Small Business Pulse Survey
Data Visualization User Guide

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
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 map in the Responses by Geography and Sector section of the visualization displays the comparison of each state to the national average for any given question selected from the dropdown.

• The graph in the Responses by Geography and Sector section of the visualization displays the comparison of each sector to the national average for any given question selected from the dropdown.

• The Survey Response Detail section of the visualization can compare the responses from all sectors at a national level to the responses from specific sectors at a national level or to the responses from specific states for all sectors.
Navigating the Small Business Pulse Survey Visualization

See Help for FAQs and Contact Info 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

Select a Collection Week

Select a Survey Question

Select a Survey Answer
Navigating the Responses by Geography and Sector Section

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.
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

Select a Collection Week

Survey Response Detail

Select a Survey Question

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

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

Select a Collection Week

Select the Type of Comparison

Select the two question and answers for comparisons
Navigating the Multiple Response Comparisons Section

Hover over the individual data points to see the specific statistic for the comparisons selected.
Data Suppressions 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, not all 50 states are displayed since others states have been suppressed.)
Navigating the Weekly Comparisons Tab

Select a Survey Question

Select a Time Range

Select filter to view weekly responses by State, NAICS sector, or MSAs
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 and Phase 2
Filter: State National Average

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

National Average

Note: No data collected between 6/27 and 6/9

Responses Collected 6/7 to 6/13
- 38.4% Large negative effect
- 44.8% Moderate negative effect
- 12.8% Little or no effect
- 2.8% Moderate positive effect
- 1.2% Large positive effect

Hover over each week to see the percentages for each response to a particular question.
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.)
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. Four 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 Financial Stress Index (FSI)** – assesses the financial difficulties experienced by businesses.
- **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.
This index assesses the overall effect of the pandemic on businesses. Negative values (up to -1) of the index indicate a negative effect (increasingly so as the index value approaches -1), zero indicates little or no effect, and positive values (up to +1) indicate a positive effect (increasingly so as the index value approaches +1).
This index assesses the impact on general operations of businesses. Negative values (up to -1) of the index indicate a negative effect on operations (increasingly so as the index value approaches -1), zero indicates little or no effect, and positive values (up to +1) indicate a positive effect (increasingly so as the index value approaches +1).
This index assesses the financial stress experienced by businesses. Negative values (up to -1) of the index indicate a negative financial impact (increasingly so as the index value approaches -1), while zero indicates little or no effect.
This index summarizes the length of the expected recovery of businesses. Negative values (up to -1) of the index indicate that the business needs time to recover (and an increasing recovery period as the index value approaches -1), while zero indicates little or no effect (no recovery period).