

Blended data: a novel opportunity to advance survey operations and knowledge of the US economy and population

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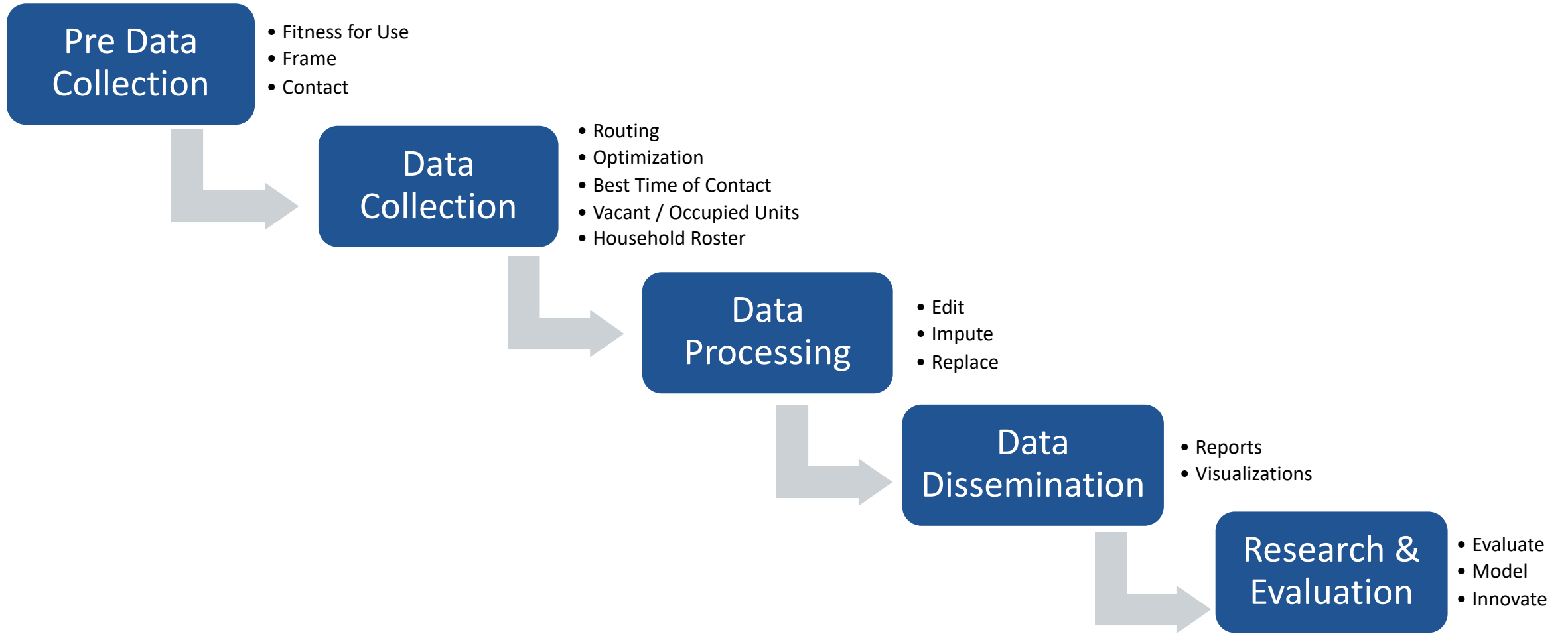
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Disclaimer: The results and conclusions in this presentation are those of the author and do not necessarily reflect the views of the United States Census Bureau. All results have been reviewed to ensure that no confidential information is disclosed.

Administrative Record (AR) Usage at the Census Bureau

- The Census Bureau's *mission* is to measure the nation's people and economy
- Title 13 of provides authorities for collecting, accessing, and protecting information about the nation's population and economy
- Charged with strategic re-use of administrative data from federal, state, and third party providers
 - Research: record linkage, developing new statistics, and survey improvement
 - Increasingly, a focus on blended data products

