

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

Concept	Phase 1	Phases 2 & 3	Phase 4
Overall Effect	Overall Effect	Overall Effect	Overall Effect
Operations	Total Revenue	Total Revenue	Total Revenue
	Revenue Change	Revenue Change	Revenue Change
	Temporary Closures	Temporary / Permanent Closures	Temporary / Permanent Closures
	Change in Employees	Change in Employees	Change in Employees
		Rehiring Employees	
	Change in Hours	Change in Hours	Change in Hours
		Remote Work	
		Online Platforms	
COVID Test/Vaccine			Negative COVID Test
			Proof of COVID Vaccination
Challenges	Supply Chain	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
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*
Outlook			Business Travel
		Future Needs	Future Needs
	Return to Normal	Return to Normal	Return to Normal

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)

Index	Survey Question	Response Categories	Numerical Value Assigned
Overall Sentiment Index (OSI)	Q1 (Overall Impact - Subjective)	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)	Q3 (revenue change)	Yes, increased	+1.0
		Yes, decreased	-1.0
		No	0.0
	Q4 (Closure)	Temporary closure	-1
		Permanent closure	-1
		All other responses	0.0
	Q5 (Employment)	Yes, increased	+1.0
		Yes, decreased	-1.0
		No	0.0
	Q6 (Hours)	Yes, increased	+1.0
		Yes, decreased	-1.0
		No	0.0
Expected Recovery Index (ERI)	Q9 (Supply Chain)	Any response besides none	-1.0
		None	0.0
	Q18 (Expected recovery duration - subjective)	Little or no impact	0
		Returned to normal	0
		1 month or less	-0.2
		2-3 months	-0.4
		4-6 months	-0.6
		More than 6 months	-0.8
		Never	-1
		Permanent close	-1

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



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Downloads and Documentation

Download files have been updated for all phases for the following: update XLS format to XLSX; add question and answer text; and minor revisions to the "National, State", "National, Sector" and "Unit Response Rate" files. The updated files were released at 10:00am EST on 2/25/2021 and are currently available.

Weekly Data

Select Date Range:

Filter by Interest: All National Sector (NAICS) State MSA Employment Size Metrics

File	File Type	Date Range	Tags
National, Sector	XLSX	03/29/2021 to 04/04/2021	National Sector (NAICS)
National, State	XLSX	03/29/2021 to 04/04/2021	National State
National, State by Sector	XLSX	03/29/2021 to 04/04/2021	National State Sector (NAICS)
Top 50 MSA	XLSX	03/29/2021 to 04/04/2021	MSA
Sub-sector (NAICS3)	XLSX	03/29/2021 to 04/04/2021	Sector (NAICS)
National, State, Sector by Employment Size	XLSX	03/29/2021 to 04/04/2021	National State Sector (NAICS) Employee Size
Index values - National, State, Sector	XLSX	03/29/2021 to 04/04/2021	National State Sector (NAICS)
Unit Response Rate	XLSX	03/29/2021 to 04/04/2021	Metrics State
All Files	ZIP	03/29/2021 to 04/04/2021	National State Sector (NAICS) MSA Employee Size Metrics

General Info and Documentation

[EXPAND ALL](#) | [COLLAPSE ALL](#)

- Survey Questionnaires**
 - SBPS Questionnaire (02/15/2021 - 04/18/2021)
 - SBPS Questionnaire (11/09/2020 - 01/10/2021)
 - SBPS Questionnaire (08/09/2020 - 10/10/2020)
 - SBPS Questionnaire (05/17/2020 - 06/27/2020)
 - SBPS Questionnaire (04/26/2020 - 05/16/2020)
- User Guides**
 - Data Downloads
 - Data Visualization
 - Index construction
- Archives**

Interactive Data

Response by Geography and Sector

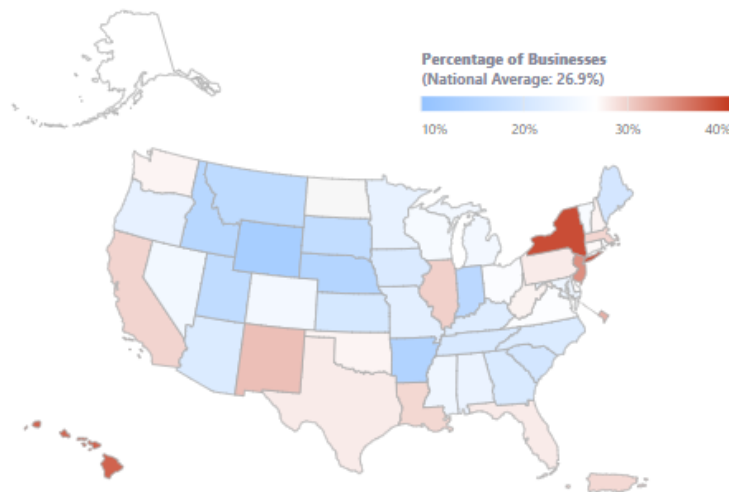
Collection Dates: 03/29/2021 to 04/04/2021 ▼

Survey Question: Overall effect ▼

Survey Answer: Large negative effect ▼

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

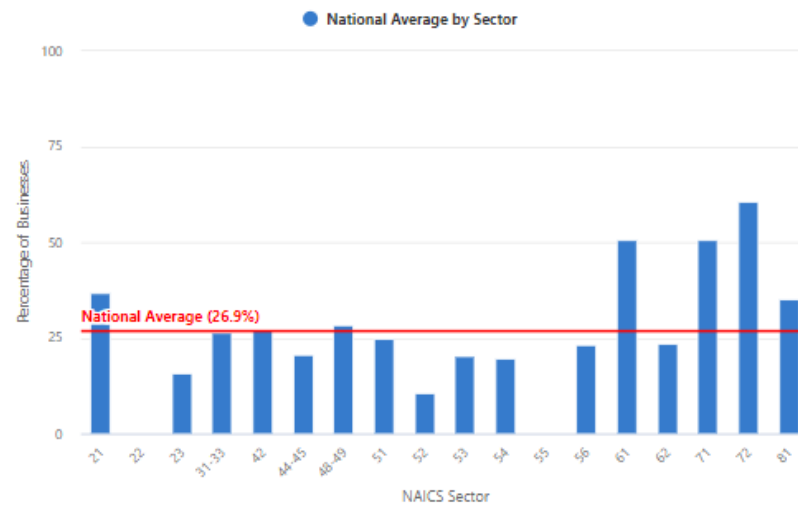
Data Collected 03/29/2021 to 04/04/2021



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

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



Interactive Data

Survey Response Detail

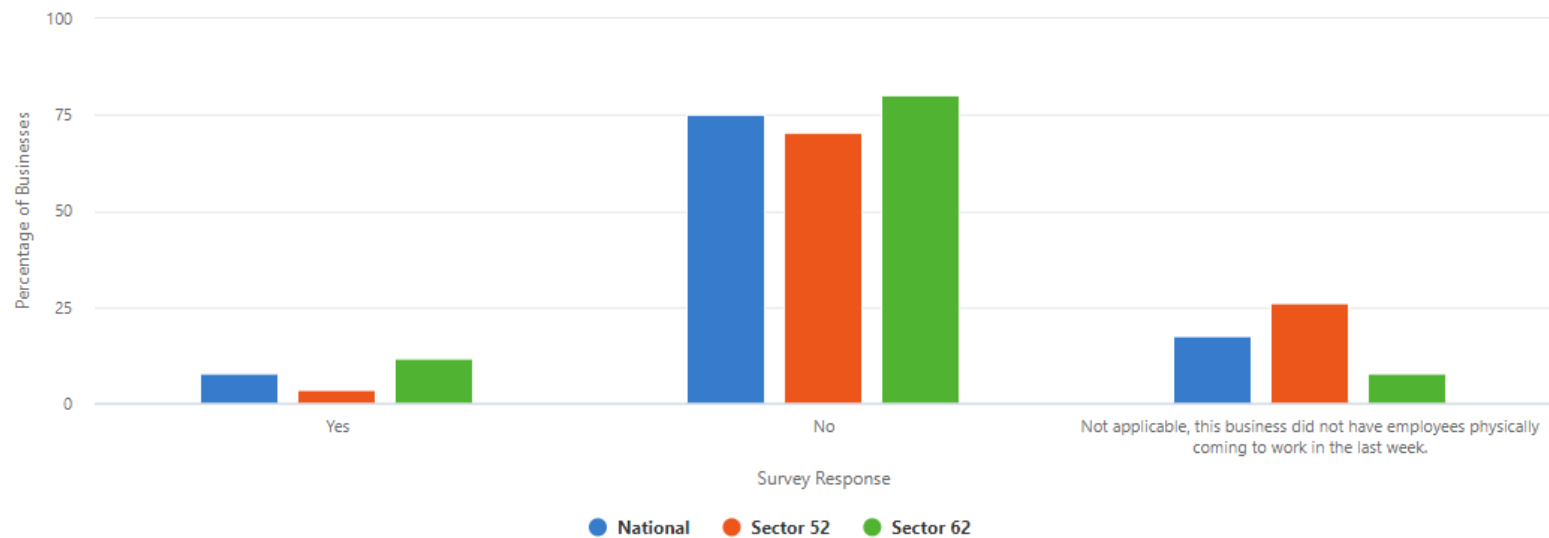
Collection Dates: 03/29/2021 to 04/04/2021 ▼

