phase 3
* Centers for Disease Control

Phase 3.1 Additional Agencies
* National Institute of Occupational Health and Safety
* Maternal and Child Health Bureau
* Department of Defense
Basics of the Contact Frame
Frames: Used Existing 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.

Phone Frame
- The phone frame contains over a billion phone/address pairs.
- The phone frame contains cell-phone/address pairs for over 79% of ACS eligible addresses in the country
- Three quarters of those phones were acquired in the past two years

Email Frame
- The email frame contains over 686 million well-formed email/address pairs.
- The email frame contains email/address pairs for almost 74% of ACS eligible addresses in the country.
- Two thirds of those emails were acquired in past two years.

Updates to the contact frame are made multiple times per year
Frame

All Household Addresses - 144,800,000

- 108,100,000 MAFIDs with at least one email: 75%
- 117,700,000 records on our universe file that have an email, cell phone or both: 81%
- 89,120,000 MAFIDs with at least one cell phone exist: 62%
## Responses

<table>
<thead>
<tr>
<th>PHASE 1 Week</th>
<th>Interviews</th>
<th>Weighted Response Rate</th>
<th>PHASE 2/3 Week</th>
<th>Interviews</th>
<th>Weighted Response Rate</th>
<th>PHASE 3 Week</th>
<th>Interviews</th>
<th>Weighted Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 23 – May 5: Week 1</td>
<td>74,413</td>
<td>3.8</td>
<td>August 19 – August 31: Week 13</td>
<td>109,051</td>
<td>10.3</td>
<td>January 6 – January 18: Week 22</td>
<td>68,348</td>
<td>6.4%</td>
</tr>
<tr>
<td>May 7 – May 12: Week 2</td>
<td>41,996</td>
<td>1.3</td>
<td>September 2 – September 14: Week 14</td>
<td>110,019</td>
<td>10.3</td>
<td>January 20 – February 1: Week 23</td>
<td>80,567</td>
<td>7.5%</td>
</tr>
<tr>
<td>May 14 – May 19: Week 3</td>
<td>132,961</td>
<td>2.3</td>
<td>September 16 – September 28: Week 15</td>
<td>99,302</td>
<td>9.2</td>
<td>February 3 – February 15: Week 24</td>
<td>77,122</td>
<td>7.3%</td>
</tr>
<tr>
<td>May 21 – May 26: Week 4</td>
<td>101,215</td>
<td>3.1</td>
<td>September 30 – October 12: Week 16</td>
<td>95,604</td>
<td>8.8</td>
<td>February 17 – March 1: Week 25</td>
<td>77,788</td>
<td>7.3%</td>
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<tr>
<td>May 28 – June 2: Week 5</td>
<td>105,066</td>
<td>3.5</td>
<td>October 14 – October 26: Week 17</td>
<td>88,716</td>
<td>8.1</td>
<td>March 3 – March 15: Week 26</td>
<td>78,306</td>
<td>7.4%</td>
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<tr>
<td>June 4 – June 9: Week 6</td>
<td>83,302</td>
<td>3.1</td>
<td>October 28 – November 9: Week 18</td>
<td>58,729</td>
<td>5.3</td>
<td>March 17 – March 29: Week 27</td>
<td>77,104</td>
<td>7.2%</td>
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<tr>
<td>June 11 – June 16: Week 7</td>
<td>73,472</td>
<td>2.3</td>
<td>November 11 – November 23: Week 19</td>
<td>71,939</td>
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<tr>
<td>June 18 – June 23: Week 8</td>
<td>108,062</td>
<td>2.9</td>
<td>November 25 – December 7: Week 20</td>
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<td>July 2 – July 7: Week 10</td>
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<tr>
<td>July 9 – July 14: Week 11</td>
<td>91,605</td>
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<tr>
<td>July 16 – July 21: Week 12</td>
<td>86,792</td>
<td>2.9</td>
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</tbody>
</table>

TOTAL 29,738,950 Sampled Units 2,388,021 Interviews
Content: Phase 1, Phase 2/3, Phase 3.1

Basic demographics
Age, sex, race, Hispanic origin, marital status, educational attainment
Disability status (NCHS/CDC)
Armed forces status (DOD)

Employment questions
Employment and employment income (BLS/Census)
Spending source of funds (BLS)
Series on expenditures (BLS)
Commuting and Telework series (BTS)
Transportation Questions (BTS)
Essential worker occupations (NIOSH)

Food security questions
Past and current food sufficiency (USDA-ERS)
Free meals (USDA-ERS)
Money spent on groceries and prepared foods (USDA-ERS)
SNAP receipt (USDA-ERS)

Program use
Social Security programs (SSA)
Unemployment Insurance (BLS)

