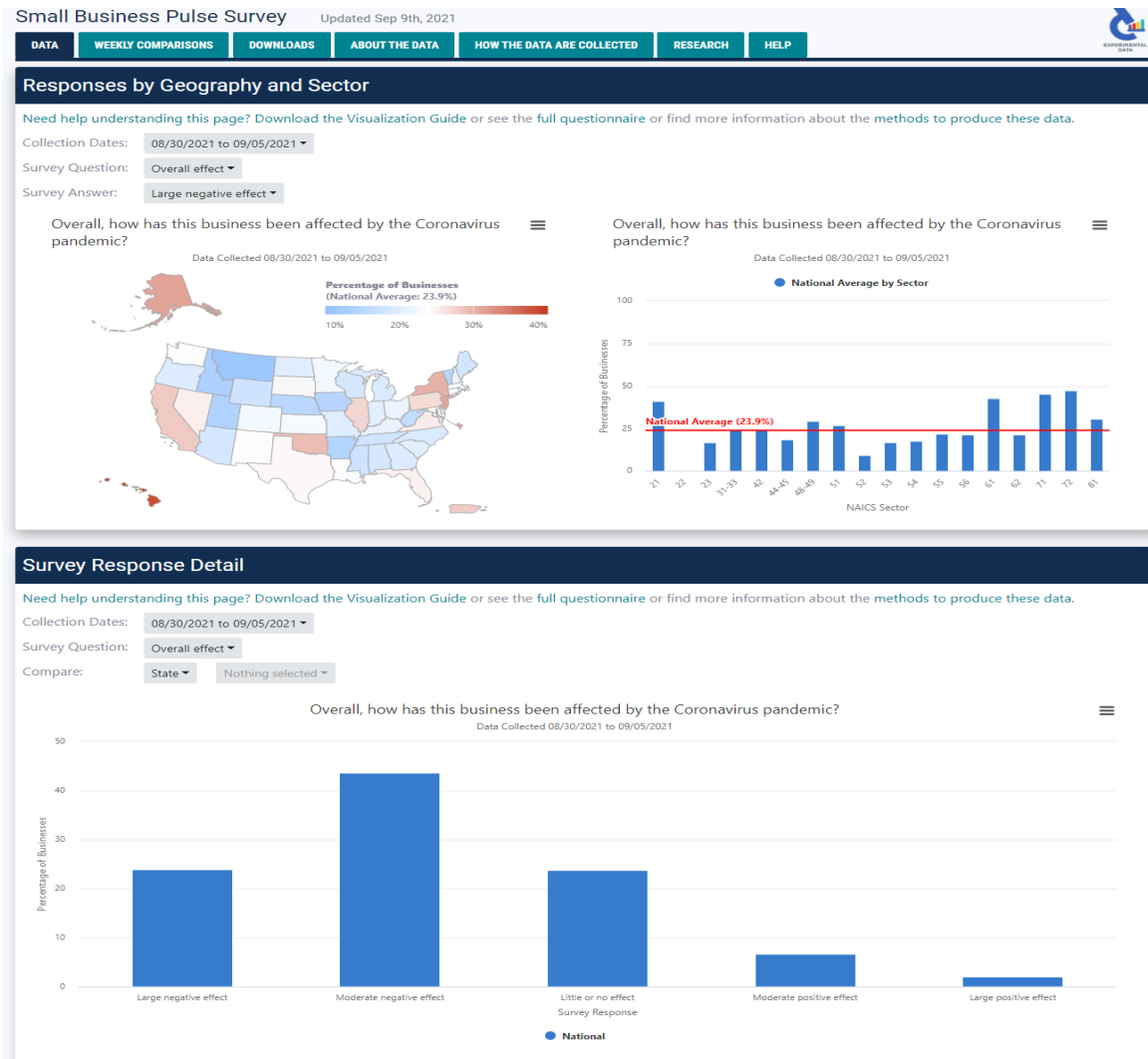


Small Business Pulse Survey

Data Visualization User Guide



Can be accessed from the Experimental Data Products website www.census.gov/data/experimental-data-products/small-business-pulse-survey.html

Available Small Business Data

Geographical Levels Covered

- United States
- 50 states and District of Columbia
- Puerto Rico
- Top 50 Metropolitan Statistical Areas (MSAs)

Topics Covered

- Overall Impact
- Revenue
- Temporary Closing
- Changes in Employment
- Working Remotely
- Rehiring Laid Off Employees
- Disruptions in Supply Chain
- Online Goods & Services
- Operating Capacity
- Financial Assistance
- Cash on Hand
- Missed Loan Payments
- Missed Other Payments
- Relief Programs
- Future Needs
- Returning to Normal

NAICS Sectors Covered

- 11: Agriculture, Forestry, Fishing and Hunting
- 21: Mining, Quarrying, and Oil and Gas Extraction
- 22: Utilities
- 23: Construction
- 31: Manufacturing
- 42: Wholesale Trade
- 44: Retail Trade
- 48: Transportation and Warehousing
- 51: Information
- 52: Finance and Insurance
- 53: Real Estate and Rental and Leasing
- 54: Professional, Scientific, and Technical Services
- 55: Management of Companies and Enterprises
- 56: Administrative and Support and Waste Management and Remediation Services
- 61: Educational Services
- 62: Health Care and Social Assistance
- 71: Arts, Entertainment, and Recreation
- 72: Accommodation and Food Services
- 81: Other Services (except Public Administration)

Data Available in the Downloads Tab

All data from the visualizations are available in downloadable Excel files in the Downloads Tab. In addition to the data presented in the visualizations, the following data are available by download:

- 3-digit NAICS Codes
- Unit Response Rates
- Employee Size

Small Business Pulse Survey Updated Sep 9th, 2021

DATA WEEKLY COMPARISONS **DOWNLOADS** ABOUT THE DATA HOW THE DATA ARE COLLECTED RESEARCH HELP

Downloads and Documentation

Weekly Data

Select Date Range: 08/30/2021 to 09/05/2021

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

File	File Type	Date Range	Tags
National, Sector	XLSX	08/30/2021 to 09/05/2021	National Sector (NAICS)
National, State	XLSX	08/30/2021 to 09/05/2021	National State
National, State by Sector	XLSX	08/30/2021 to 09/05/2021	National State Sector (NAICS)
Top 50 MSA	XLSX	08/30/2021 to 09/05/2021	MSA
Sub-sector (NAICS3)	XLSX	08/30/2021 to 09/05/2021	Sector (NAICS)
National, State, Sector by Employment Size	XLSX	08/30/2021 to 09/05/2021	National State Sector (NAICS) Employee Size
Index values - National, State, Sector	XLSX	08/30/2021 to 09/05/2021	National State Sector (NAICS)
Unit Response Rate	XLSX	08/30/2021 to 09/05/2021	Metrics State
All Files	ZIP	08/30/2021 to 09/05/2021	National State Sector (NAICS) MSA Employee Size Metrics

General Info and Documentation

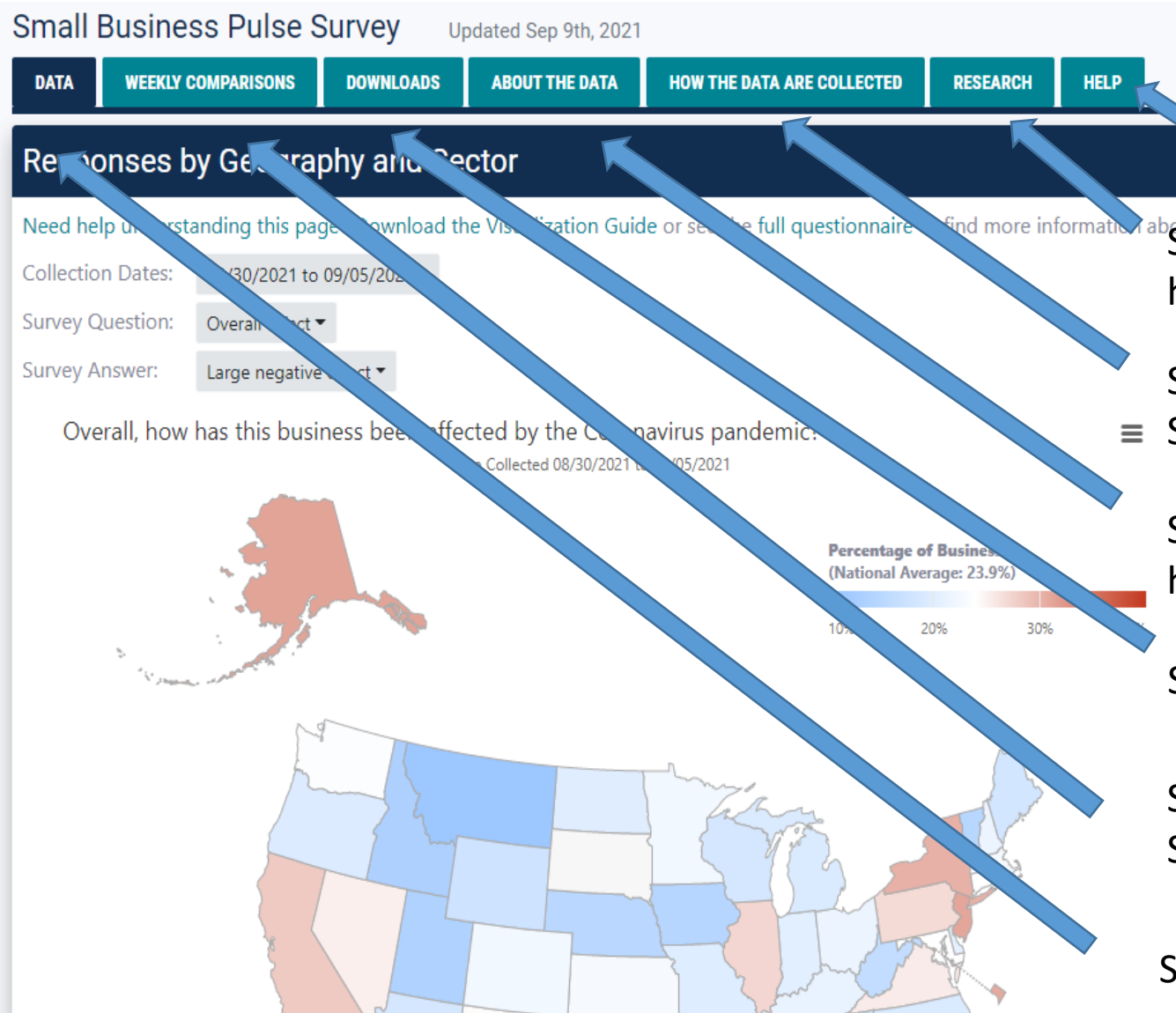
EXPAND ALL | COLLAPSE ALL

- Survey Questionnaires
 - SBPS Questionnaire (08/16/2021 - 10/17/2021)
 - SBPS Questionnaire (05/17/2021 - 07/18/2021)
 - 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

When navigating the visualization, please note:

- Each weekly visualization is independent of previous and subsequent visualization releases.
- The week span listed in the visualization represents the dates responses were received; businesses were questioned regarding the experience of their business in the last week and since the start of the COVID-19 pandemic.
- The ≡ next to each visualization will generate a CSV file of the data used to create that specific visualization.
 - Whole numbers should be interpreted as ending with “.0”.
 - Missing numbers in the CSV file represent suppressions.

