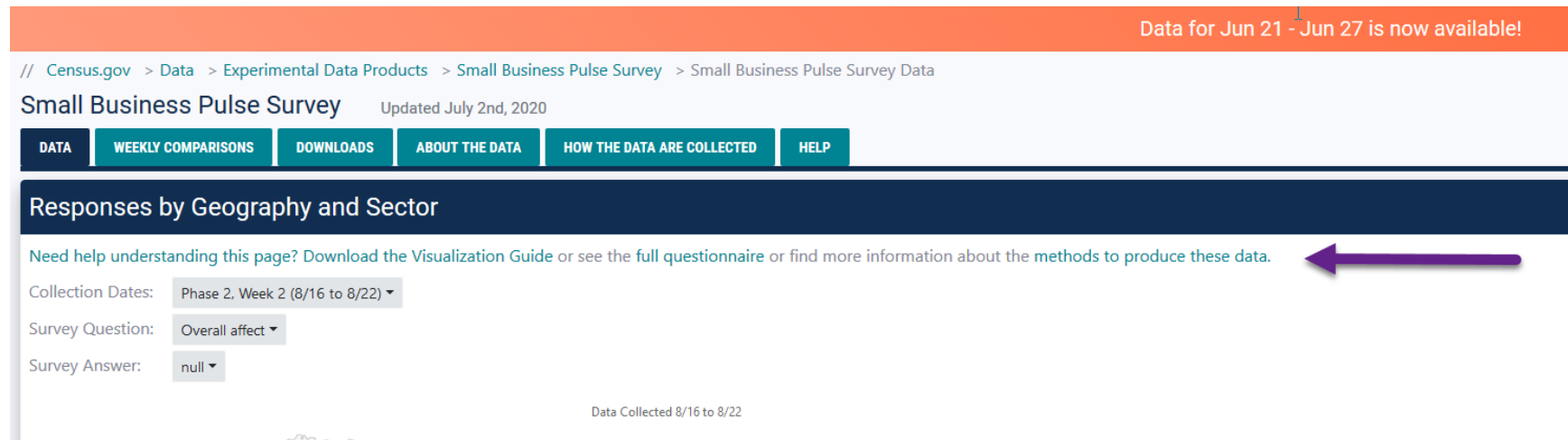


B: Small Business Pulse Survey Data Visualization Mockup

Data will be represented in a user-friendly graphical format and available at <https://www.census.gov/businesspulsedata> as a featured experimental data product.



Updated: Overall Impact to Overall Affect

The text 'see the full questionnaire or find more information about the methods to produce these data' will be added above the visuals on the data tab and the weekly comparison tab. Note, the screenshots below have the previous shorter language as we are working to implement this on the other pages, but the image above shows what they will look like.

'Methods to Produce the Data' will link to About the Data tab

About the Data – top part of the page

Subjective comments were incorporated into the Content section of the about the data.

About

Purpose

The Small Business Pulse Survey (SBPS) complements existing U.S. Census Bureau data collections by providing high-frequency, detailed information on the challenges small businesses are facing during the Coronavirus pandemic as well as their participation in federal programs such as the Paycheck Protection Program.

The results from this survey will be particularly useful to policymakers as they seek to address some of the challenges faced by small businesses. In addition, the information will be useful to businesses making decisions and researchers studying the impact and responses to the pandemic.

Coverage

The target population is all nonfarm, single-location employer businesses with 1-499 employees and receipts of \$1,000 or more in the 50 states, District of Columbia, and Puerto Rico. The sampling frame was extracted from the Business Register in April 2020. The following industries were designated as out of scope for the Business Pulse Survey:

- Agriculture production (NAICS in ('110000', '111', '112'))
- Railroads (NAICS = '482')
- U.S. Postal Service (NAICS = '491')
- Monetary Authorities – Central Bank (NAICS = '521')
- Funds, Trusts, and Other Financial Vehicles (NAICS = '525')
- Religious grant operations and Religious organizations (NAICS = '813')
- Private households (NAICS = '814')
- Public administration (NAICS = '92')
- Unclassified with legal form of organization as tax-exempt or unknown

Content

The Small Business Pulse Survey is being collected in phases in order to provide information on the evolving circumstances in which businesses are operating.

The first phase of the Small Business Pulse Survey provided detailed information about small business operations and finances, requests and receipt of assistance, and two subjective measures, one of overall well-being and one of expectations for recovery. Subjective survey questions may be answered based on the experiences or feelings of the business owners, as well as on observable or factual events. The second phase of the Small Business Pulse Survey retains the core concepts from the first phase of the survey, but include updated content to reflect the changing circumstances faced by small businesses. These concepts include rehiring laid off or furloughed employees, work from home, the use of online platforms to offer goods or services, and changes in capacity of the business. The second phase expands the federal assistance questions to include tax deferrals and credits as well as the Fed's Main Street Lending program, and also asks businesses about future program needs.