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?

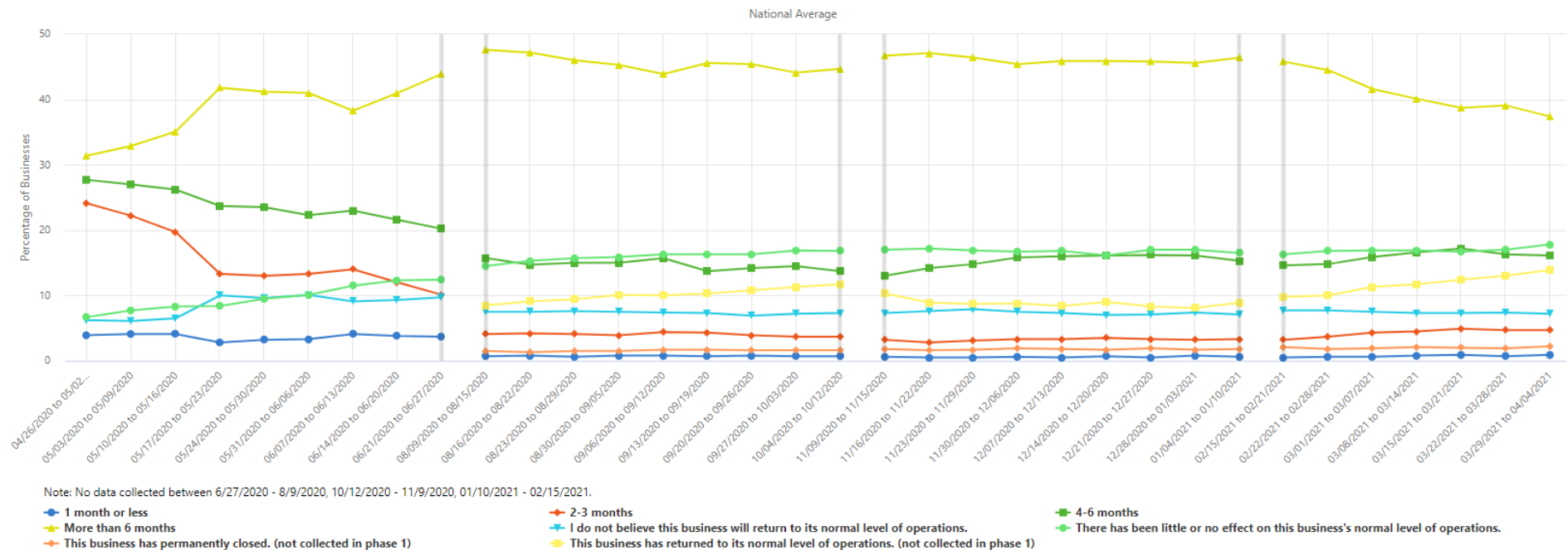
Data Collected 03/29/2021 to 04/04/2021



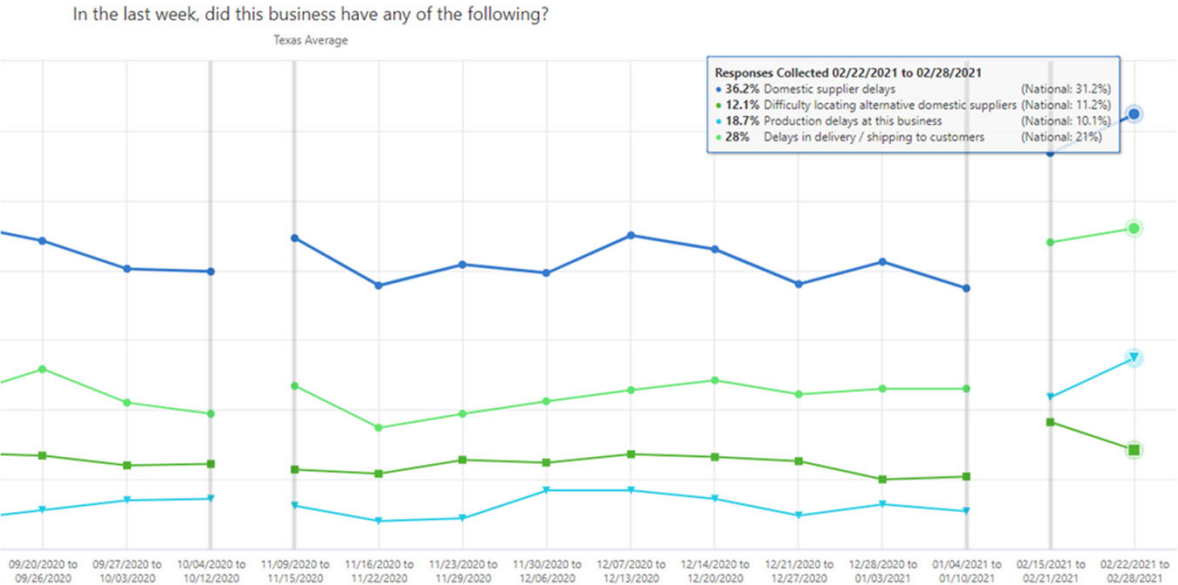
Interactive Data

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?



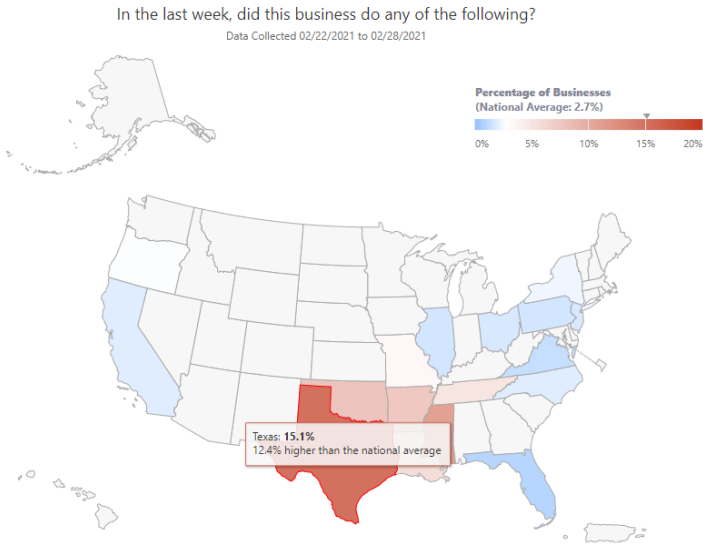
Providing Insights Beyond COVID



Collection Dates: 02/22/2021 to 02/28/2021

Survey Question: Location open/close

Survey Answer: Temporarily close a location



Texas Winter Storm Impact

Additional Resources

Small Business Pulse Survey Main Page: <https://www.census.gov/data/experimental-data-products/small-business-pulse-survey.html>