Navigating the Small Business Pulse Survey Visualization



See **Help** for FAQs and Contact Info for the Small Business Pulse Survey here

See the **Research** for the Small Business Pulse Survey here

See the **Methodology** for the Small Business Pulse Survey here

See **Information** about the Small Business Pulse Survey here

See **Downloadable data** files here

See **Weekly Comparisons** from the Small Business Pulse Survey data here

See the Small Business Pulse Survey **Data** here

Navigating the Responses by Geography and Sector Section

Responses by Geography and Sector

Need help understanding this page? [Download the Visualization Guide](#) or see the [full quest](#)

Collection Dates: 8/9 to 8/15

Survey Question: 8/9 to 8/15

Survey Answer: 6/21 to 6/27

Overall, how pandemic?

6/14 to 6/20

6/7 to 6/13

5/31 to 6/6

5/24 to 5/30

5/17 to 5/23

5/10 to 5/16

5/3 to 5/9

4/26 to 5/2

Select a Collection Week

Responses by Geography and Sector

Need help understanding this page? [Download the Visualization Guide](#) or see the [full questic](#)

Collection Dates: 8/9 to 8/15

Survey Question: Overall effect

Survey Answer: Overall effect

Total Revenue

Change in revenues

Location open/close

Change in employees

Rehiring employees

Change in hours

Remote Work

Delays/Difficulties

Operating capacity factors

Operating capacity change

Cash on hand

Missed loans

Missed other

Requested assistance

Received assistance

Online Platforms

Select a Survey Question

Responses by Geography and Sector

Need help understanding this page? [Download the Visualization Guide](#) or see the [full questi](#)

Collection Dates: 8/9 to 8/15

Survey Question: Overall effect

Survey Answer: Large negative effect

Large negative effect

Moderate negative effect

Little or no effect

Moderate positive effect

Large positive effect

Select a Survey Answer

Navigating the Responses by Geography and Sector Section

Responses by Geography and Sector

Need help understanding this page? [Download the Visualization Guide](#) or [see the full question](#)

Collection Dates: 05/17/2021 to 05/23/2021 ▼

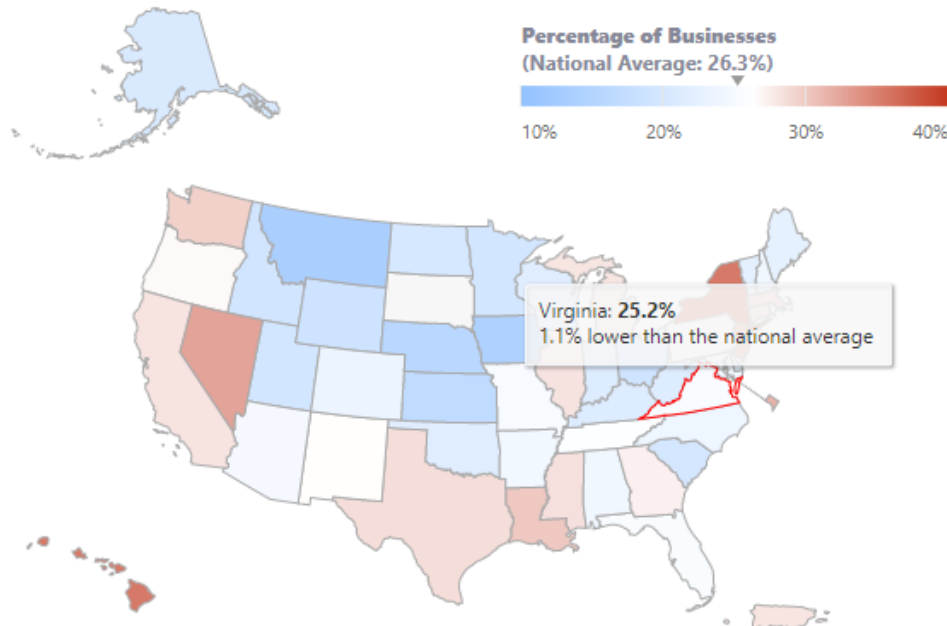
Survey Question: Overall effect ▼

Survey Answer: Large negative effect ▼

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



Data Collected 05/17/2021 to 05/23/2021



After the week, question, and answer are selected, a color coded map is displayed, showing how all states (including D.C. and Puerto Rico) fare on the given topic.

