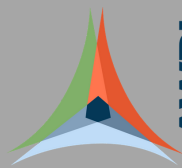




# **AWBI SMALL BUSINESS SURVEY: IMPACT OF COVID-19**



**AWBI ATLANTA WEALTH  
BUILDING INITIATIVE**



# ABOUT THE SURVEY

## Overview

The COVID-19 pandemic is having a negative impact on small businesses throughout the City of Atlanta. Businesses are grappling with a loss of sales, fewer customers, and the risk of laying off employees. With black-owned businesses significantly lagging behind white-owned business in regards to business value, access to capital, and operational expertise, the economic loss facing businesses of color can have exponential financial impacts on families and communities throughout the city.

The data from this survey will assist the Atlanta Wealth Building Initiative and other organizations advocate for and mobilize resources to sustain Atlanta's small business community.



# SUMMARY

**112**

Survey Responders

**74%**

Are Not Financially  
Prepared for this Crisis

**87%**

Experienced Sluggish Sales  
in the Last 2 Weeks



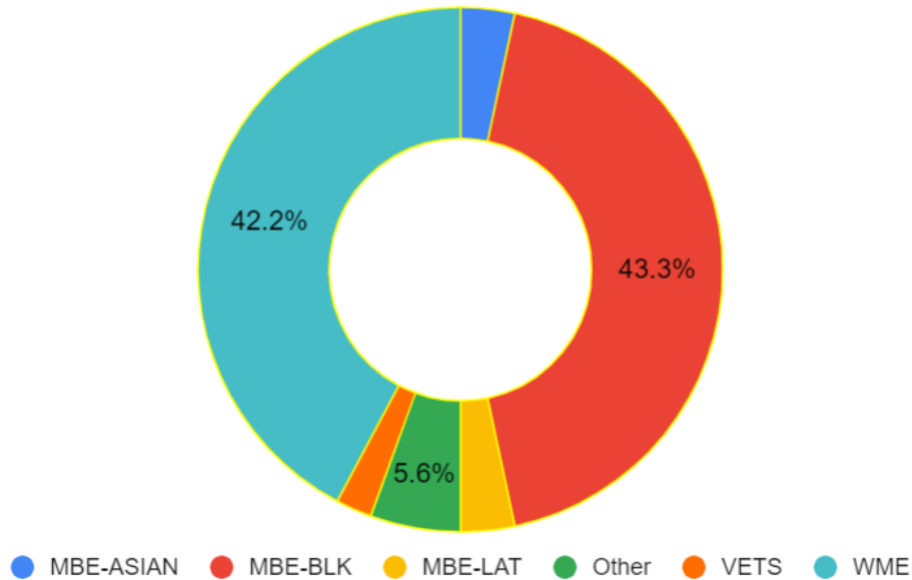


# DIFFICULTIES

Seventy-one percent of businesses foresee the need to layoff employees.

# DEMOGRAPHICS

Type of Business

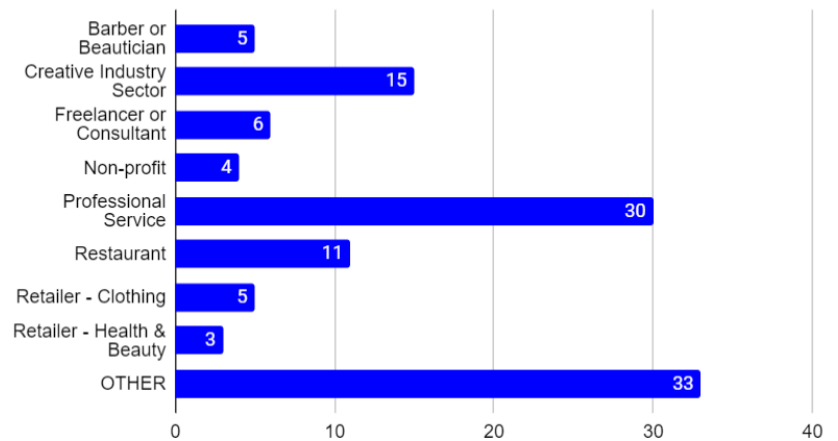


## The Businesses

Eight-five percent of responders were black and women-owned businesses with one to four employees.