Data Tool: <https://portal.census.gov/pulse/data/#data>

Data Tables Main Page: <https://portal.census.gov/pulse/data/#downloads>

Technical Documentation: <https://portal.census.gov/pulse/data/#methodology>

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

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.*



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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



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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

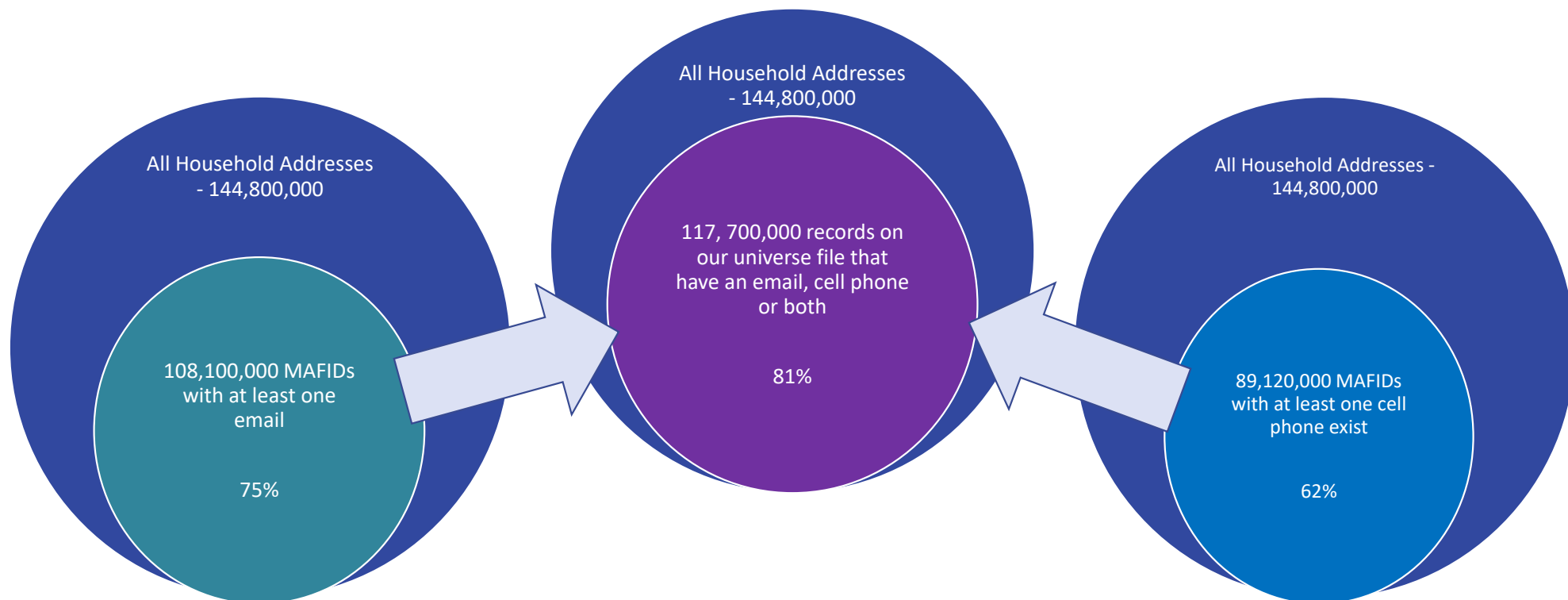
- The phone frame contains over a billion phone/address pairs.
- The phone frame contains cell-phone/address pairs for over 79% of ACS eligible addresses in the country
- Three quarters of those phones were acquired in the past two years

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



Responses

PHASE 1 Week	Interviews	Weighted Response Rate	PHASE 2/3 Week	Interviews	Weighted Response Rate	PHASE 3 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	January 6 – January 18: Week 22	68,348	6.4%
May 7 – May 12 : Week 2	41,996	1.3	September 2 – September 14: Week 14	110,019	10.3	January 20 – February 1: Week 23	80,567	7.5%
May 14 – May 19 : Week 3	132,961	2.3	September 16 – September 28: Week 15	99,302	9.2	February 3 – February 15: Week 24	77,122	7.3%
May 21 – May 26 : Week 4	101,215	3.1	September 30 – October 12: Week 16	95,604	8.8	February 17 – March 1: Week 25	77,788	7.3%
May 28 – June 2 : Week 5	105,066	3.5	October 14 – October 26: Week 17	88,716	8.1	March 3 – March 15: Week 26	78,306	7.4%
June 4 – June 9 : Week 6	83,302	3.1	October 28 – November 9: Week 18	58,729	5.3	March 17 – March 29: Week 27	77,104	7.2%
June 11 – June 16: Week 7	73,472	2.3	November 11 – November 23: Week 19	71,939	6.6	TOTAL 29,738,950 Sampled Units 2,388,021 Interviews		
June 18 – June 23: Week 8	108,062	2.9	November 25 – December 7: Week 20	72,484	6.7			
June 25 – June 30: Week 9	98,663	3.3	December 9 – December 21: Week 21	69,944	6.5			
July 2 – July 7: Week 10	90,767	3.2						
July 9 – July 14: Week 11	91,605	3.1						
July 16 – July 21: Week 12	86,792	2.9						

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)

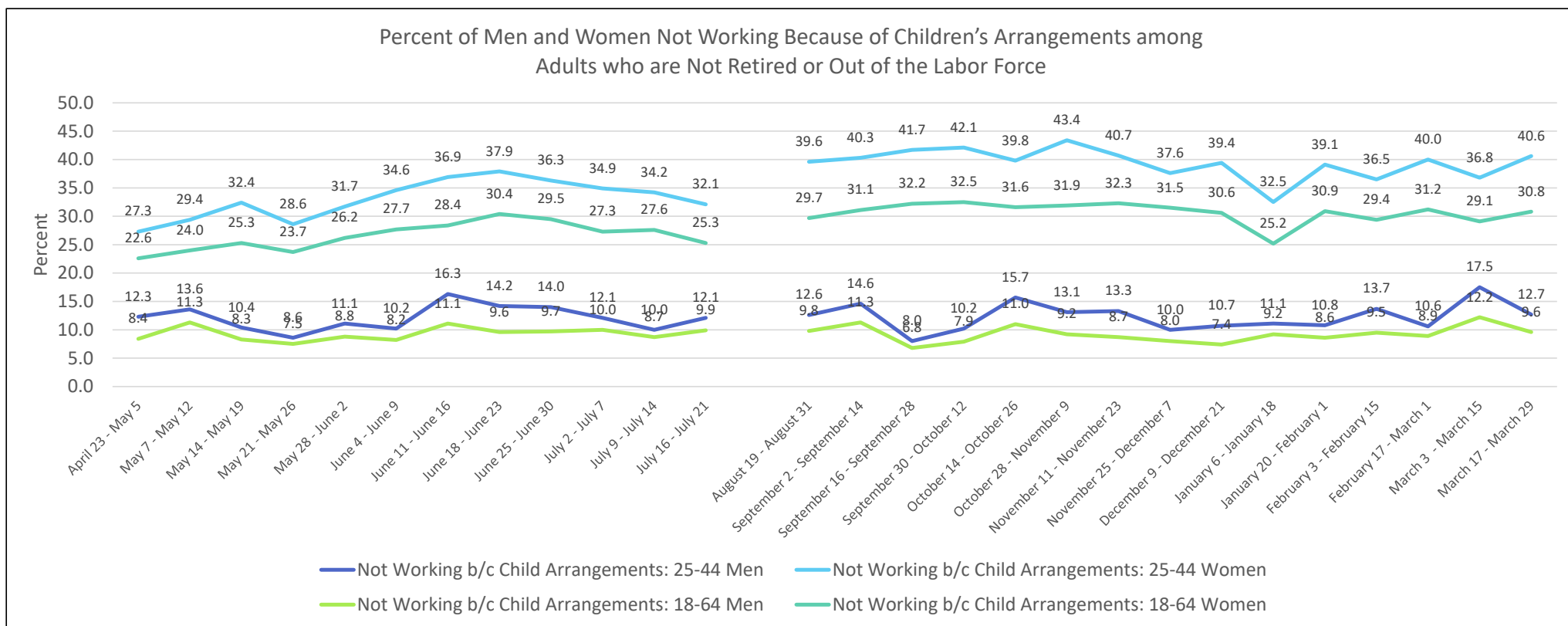
Access to computer/digital device and internet availability (NCES)