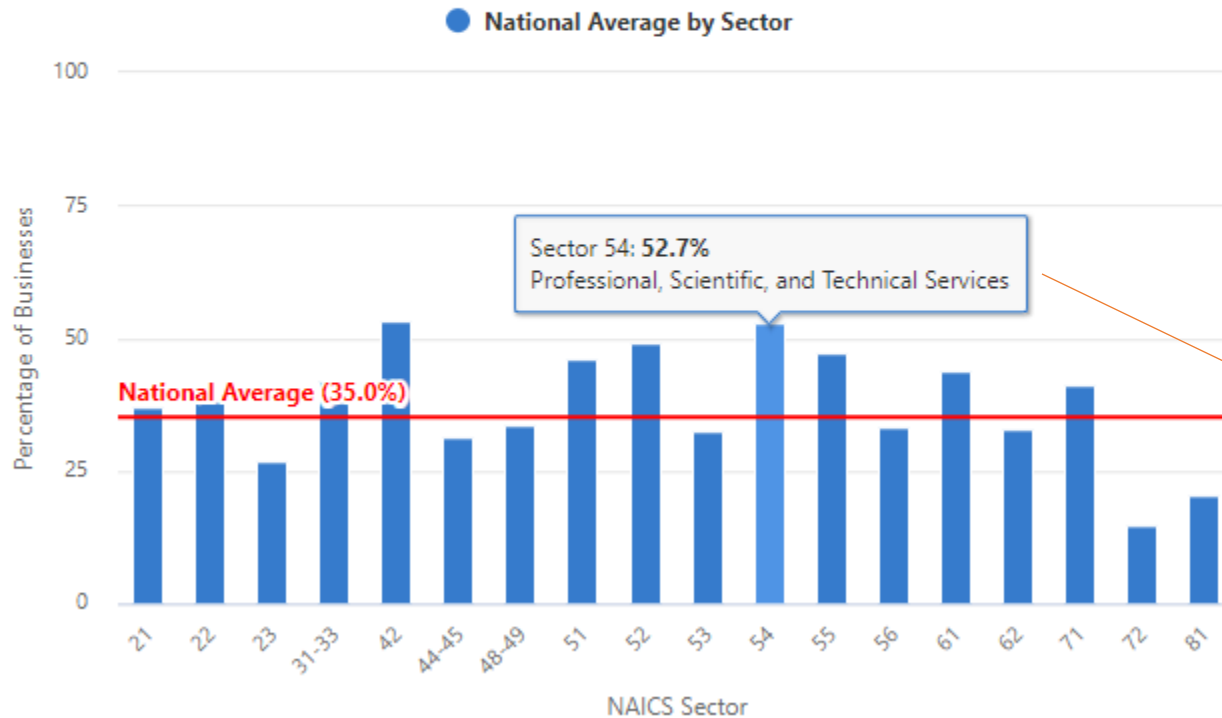


Hover over a specific state to see how the state compares to the national average.

Navigating the Responses by Geography and Sector Section

In the next 6 months, do you think this business will have business travel expenditures for air, rail, car rental, or lodging? ≡

Data Collected 05/17/2023 to 05/23/2021



A coordinating bar graph of the selected question displays, showing a comparison of the national average of all sectors, including the national average across sectors.

Hover over a specific sector to see the individual sector's title and specific statistic for the question asked.

Navigating the Survey Responses Section

Survey Response Detail

Need help understanding this page? Download the Visualization Guide or see the full q

Collection Dates: 8/9 to 8/15

Survey Question: 8/9 to 8/15

Compare: 6/21 to 6/27
6/14 to 6/20
6/7 to 6/13

Select a Collection Week

Survey Response Detail

Need help understanding this page? Download the Visualization Guide or see the full q

Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Compare: Overall effect
Total Revenue
Change in revenues
Location open/close
Change in employees
Rehiring employees
Change in hours
Remote Work
Delays/Difficulties
Operating capacity factors
Operating capacity change
Cash on hand
Missed loans
Missed other
Requested assistance
Received assistance
Online Platforms
Future needs
Expectations

Select a Survey Question

Survey Response Detail

Need help understanding this page? Download the Visualization Guide or see the full q

Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Compare: State Nothing selected



Compare the National level to States, NAICS sectors, or MSAs (Choose up to 5 selections.)

Survey Response Detail

Need help understanding this page? Download the Visualization Guide or see the full q

Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Compare: NAICS Nothing selected



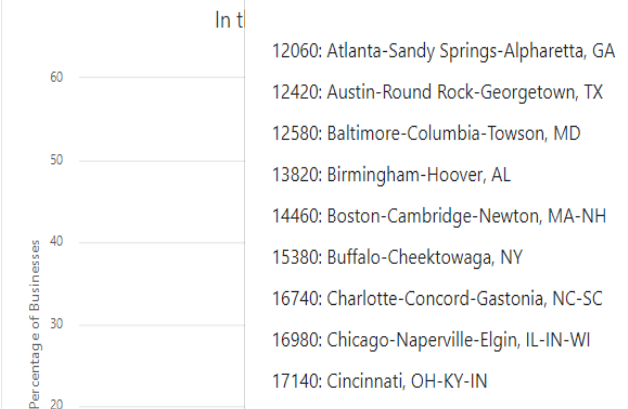
Survey Response Detail

Need help understanding this page? Download the Visualization Guide or see the full q

Collection Dates: 8/9 to 8/15

Survey Question: Rehiring employees

Compare: MSA Nothing selected



Navigating the Survey Responses Section

Survey Response Detail

Need help understanding this page? [Download the Visualization Guide](#) or see the [full questionnaire](#) or find more information about the [methods to produce these data](#).

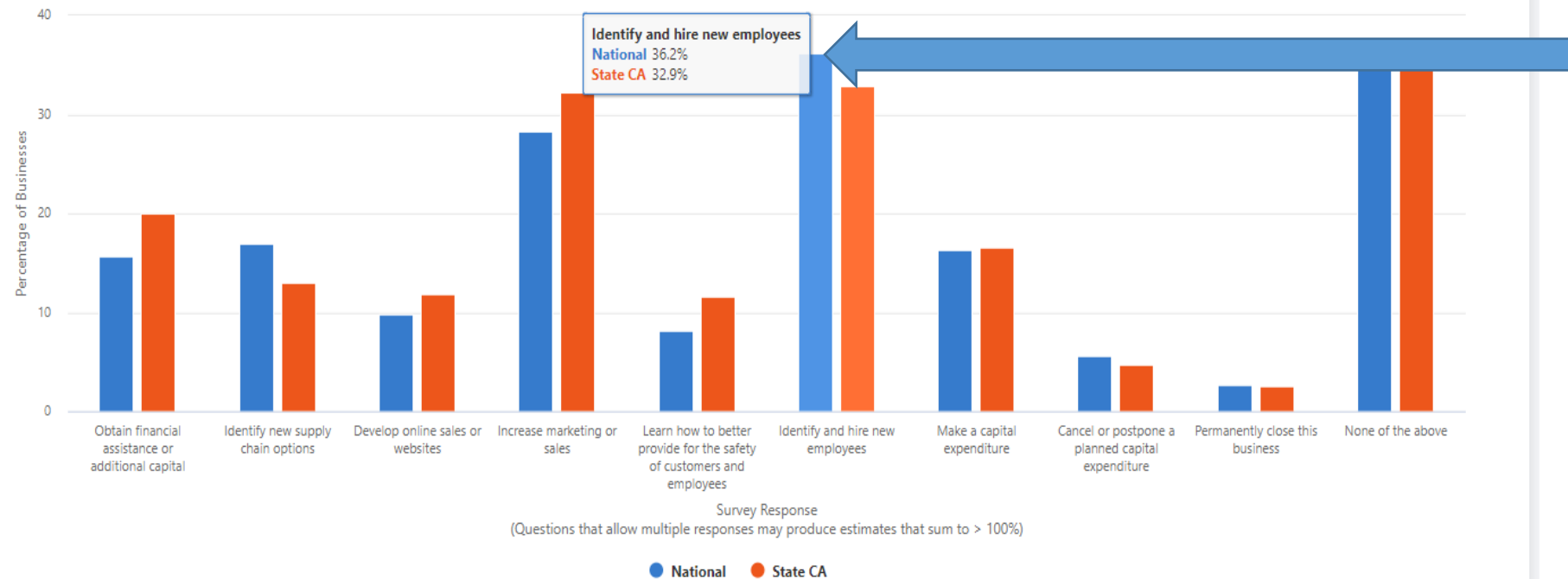
Collection Dates: 05/17/2021 to 05/23/2021 ▾