AR Utilization Across the Survey Life Cycle

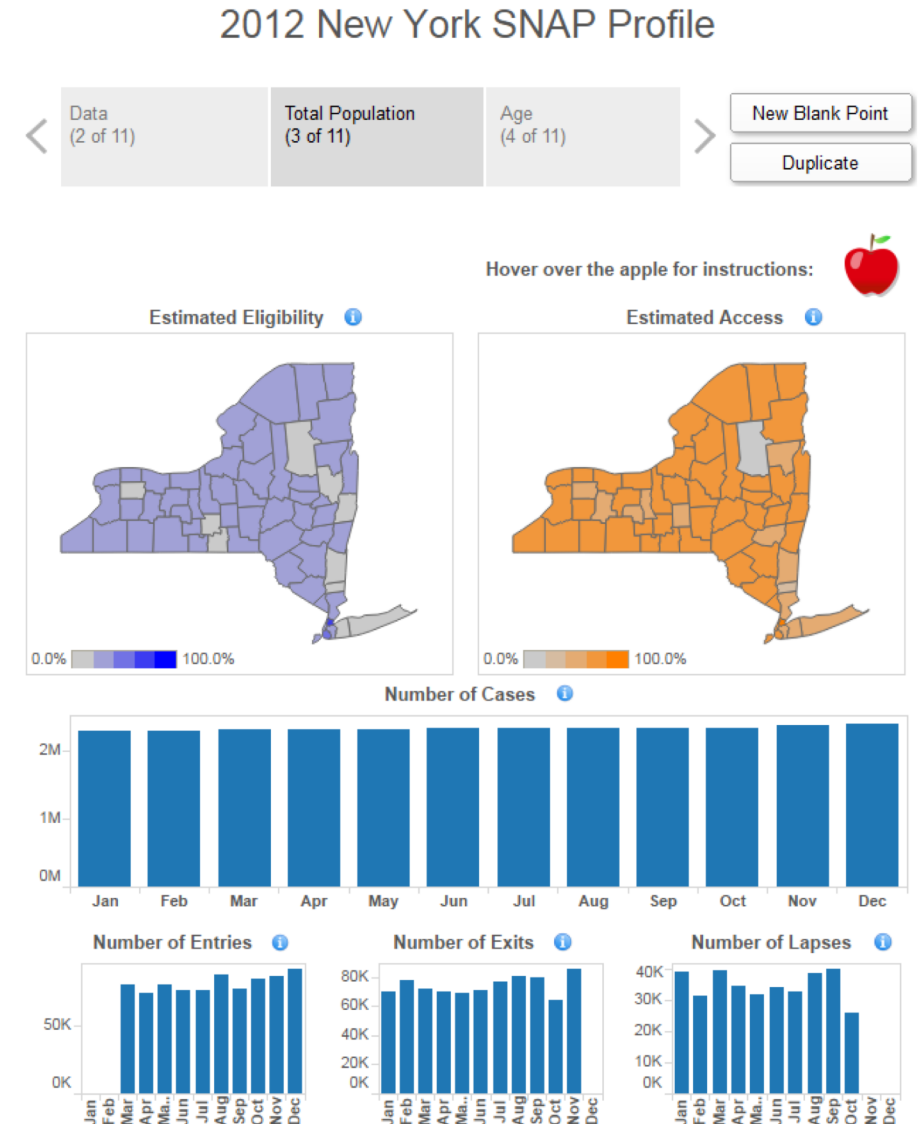


Using AR to Improve Public Assistance Programs

Interactive Data Visualization

- Linked SNAP, WIC and TANF program data to the American Community Survey
- Creates profile of program participants and eligible non-participants to
 - Improve program outreach
 - Improve service delivery to current participants

<https://www.census.gov/library/visualizations/interactive/snap-profiles.html>



Note: Counties that do not meet minimum sample size requirements have missing values.
Source: U.S. Census Bureau. Maps are generated using 2011-2012 New York SNAP AR linked to the 2012 1-year ACS. Charts are generated using 2012 New York SNAP AR.