Time spent with teachers, spent on educational activities, and studying (NCES)

Post-Secondary questions (NCES)

Childcare (MCHB)

Not Working Because of Children's Arrangements



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

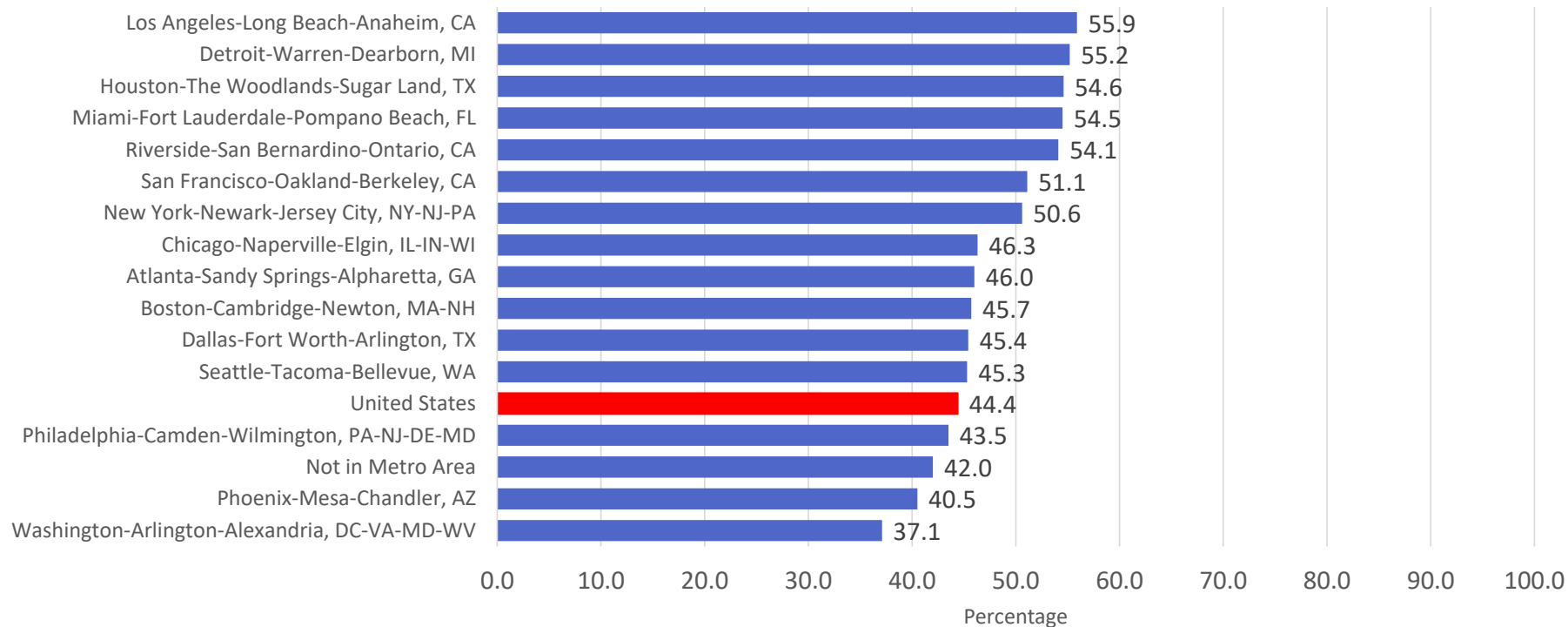
Universe: 18+ Adults



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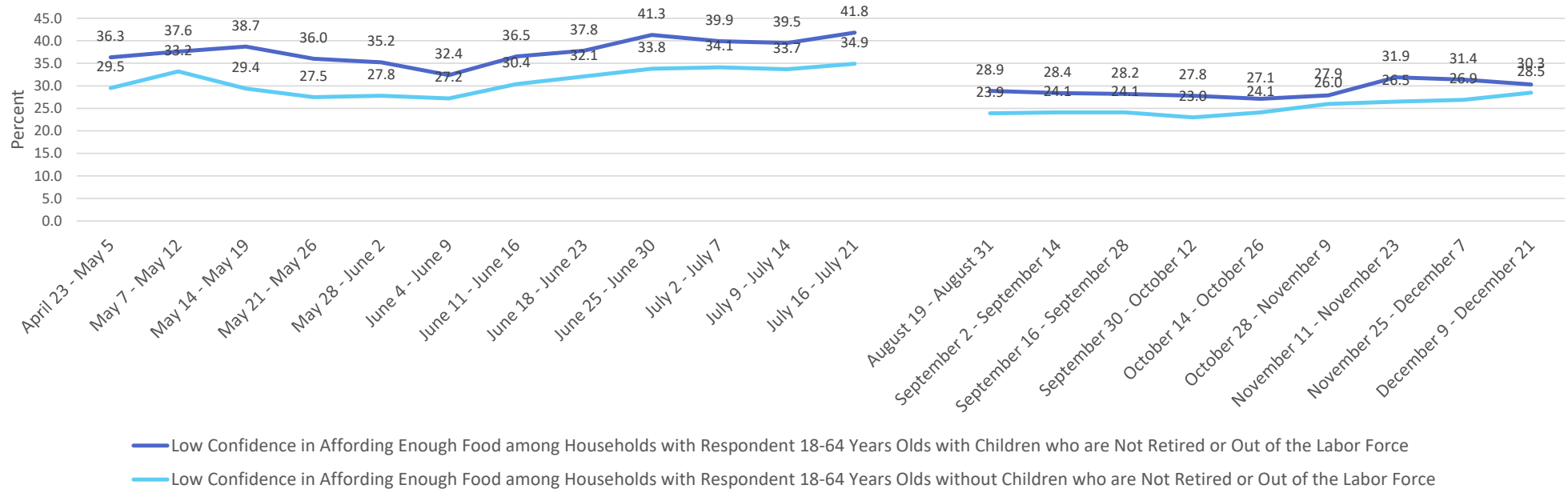
Percentage of Adults in Households Where Someone Lost Employment Income Since March 13