Survey Question: Future needs ▾

Compare: State ▾ California ▾

In the next 6 months, do you think this business will need to do any of the following?

Data Collected 05/17/2023 to 05/23/2021



Hover over the bars to see the specific statistic for the question asked as compared to the National levels.

DataSuppressions for Disclosure Avoidance



Note: Visualizations do not include estimates that have been suppressed in order to prevent a disclosure, the release of data that reveals information or permits deduction of information about a particular survey unit. (In the example above, only three of the seven responses are populated for the selected state, while the others responses have been suppressed.)

Navigating the Multiple Response Comparisons Section

Multiple Response Comparisons

Need help understanding this page? [Download the Visualization Guide](#)

Collection Dates: 8/9 to 8/15 ▾

Comparison Type: By MSA ▾

Compare: Overall effect ▾ Large negative effect ▾

Compare: Expectations ▾ More than 6 months ▾

Select a Collection Week

Select the Type of Comparison

Select the two question and answers for comparisons

Multiple Response Comparisons

Need help understanding this page? [Download the Visualization Guide](#)

Collection Dates: 8/9 to 8/15 ▾

Comparison Type: By State ▾

Compare: By MSA ▾ Large negative effect ▾

Compare: By State ▾ More than 6 months ▾

By MSA

By State

By Sector

Multiple Response Comparisons

Need help understanding this page? [Download the Visualization Guide](#) or see the fi

Collection Dates: 8/9 to 8/15 ▾

Comparison Type: By State ▾

Compare: Location open/close ▾ Open a previously closed location ▾

Compare: Expectations ▾ More ▾

Open a previously closed location

Temporarily close a location

Permanently close a location

None of the above

12%

Not

Multiple Response Comparisons

Need help understanding this page? [Download the Visualization Guide](#) o

Collection Dates: 8/9 to 8/15 ▾

Comparison Type: By State ▾

Compare: Location open/close ▾ Open a previously closed location

Compare: Change in revenues ▾ Yes, decreased ▾

Yes, increased

Yes, decreased

No Change

Navigating the Multiple Response Comparisons Section

Multiple Response Comparisons

Need help understanding this page? [Download the Visualization Guide](#) or see the [full questionnaire](#) or find more information about the methods to produce these data.

Collection Dates: 05/17/2021 to 05/23/2021

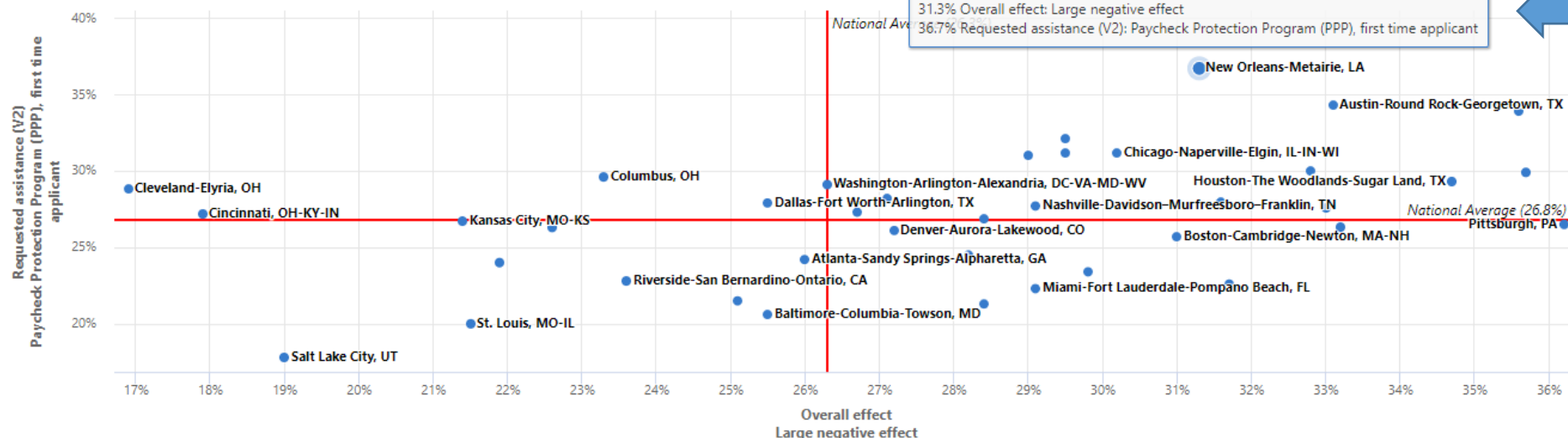
Comparison Type: By MSA

Compare: Overall effect Large negative effect

Compare: Requested assistance (V2) Paycheck Protection Program (PPP), first time applicant