Nonemployer Statistics by Demographics

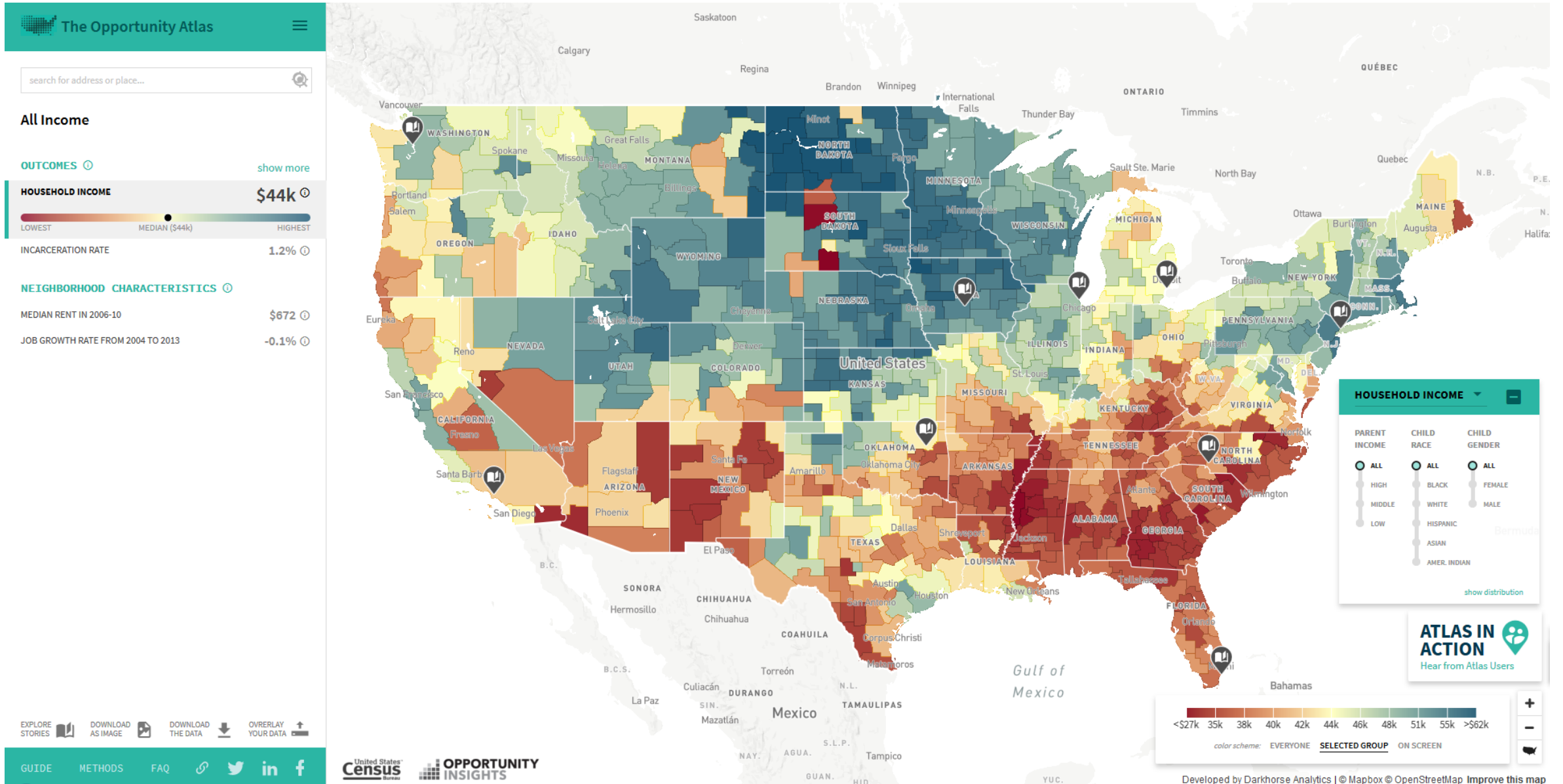
Previously:
Collected as Part of Survey of Business Owners

- Survey – sample size 1 million
- High respondent burden
- Low response rate => high imputation rate & costs
- Every five years
- Almost four-year lag

Currently:
Blended Data Approach

- Leverage AR & Census data
- Full nonemployer universe
- Eliminates respondent burden
- Reduces imputation & cost
- Annual – higher frequency
- Shorter lag than the SBO
- More detailed geography & industry detail possible
- First release in 2020 for 2017 nonemployers vintage

Intergenerational Mobility



More info at: www.opportunityatlas.org



Thank you

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