15 Largest Metros: March 17 - March 29



Confidence in Affording Enough Food

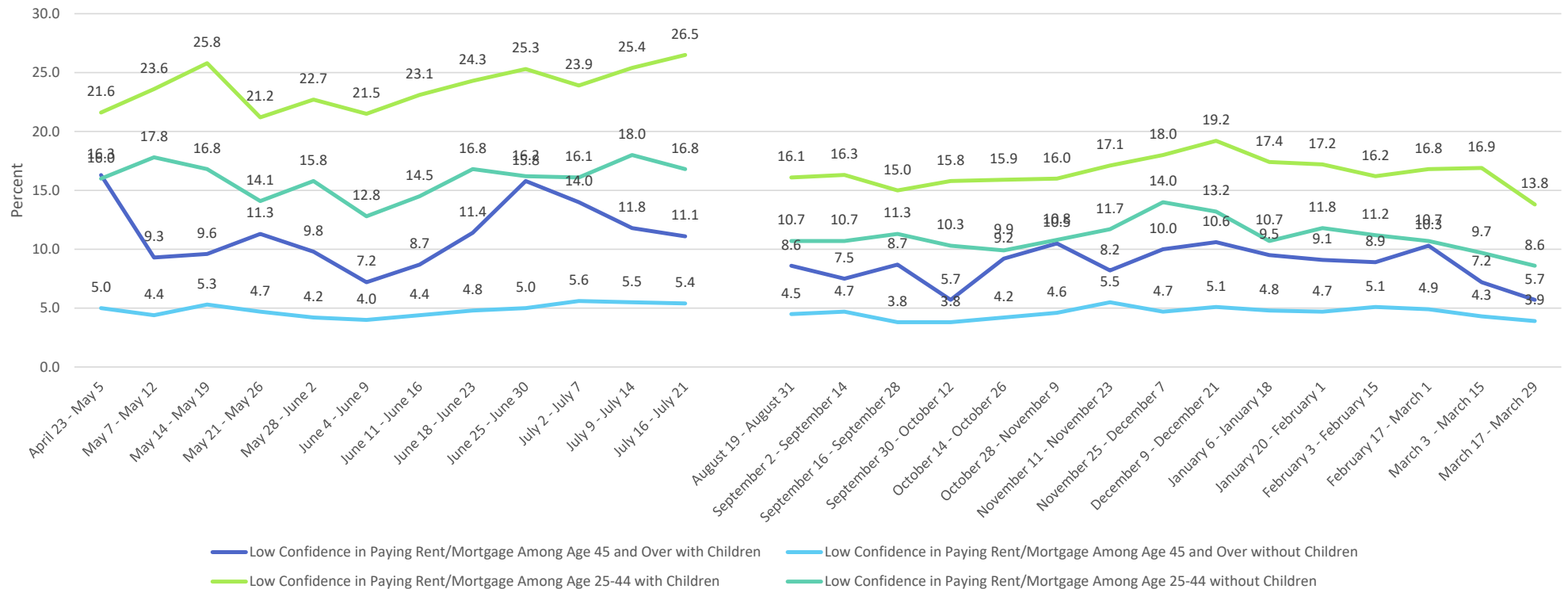
Low or No Confidence in Affording Enough Food among
Households with Respondent 18-64 Years Old who are Not Retired or Out of the Labor Force
by Presence of Children



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

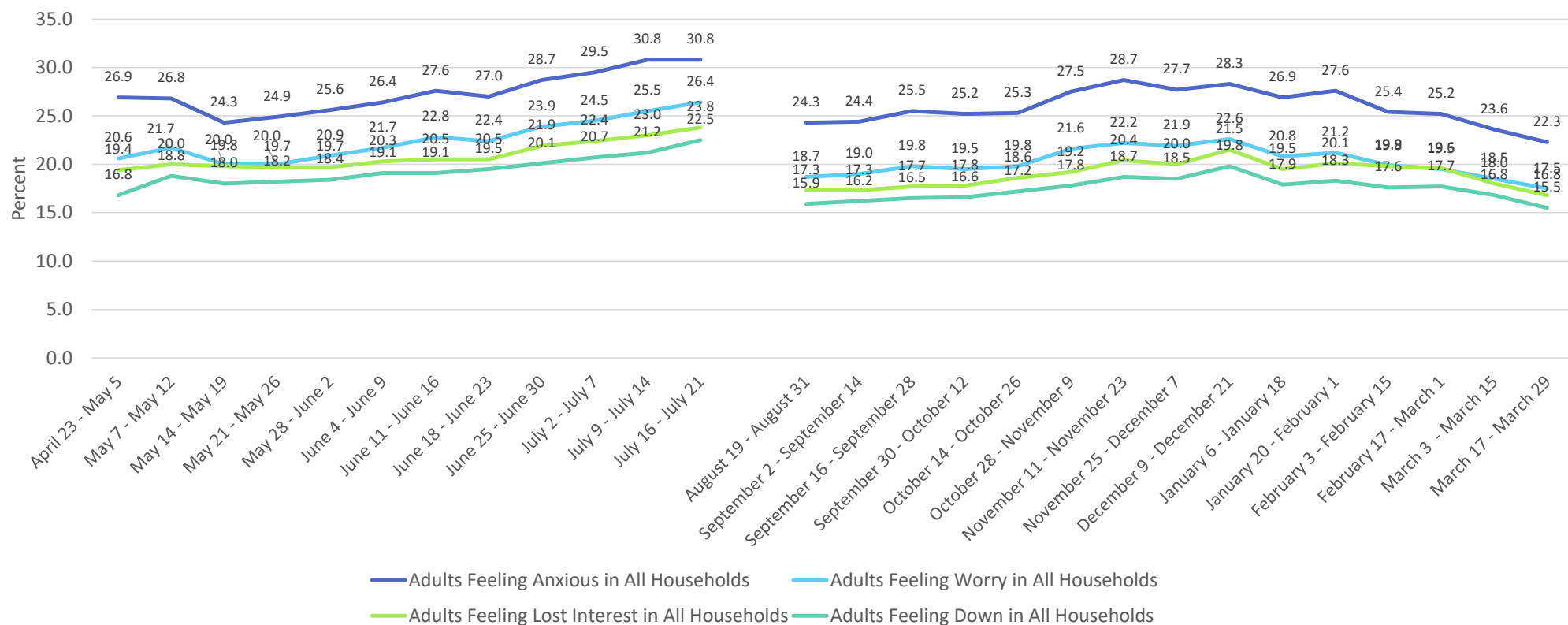
Confidence in Paying Rent or Mortgage

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

Mental Health Measures



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

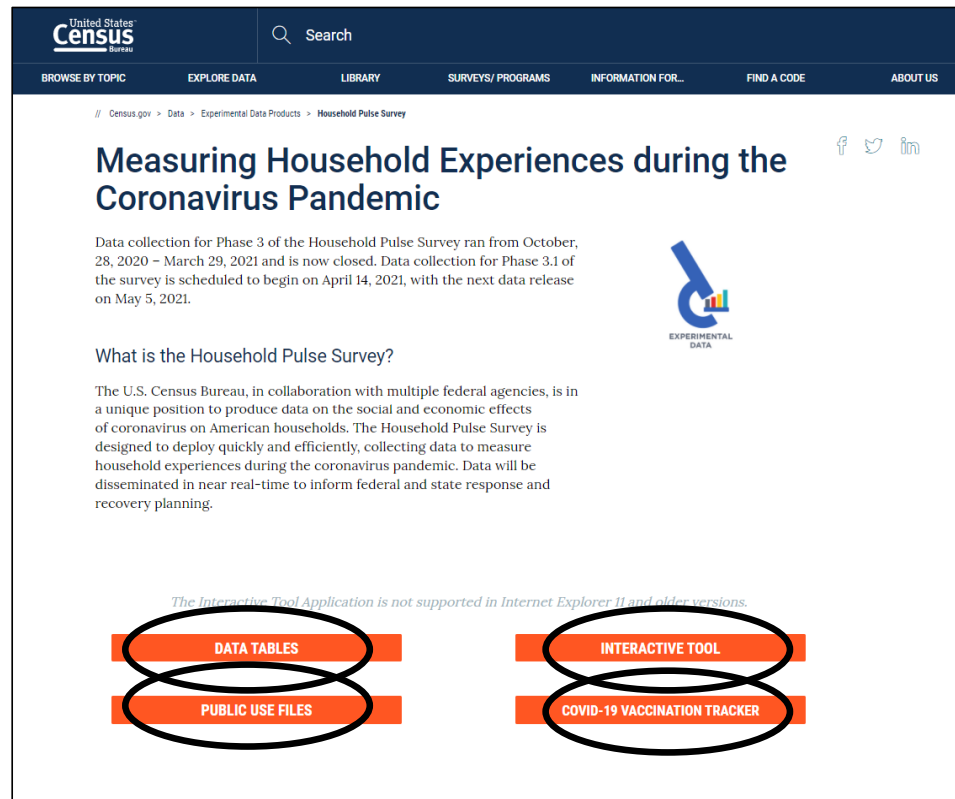


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NHIS January-June 2019:

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

Household Pulse Survey Website



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

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

// Census.gov > America Counts: Stories Behind the Numbers > How Are Americans Using Their Stimulus Payments?



Population

How Are Americans Using Their Stimulus Payments?