Overall effect vs Requested assistance (V2)

Data Collected 05/17/2023 to 05/23/2023



Hover over the individual data points to see the specific statistic for the comparisons selected

DataSuppressions for Disclosure Avoidance

Multiple Response Comparisons

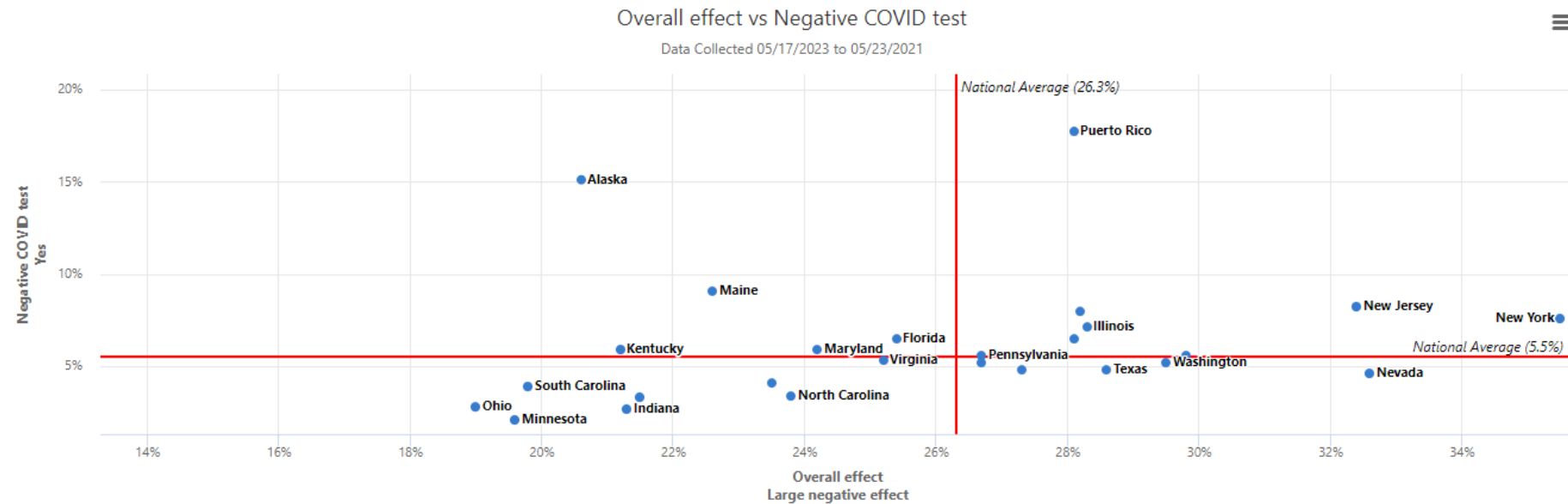
Need help understanding this page? [Download the Visualization Guide](#) or see the [full questionnaire](#) or find more information about the [methods to produce these data](#).

Collection Dates: 05/17/2021 to 05/23/2021 ▾

Comparison Type: By State ▾

Compare: Overall effect ▾ Large negative effect ▾

Compare: Negative COVID test ▾ Yes ▾



Note: Visualizations do not include estimates that have been suppressed in order to prevent a disclosure, the release of data that reveals information or permits deduction of information about a particular survey unit. (In the example above, not all 50 states are displayed since others states have been suppressed.)

Navigating the Weekly Comparisons Tab

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: ▾

Filter: Overall effect

- Overall effect
- Total Revenue
- Change in revenues
- Temporary Closure
- Location open/close
- Change in employees
- Supply chain

Select a Survey Question

Select a Time Range

Select filter to view weekly responses by State, NAICS sector, or MSAs

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: MSA ▾ National Average ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: NAICS ▾ 31-33: Manufacturing ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: State ▾ National Average ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: Phase 1 and Phase 2 ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: National Average

- National Average
- 12060: Atlanta-Sandy Springs-Alpharetta, GA
- 12420: Austin-Round Rock-Georgetown, TX
- 12580: Baltimore-Columbia-Towson, MD
- 13820: Birmingham-Hoover, AL
- 14460: Boston-Cambridge-Newton, MA-NH
- 15380: Buffalo-Cheektowaga, NY
- 16740: Charlotte-Concord-Gastonia, NC-SC
- 16980: Chicago-Naperville-Elgin, IL-IN-WI
- 17140: Cincinnati, OH-KY-IN

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: NAICS ▾ 31-33: Manufacturing ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: State ▾ National Average ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: Phase 1 and Phase 2 ▾

Survey Responses Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full page.

Survey Question: Overall effect ▾

Time Range: Phase 1 and Phase 2 ▾

Filter: National Average

- National Average
- 21: Mining, Quarrying, and Oil and Gas Extraction
- 22: Utilities
- 23: Construction
- 31-33: Manufacturing
- 42: Wholesale Trade
- 44-45: Retail Trade
- 48-49: Transportation and Warehousing
- 51: Information
- 52: Finance and Insurance

Navigating the Weekly Comparisons Tab

Survey Responses Weekly Comparison

Need help understanding this page? [Download the Visualization Guide](#) or see the [full questionnaire](#) or find more information about the methods to produce these data.