Health questions
Overall health (NCHS)
Mental health and mental health services use (NCHS)
Health insurance (NCHS/Census)
Access and delays in health care (NCHS)
Vaccination receipt, intentions, and COVID diagnosis (CDC: January 2021)
Telehealth (NCHS/MCHB)
Children’s preventive health care (MCHB)

Housing questions
Tenure (HUD)
Living quarters (HUD) and bedrooms (dropped in January 2021 - HUD)
Rent and mortgage current payment status (HUD)
Confidence about paying rent/mortgage next month (HUD)
Eviction and foreclosure expectations (HUD)

Education questions
Effects of COVID on how K-12 children received education (NCES)
Access to computer/digital device and internet availability (NCES)
Time spent with teachers, spent on educational activities, and studying (NCES)
Post-Secondary questions (NCES)
Childcare (MCHB)
Not Working Because of Children’s Arrangements

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 23rd, 2020 – March 29th, 2021).
Universe: 18+ Adults

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Percentage of Adults in Households Where Someone Lost Employment Income Since March 13

15 Largest Metros: March 17 - March 29

Confidence in Affording Enough Food

Low or No Confidence in Affording Enough Food among Households with Respondent 18-64 Years Old who are Not Retired or Out of the Labor Force by Presence of Children

Source: Data from the Household Pulse Survey (April 23rd – December 21st, 2020).
Universe: 18+ Adults
Confidence in Paying Rent or Mortgage

Low or No Confidence in Paying Rent or Mortgage by Age and Presence of Children

Source: Data from the Household Pulse Survey (April 23rd – March 29th, 2020).
Universe: 18+ Adults

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# Mental Health Measures

Source: Data from the Household Pulse Survey (April 23rd, 2020 – March 29th, 2021).
Universe: 18+ Adults

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Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

**NHIS January-June 2019:**
- Anxiety Symptoms: 8.2%
- Depressive Symptoms: 6.6%
Household Pulse Survey Website

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

Vaccine tracker:

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
Business Formation Statistics

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Any opinions and conclusions expressed herein are those of the author and do not represent the views of the U.S. Census Bureau.
Business Formation Statistics (BFS)

BFS is an experimental data product that provides high frequency, timely data on early stage new business activity in the U.S. including:

- Business applications as indicated by applications for an Employer Identification Number (EIN)
- Actual and projected business formations originating from business applications based on the record of first payroll tax liability for an EIN
- Delay in business formation as indicated by the average duration between business application and business formation
# Types of BFS Series

BFS consists of
- 4 Business Application Series
- 8 Business Formation Series (formations are applications that become employer businesses)

## BFS Publications

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Annual</th>
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<tbody>
<tr>
<td>Series</td>
<td>4 Application series, not seasonally adjusted</td>
<td>4 Application series 8 Formation series, seasonally adjusted and not seasonally adjusted</td>
<td>1 Application Series</td>
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<tr>
<td>Geography</td>
<td>National, Regional, State</td>
<td>National, Regional, State</td>
<td>County</td>
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<tr>
<td>Other</td>
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<td>National industry series</td>
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</tr>
</tbody>
</table>
**Business Application Series**

All applications for an EIN via IRS form SS-4 (starting in 2004q3) delivered weekly to Census Bureau are inputs to the BFS processing. **Several criteria applied to the entire set of EIN applications to generate various business application series**

- **Business Applications (BA)** - The core series that includes all EIN applications made in the U.S. (50 states + DC) except those filed without a business intent.

- **High-Propensity Business Applications (HBA)** – Applications that have a relatively high likelihood of becoming employer businesses

- **Business Applications with Planned Wages (WBA)** – a subset of HBA

- **Business Applications from Corporations (CBA)** – a subset of HBA
Business Application Series
Business Formation Series

Use Census Bureau’s Longitudinal Business Database (LBD) to identify new employer firm (EIN) births from business applications and the timing (quarter) of these births

Business Formations within 4 Quarters (BF4Q):
Employer businesses that originate from Business Applications (BA) within a four quarter window from the time of application

Projected Business Formations within 4 Quarters (PBF4Q):
• Projected employer businesses that originate from Business Applications (BA) within a four quarter window from the time of application
• Provides estimates for the periods for which actuals are not yet available
• Estimates based on a model of employer birth indicator as a function of application characteristics

Series that piece together actual and projected formations, and series that measure average duration from application to formation (SBF4Q,DUR4Q)

All series also provided for an 8-quarter window (BF8Q, PBF8Q, SBF8Q, DUR8Q)
Monthly Total Business Formations—Actual and Projected
as of February 2021
(Seasonally Adjusted)*

Select NAICS Industry
Total


United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Question and Contact Information