Majority Who Received Stimulus Payments Spending Most of It on Household Expenses

DANIEL PEREZ LOPEZ AND CHARLES ADAM BEE | JUNE 24, 2020

About 85.5% of respondents to the U.S. Census Bureau's experimental Household Pulse Survey said they had received or expected someone in the household to receive an Economic Impact Payment or stimulus check.

The majority of adults in households that received a stimulus check from the federal government say they used it or planned to use most of it on household expenses.



POPULATION

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// Census.gov > America Counts: Stories Behind the Numbers > The Risks Children Face During Pandemic



Families

The Risks Children Face During Pandemic

Adults in Households With Children Report Higher Rate of Late Housing Payments and Food Shortages Amid COVID-19

LINDSAY M. MONTE AND SHARON O'DONNELL | JUNE 30, 2020

Households with children continue to be hit harder by the financial pressures caused by the COVID-19 pandemic, according to the latest results of the U.S. Census Bureau's experimental Household Pulse Survey released last week.

Nationally, 24.7 million adults in noninstitutionalized households reported a late



BUSINESS AND ECONOMY

Is this page helpful? Yes No

// Census.gov > America Counts: Stories Behind the Numbers > Self-Employed Adults Hit Harder by Pandemic-Related Business Downturns in Hardest-Hit States



Business and Economy


Self-Employed Adults Hit Harder by Pandemic-Related Business Downturns in Hardest-Hit States

Combining Census Bureau Pulse Surveys Reveals Which Workers Are Hardest Hit by COVID-19

MARK KLEE, LYNDA LAUGHLIN, AND ROBERT MUNK | JUNE 30, 2020

Self-employed workers in states where businesses are hardest hit by the COVID-19 pandemic are more likely to face economic hardships, according to new findings from the U.S. Census Bureau's experimental Household and Small Business Pulse surveys.

Creating jobs and running small businesses are just a couple of examples of the vital roles self-employed workers play in the U.S. economy.



POPULATION

How Are Americans Using Their Stimulus Payments?

Is this page helpful? X

// Census.gov > America Counts: Stories Behind the Numbers > Adults in Households With Children More Likely to Report Loss in Employment Income During COVID-19



Population

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

New Census Household Pulse Survey Shows More Households with Children Lost Income, Experienced Food Shortages During Pandemic

LINDSAY M. MONTE | MAY 27, 2020

Adults in households with children were more likely to report permanent loss of employment and food shortages since the start of the COVID-19 pandemic, according to a new U.S. Census Bureau survey.

Early results of the experimental Household Pulse Survey released today provide a detailed and near real-time picture of how individuals and households are faring during the pandemic.



POPULATION

New Census Surveys Provide Near Real-Time Info on Households, Businesses During COVID-19

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:

<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>

Business Formation Statistics



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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

Frequency	Weekly	Monthly	Annual
Availability	Week 1, 2006-Week 16, 2021	July 2004-March 2021	2005-2019
Series	4 Application series, not seasonally adjusted	4 Application series 8 Formation series, seasonally adjusted and not seasonally adjusted	1 Application Series
Geography	National, Regional, State	National, Regional, State	County
Other		National industry series	

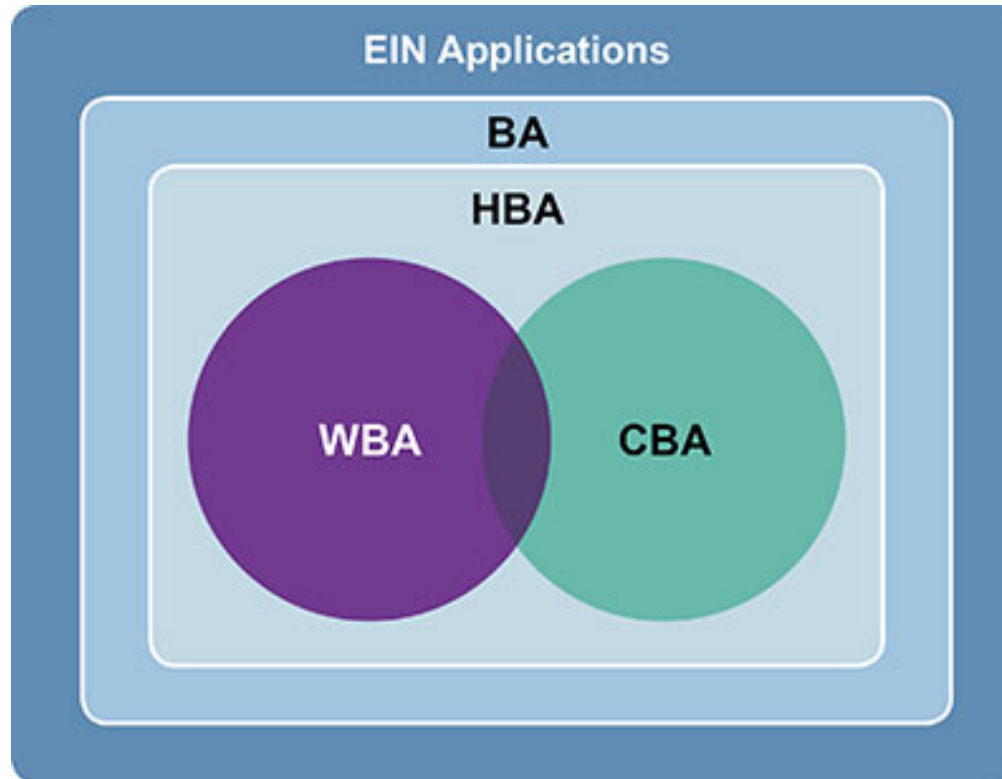
Business *Application* Series

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

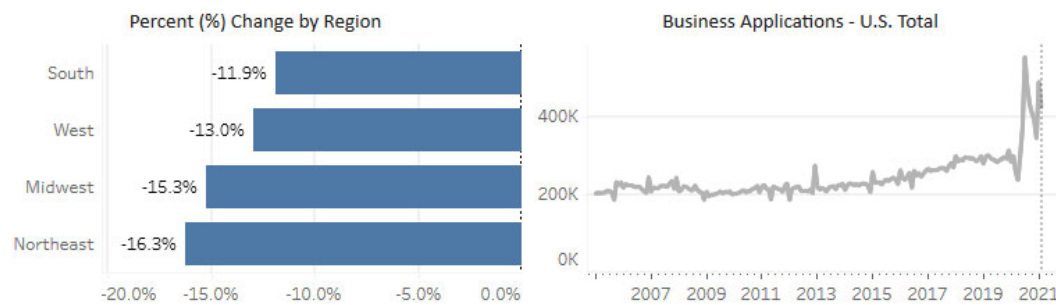
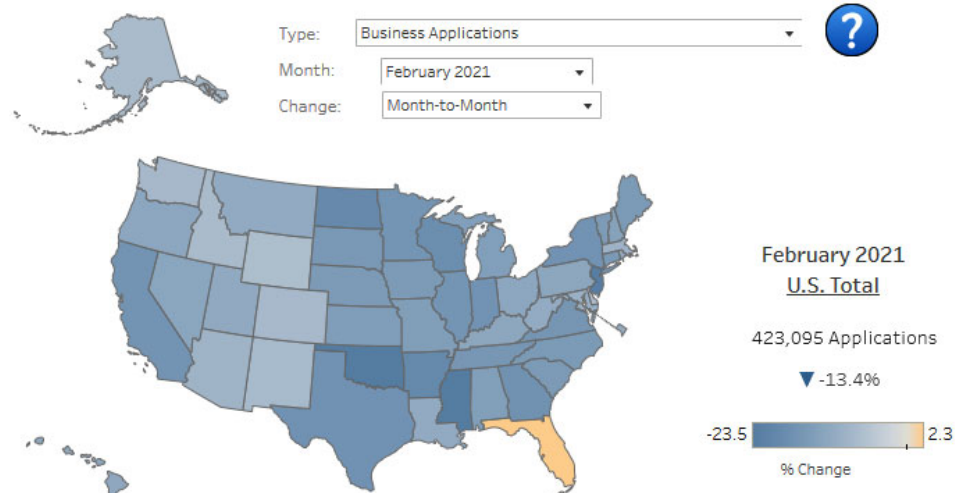
- **Business Applications (BA)** - The core series that includes all EIN applications made in the U.S. (50 states + DC) except those filed without a business intent.
- **High-Propensity Business Applications (HBA)** – Applications that have a relatively high likelihood of becoming employer businesses
- **Business Applications with Planned Wages (WBA)** – a subset of HBA
- **Business Applications from Corporations (CBA)** – a subset of HBA