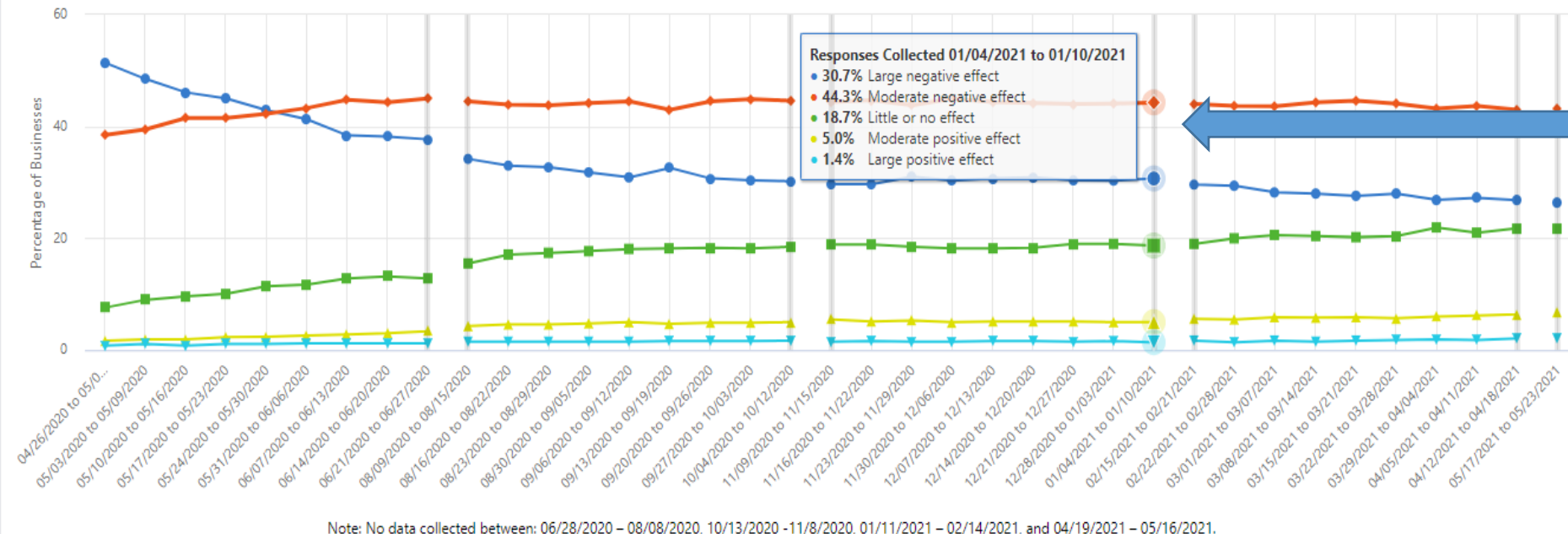
Survey Question: Overall effect ▾

Time Range: Phase 1, Phase 2, Phase 3, Phase 4, Phase 5 ▾

Filter: State ▾ National Average ▾

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

National Average



Hover over each week to see the percentages for each response to a particular question

DataSuppressions for Disclosure Avoidance



Note: Visualizations do not include estimates that have been suppressed in order to prevent a disclosure, the release of data that reveals information or permits deduction of information about a particular survey unit. (In the example above, the percentages do not add up to 100%; the remaining percentage that is not shown on the graph results from data that has been suppressed due to disclosure avoidance.)

Navigating the Prior Year Comparison Section

Prior Year Comparison

Prior year comparison weeks are matched such that they cover the same time period.

Collection Dates: 05/17/2021 to 05/23/2021

Prior Year Dates: 05/17/2021 to 05/23/2021

Survey Question: Overall effect

Compare: State Nothing selected

Select Time
Period

Prior Year is
Automatically
Populated

Prior Year Comparison

Prior year comparison weeks are matched such that they cover the same time period.

Collection Dates: 05/17/2021 to 05/23/2021

Prior Year Dates: 04/26/2020 to 05/02/2020

Survey Question: Overall effect

Compare: State Nothing selected

Select Survey Question

Prior Year Comparison

Prior year comparison weeks are matched such that they cover the same time period.

Collection Dates: 05/17/2021 to 05/23/2021

Prior Year Dates: 04/26/2020 to 05/02/2020

Survey Question: Change in revenues

Compare: Overall effect
Total revenue
Change in revenues
Change in employees
Change in hours
Expectations

Prior Year Comparison

Prior year comparison weeks are matched such that they cover the same time period.

Collection Dates: 05/17/2021 to 05/23/2021

Prior Year Dates: 04/26/2020 to 05/02/2020

Survey Question: Change in revenues

Compare: State
NAICS
MSA

Compare the Current Year
National level, States, NAICS
sectors, or MSAs to Prior Year

Navigating the Prior Year Comparison Section

Prior Year Comparison

Prior year comparison weeks are matched such that the samples are similar across the two weeks. Differences may include removal due to out-of-business or difference in responding units.