Website – https://www.census.gov/econ/bfs/index.html
Email – eid.bfs@census.gov
Phone – (301) 763-2000
Introducing Annual Business Owners Demographics: Annual Business Survey (ABS) & Nonemployer Statistics by Demographics (NES-D)

• Aneta Erdie, Assistant Division Chief, Economic Reimbursable Surveys Division
Annualization of Business Demographics Statistics

Legacy Quinquennial SBO
(Nonemployers + Employers Demographics)

Nonemployer Statistics by Demographics (NES-D)

Annual Business Survey (ABS) Employers

Annual Total Business Demographics
Nonemployers + Employers
ABS Summary

• Annual survey providing data on business ownership by race, ethnicity, sex, and veteran status for employer businesses

• Content: Includes statistics on the number of firms, employment, annual payroll, sales, value of shipments, or revenue

• Detail:
  • 2- thru 6-digit NAICS (Economic Census years)
  • 2-digit NAICS (non-Economic Census years)
  • Nation, State, Metro
  • County and Place (Economic Census years)
  • Employment size of firm
  • Sales, value of shipments, or revenue size of firm
  • Characteristics of Businesses (years in business, majority of business family owned, business operation, and more)

• Coverage: Employer firms

• Frequency: Annual

• Improvements: New content each survey year covering topics such as R&D from microbusinesses, Innovation, Finance, Technology, Management Practices

• Sponsor: National Science Foundation's National Center for Science and Engineering Statistics
NES-D Summary

• Annual data series providing nonemployer business demographics estimates

• First official release December 17, 2020 (2017 reference year)

• Content:
  • Counts & receipts of nonemployer businesses by race, Hispanic origin, sex and veteran status of business owners
  • Counts of nonemployer business owners by race, ethnicity, sex, veteran status, place of birth, citizenship & age

• Detail: Geography & industry detail, receipt-size class, and legal form of organization
  • Current Geo Detail: U.S., state, MSA
  • Current Industry Detail: All sectors, 2 and 3-digit NAICS

• Coverage: Nonemployer universe*

• Data sources: Leverages existing administrative records (AR) and Census data (i.e., IRS tax data, Decennial Census, American Community Survey, Business Register, SSA Numident, AR from DVA) -- Not a survey

• Frequency: Annual

• Improvements: No additional respondent burden, more frequent, more timely, lower imputation rates and costs than predecessor (quinquennial Survey of Business Owners)
Nonemployers Basics

• Nonemployers: businesses w/ no paid employment, subject to federal income taxes, & w/ annual receipts of $1,000 or more ($1 or more for Construction sector)

• As of 2017, there were approximately 26 million nonemployers accounting for about 83 percent of all businesses but only about 3 percent of receipts
  - Approximately 87 percent of nonemployers are sole proprietors (i.e., businesses with only 1 owner, usually thought-of as self-employed persons)

• Nonemployer growth outpacing that of employers
  - From 2014 to 2018, number of nonemployers grew by approximately 11 percent and employer firms by approximately 3.5 percent

• Unprecedented increase in business applications during pandemic (see graph) – will they become nonemployer businesses?

Sources: Business Formation Statistics, U.S. Census Bureau.
2017 Nonemployers Results

- Approximately 10.6 million nonemployer firms (42%) were female-owned, accounting for about $286.1 billion (24%) in receipts.

- About 8.2 million nonemployer firms (32%) were minority-owned, accounting for around $279.3 billion (23%) in receipts.

- About 3.6 million nonemployer firms (14%) were Hispanic-owned, with nearly $129.6 billion (11%) in receipts.

- Approximately 1.4 million nonemployer firms (5.6%) were veteran-owned, with $59.3 billion (5%) in receipts.
Employers Results

2019 ABS (reference year 2018)

- 5.7 million employer firms in 2018 with $38.4 trillion in receipts
- 18.3% (1.0 million) of all businesses were minority-owned
- 19.9% (1.1 million) of all businesses were owned by women
- Hispanic-owned businesses made up about 5.8% (331,625) of all businesses
- Veteran-owned businesses made up about 5.9% (337,934) of all businesses
Next Steps

• Total business demographics: Release combined nonemployer + employer demographics -- NES-D is part of total business demographics

• Increase level of detail for nonemployers:
  • Geo detail: Potentially down to county level in future releases as disclosure-avoidance rules allow
  • Industry detail: Potentially down to 6-digit NAICS in future releases as disclosure-avoidance rules allow

• Shorten dissemination lag from 3 to 2 years for nonemployers

• Additional characteristics for nonemployers, including:
  • Household (e.g., marital status)
  • Related to gig-economy (e.g., does nonemployer also work for a wage? Does nonemployer use contractors?)
  • Transitions to employer status
  • Firm age, patenting activity, exporter/importer status
ABS and NES-D tables are available at:
https://www.census.gov/programs-surveys/abs/data.html

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