Business *Application* Series



Business Applications

Change From January 2021 to February 2021
(Seasonally Adjusted)



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):

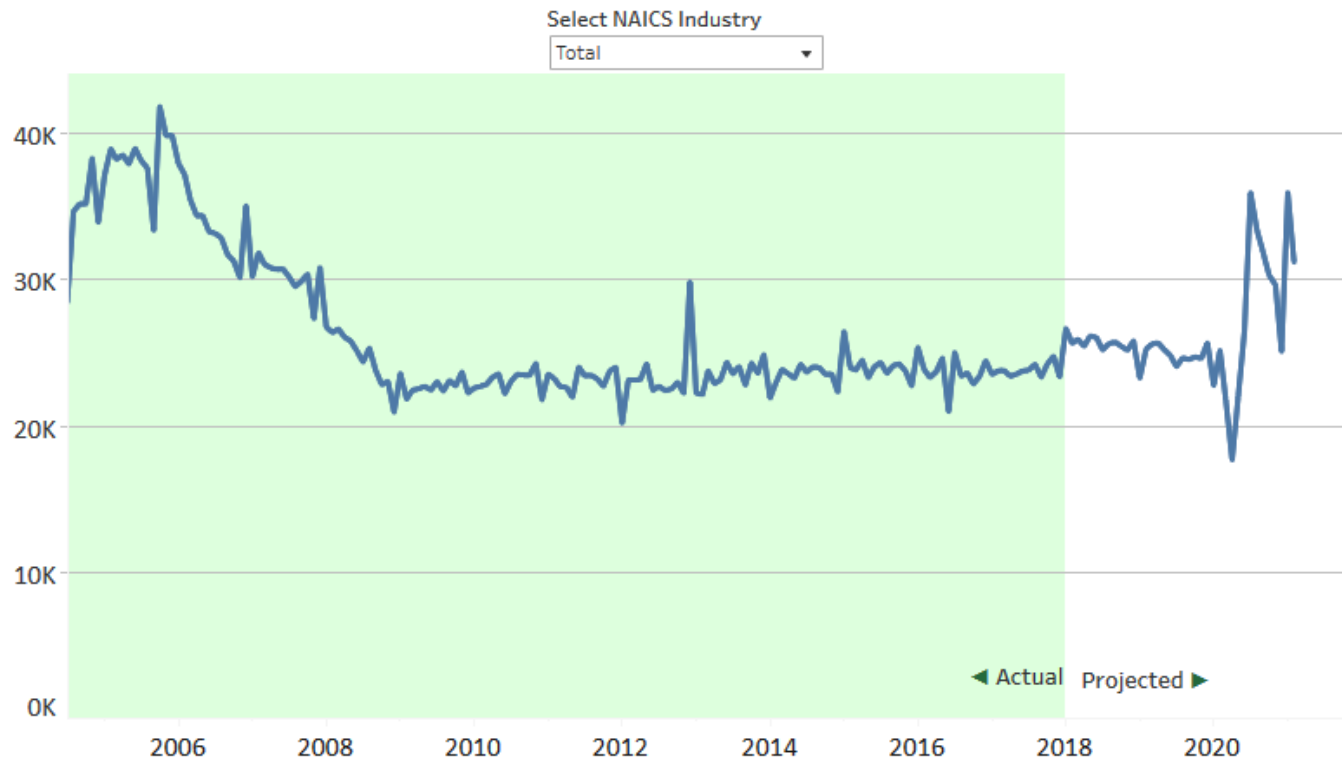
- Projected employer businesses that originate from Business Applications (BA) within a four quarter window from the time of application
- Provides estimates for the periods for which actuals are not yet available
- Estimates based on a model of employer birth indicator as a function of application characteristics