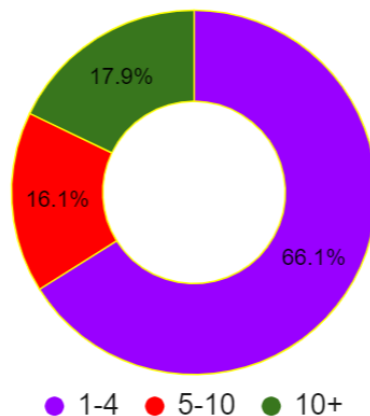
Professional Services was the largest business sector with 30% representation.

Business Sector



Note: Other includes a mix of business sectors

# of Employees

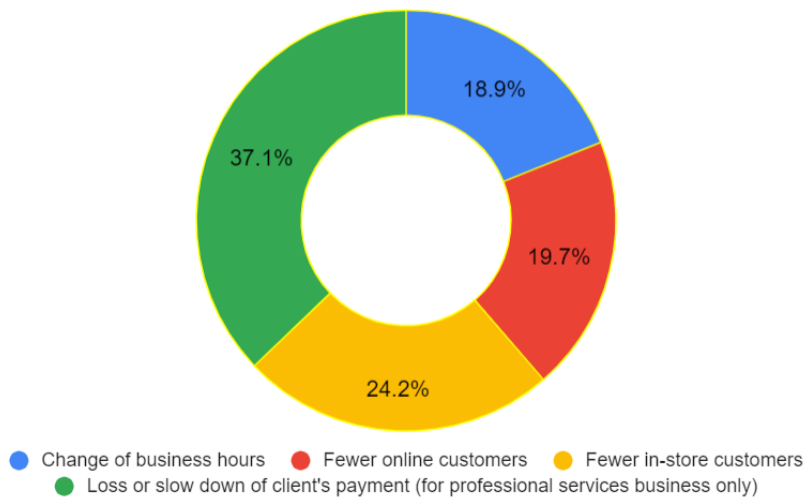




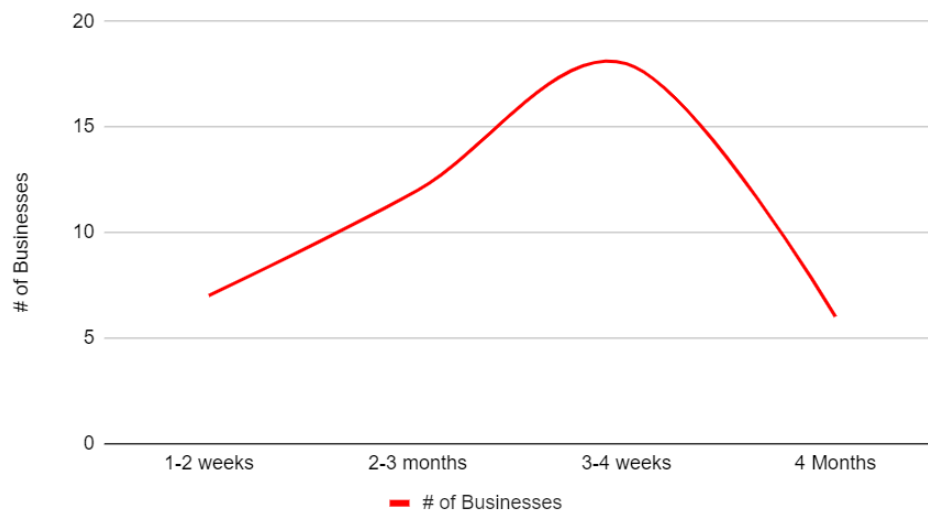
# IMPACTS

Businesses are mostly concerned with a loss of revenue through a reduction of in-store sales or client payments. Forty-one percent of businesses can financially maintain for three to four weeks.