Collection Dates: 05/17/2021 to 05/23/2021 ▼

Prior Year Dates: 04/26/2020 to 05/02/2020

Survey Question: Expectations ▼

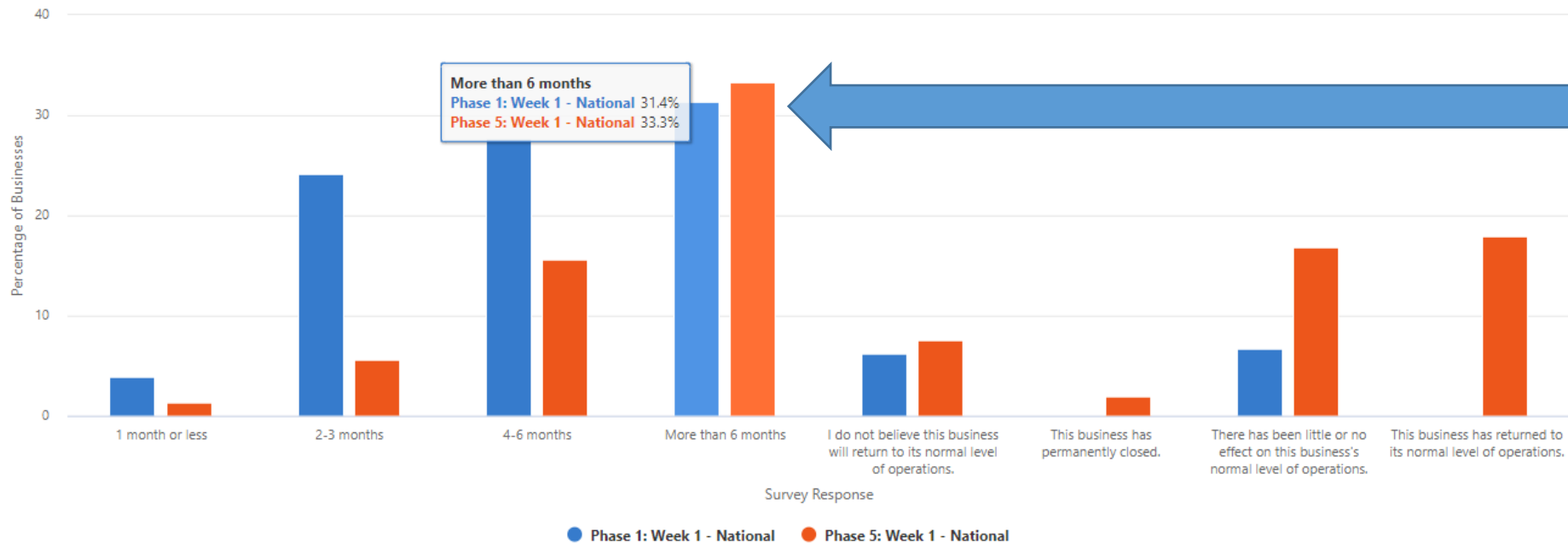
Compare: State ▼ Nothing selected ▼

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



Phase 1: Week 1 - Data Collected 04/26/2020 to 05/02/2020

Phase 5: Week 1 - Data Collected 05/17/2021 to 05/23/2021



Hover over the individual data points to see the specific statistic for the comparisons selected

DataSuppressions for Disclosure Avoidance



Note: Visualizations do not include estimates that have been suppressed in order to prevent a disclosure, the release of data that reveals information or permits deduction of information about a particular survey unit. (In the example above, only three of the five responses are populated for the selected state, while the other responses have been suppressed.)

Index Construction for the Small Business Pulse Survey

An index may be used to create a numeric representation of a question or set of questions that have non-numeric answers. Three indices are constructed for the Small Business Pulse Survey (SBPS):

- **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 Market Challenges Index (MCI)** – assesses the degree of tightness businesses face in the markets for labor, goods, and services purchased by businesses, and the businesses' own goods. (Phases 6 and 7 only)
- **The Financial Stress Index (FSI)** – assesses the financial difficulties experienced by businesses. (Discontinued in phase 4)
- **The Expected Recovery Index (ERI)** – summarizes the length of the expected recovery of businesses.

The indices can be found in the data visualization on the Weekly Comparisons tab. For more information on the construction of the indices, please see the documentation provided on the Downloads tab.

Navigating the Survey Index Weekly Comparison

Survey Index Weekly Comparison

Need help understanding this page? Download the Visualization Guide or see the full questionnaire or find more information about the methods to produce these data.
Interested in how we derive indexes? Check out the documentation

Impact Index: Overall sentiment index ▼

Compare:

Current

Overall sentiment index

Operational challenges index

Market challenges index

Expected recovery index

Previous

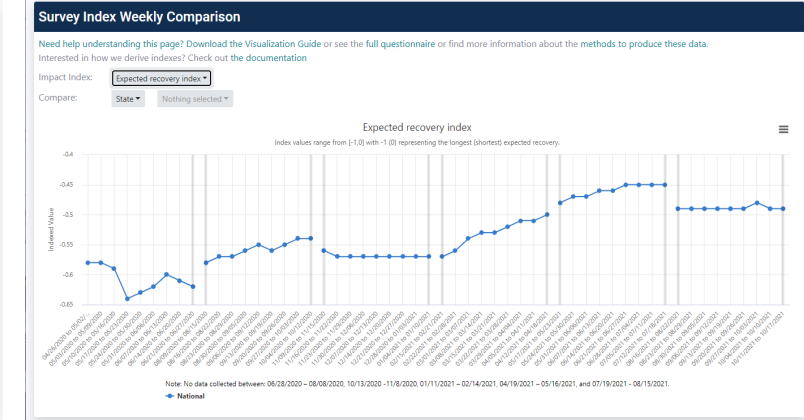
Financial stress index

Select Impact Index

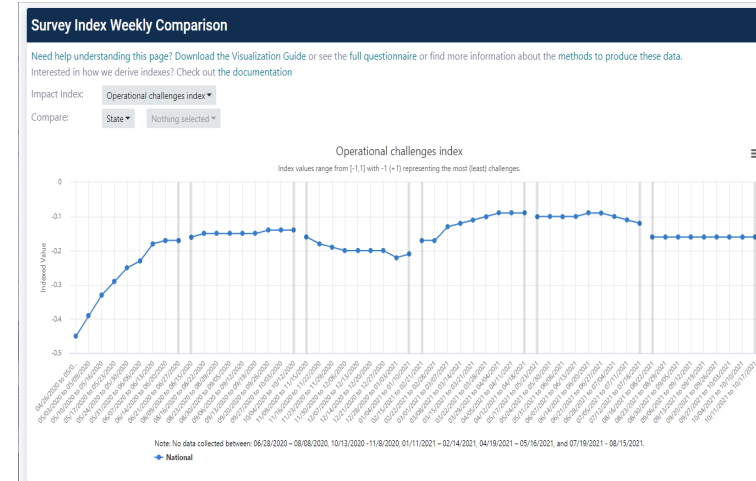
Compare the National level to States, NAICS sectors, or MSAs to Prior Year



Overall Sentiment Index



Expected Recovery Index



Operational Challenge Index