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)*



Question and Contact Information

Website – <https://www.census.gov/econ/bfs/index.html>

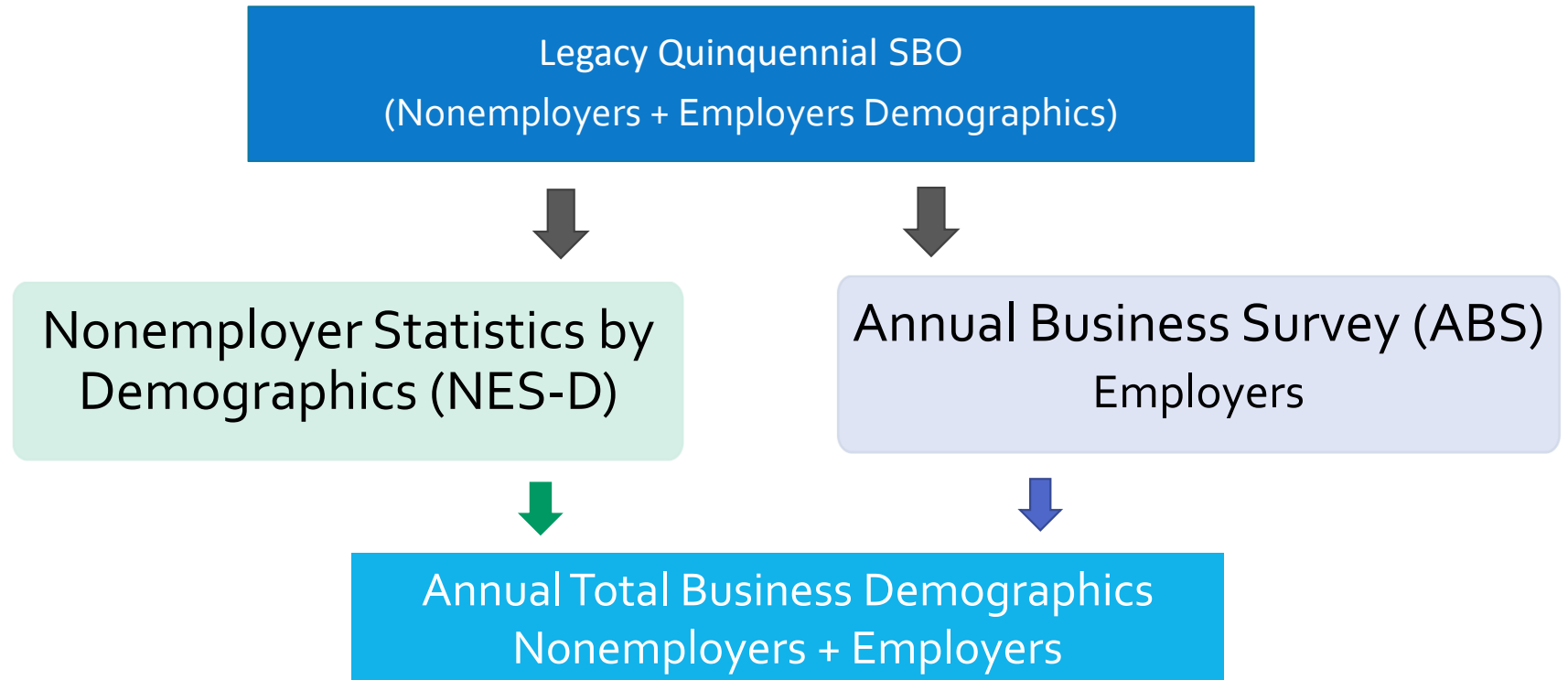
Email – eid.bfs@census.gov

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



ABS Summary

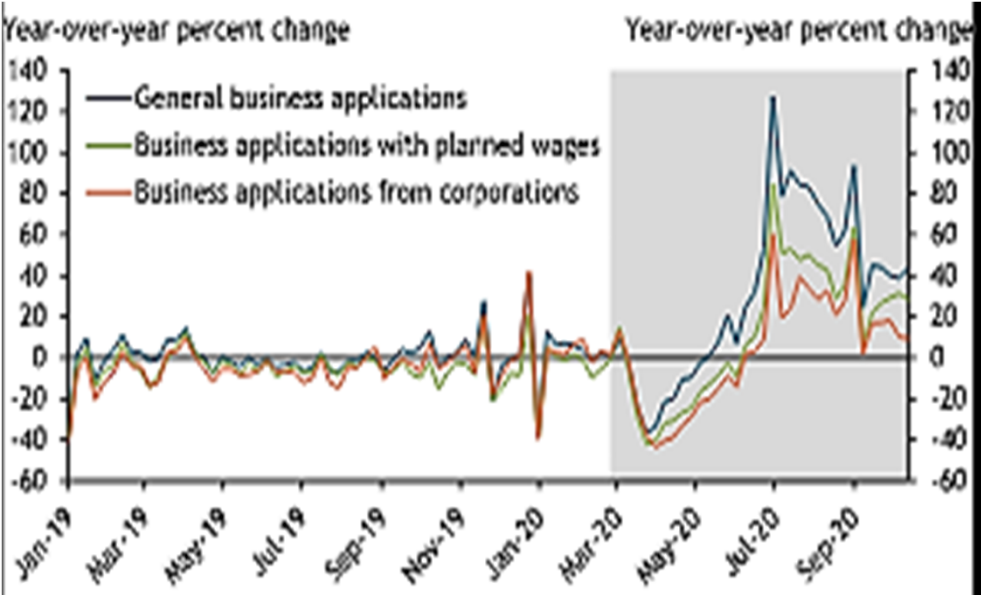
- **Annual survey providing data on business ownership by race, ethnicity, sex, and veteran status for employer businesses**
- **Content:** Includes statistics on the number of firms, employment, annual payroll, sales, value of shipments, or revenue
- **Detail:**
 - 2- thru 6-digit NAICS (Economic Census 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

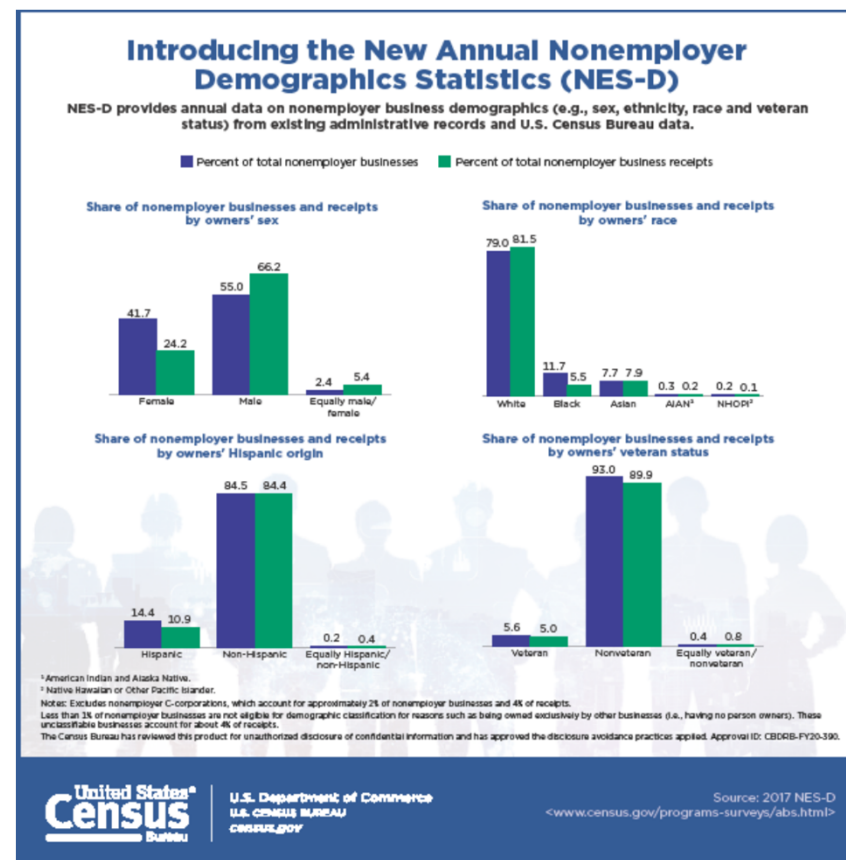
- Nonemployers: businesses w/ no paid employment, subject to federal income taxes, & w/ annual receipts of \$1,000 or more (\$1 or more for Construction sector)
- As of 2017, there were approximately 26 million nonemployers accounting for about 83 percent of all businesses but only about 3 percent of 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



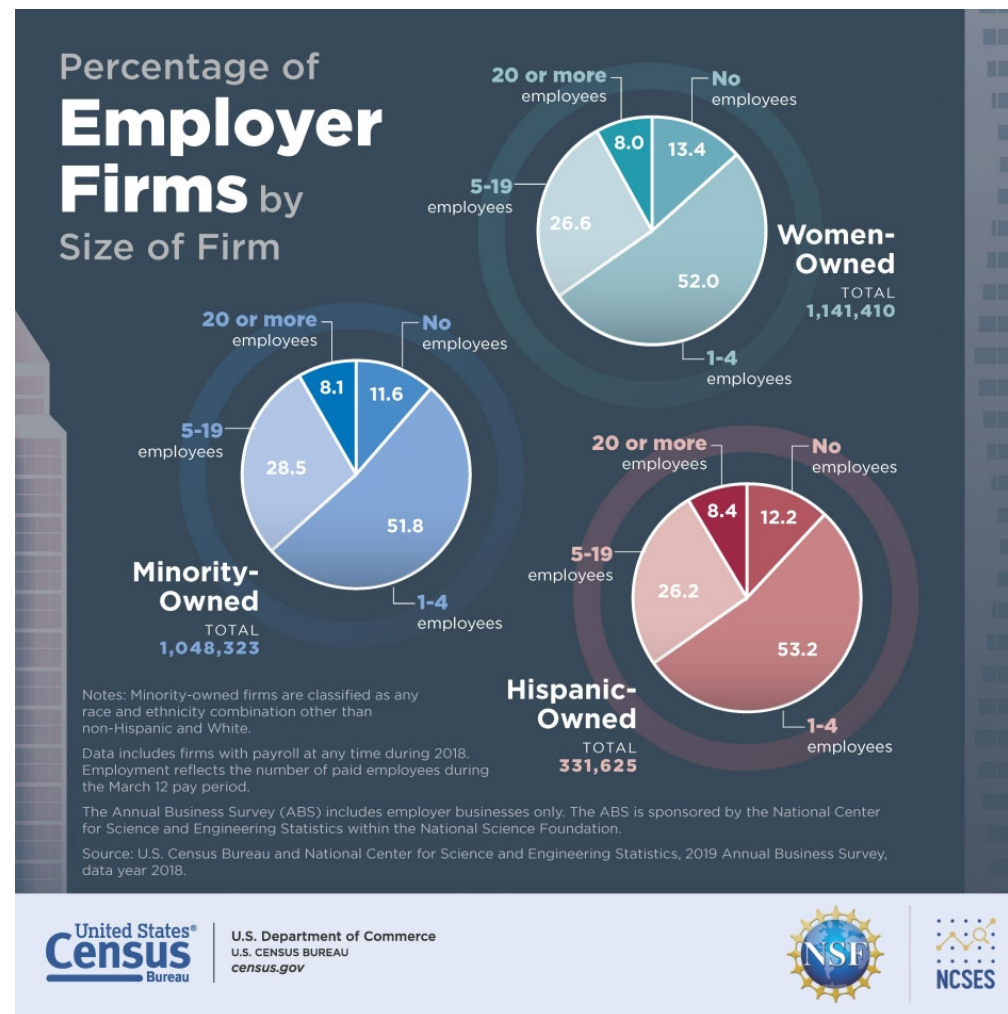
Employers Results

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



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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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