Home: Geographical and Bar Chart

// [Census.gov](#) > [Data](#) > [Experimental Data Products](#) > [Small Business Pulse Survey](#) > [Small Business Pulse Survey Data](#)

Small Business Pulse Survey Updated July 2nd, 2020



- DATA
- WEEKLY COMPARISONS
- DOWNLOADS
- ABOUT THE DATA
- HOW THE DATA ARE COLLECTED
- HELP

Responses by Geography and Sector

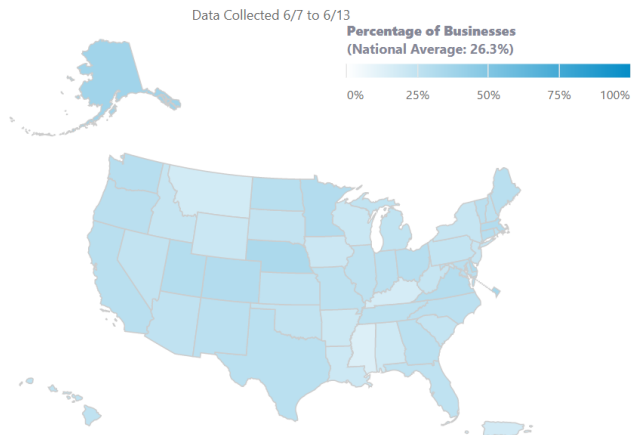
Need help understanding this page? Download the Visualization Guide

Collection Dates: Week 7 (6/7 to 6/13)

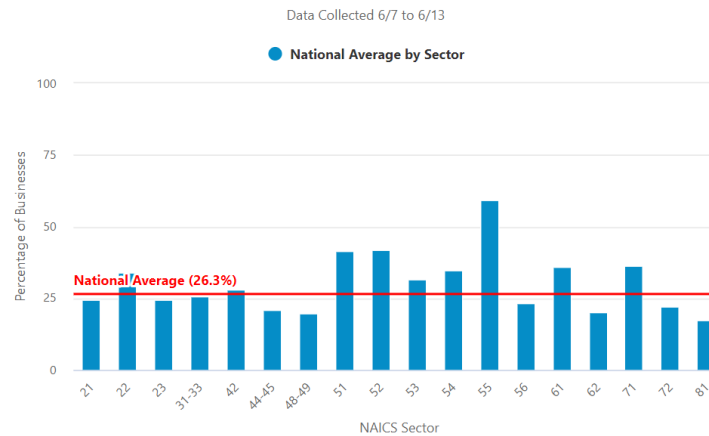
Survey Question: Cash on hand

Survey Answer: 3 or more months of business operations

How would you describe the current availability of cash on hand for this business, including any financial assistance or loans? Currently, cash on hand will cover:



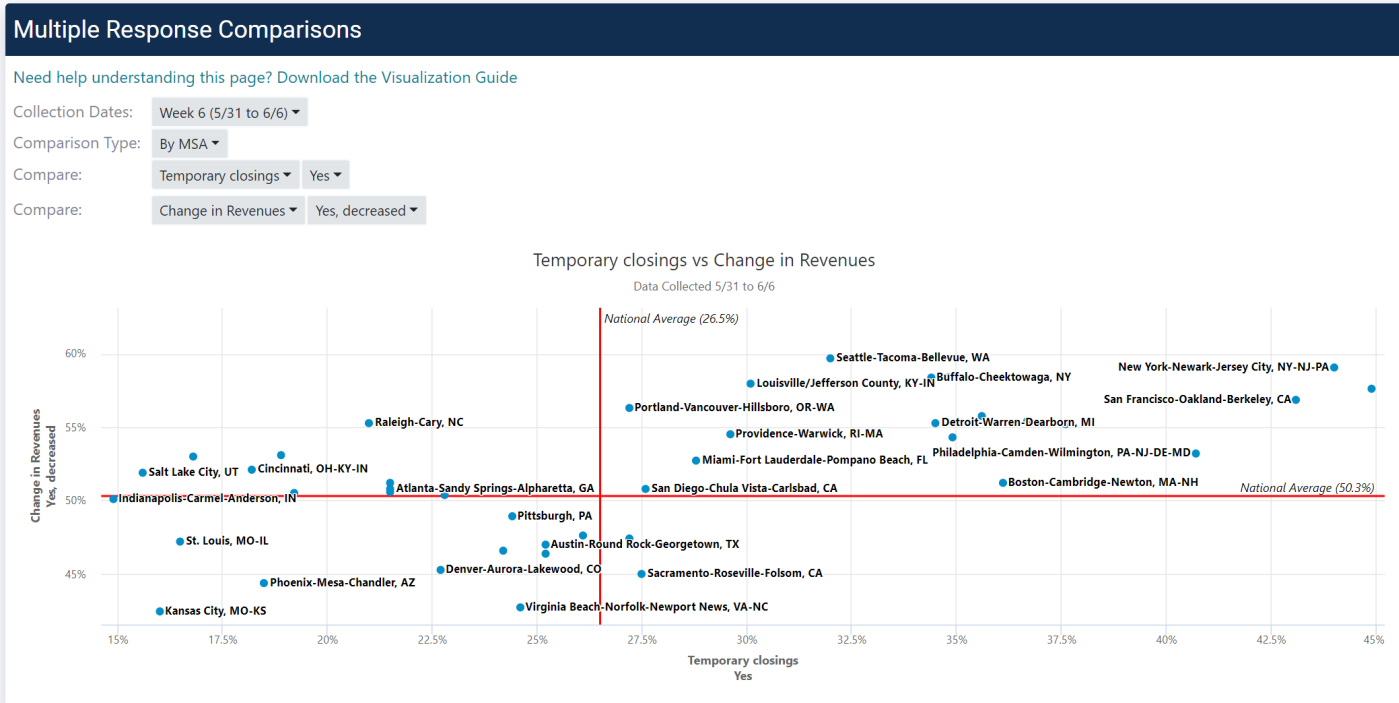
How would you describe the current availability of cash on hand for this business, including any financial assistance or loans? Currently, cash on hand will cover:



Home: Survey Response Detail



Home: Multiple Response Comparisons



Weekly Comparisons tab: Survey Responses Weekly Comparison

Survey Responses Weekly Comparison

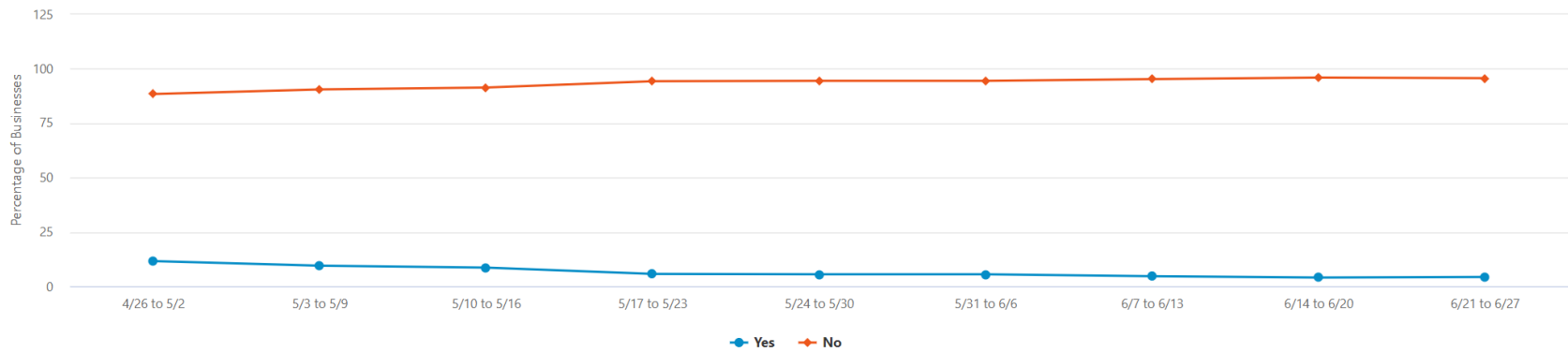
Need help understanding this page? [Download the Visualization Guide](#)

Survey Question: Missed loan payments ▾

Filter: NAICS ▾ 44-45: Retail Trade ▾

The White House declared a national emergency because of the COVID-19 pandemic on March 13,2020. Since then, has this business missed any loan payments? Loan payments that have been forgiven or postponed should not be considered to be missed

Sector 44 Average (Retail Trade)



Census Bureau pre-decisional

Downloads tab: Downloads and Documentation

Census Bureau pre-decisional

Downloads and Documentation									
Dataset	4/26 - 5/02	5/03 - 5/09	5/10 - 5/16	5/17 - 5/23	5/24 - 5/30	5/31 - 6/06	6/7 - 6/13	6/14 - 6/20	6/21 - 6/27
National, Sector	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
National, State	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
National, State by Sector	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
Top 50 MSA	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
Sub-sector (NAICS3)	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
National, Employee Size	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
Unit Response Rate	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS	XLS
All Files	ZIP	ZIP	ZIP	ZIP	ZIP	ZIP	ZIP	ZIP	ZIP
Documentation									
Data Dictionary	CSV								
README	TXT								
Documentation As Of	4/26			5/17					
SBPS Questionnaire	PDF			PDF					
Codebook	XLS			XLS					