**Current Business Impacts**

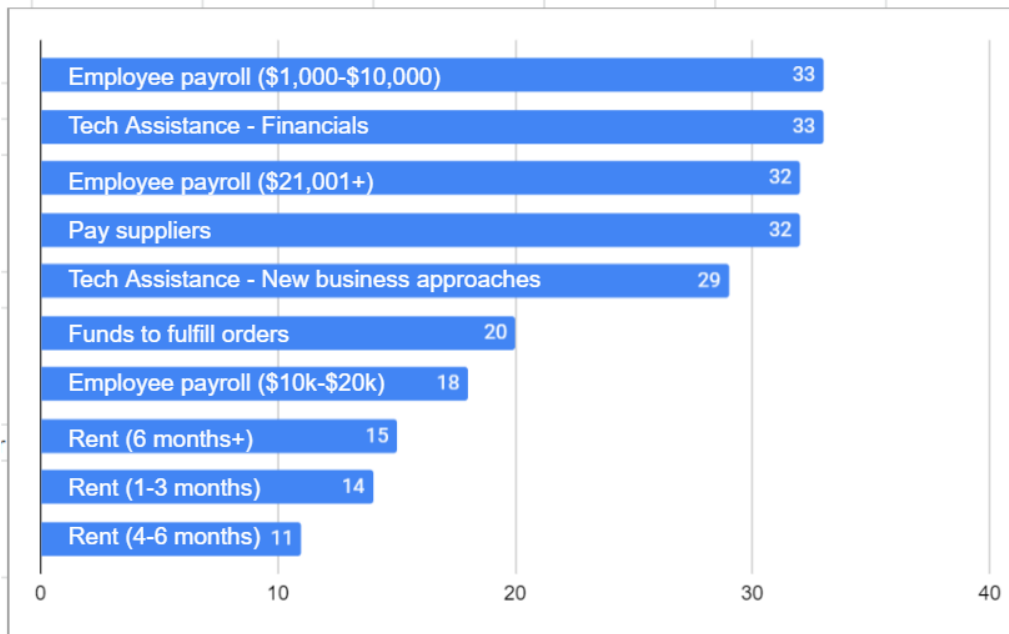


**Business Preparedness (Length of Time)**

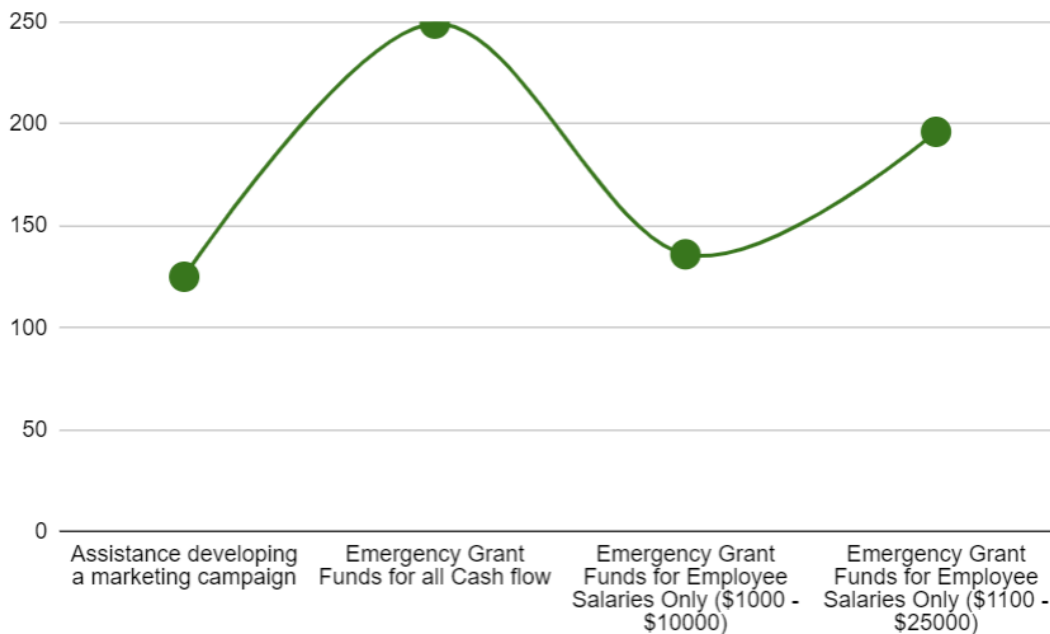


# HOW CAN WE HELP?

## Anticipated Needs for Support



## Preferred Type of Assistance





## SUMMARY

**"I would love to make money for my family, but I can also help other businesses as well. I'm trusting God to provide, but I'm continuing to do my part, the work. Taking steps forward, staying positive, and being open to new possibilities. Thank you for this opportunity. - Diana"**

Businesses recognize a need for a mix of resources that can assist in financial stabilization, learning ways to better market their business, and funding to cover employee salaries. Seventy-seven percent of business can provide documentation to substantiate business losses.