

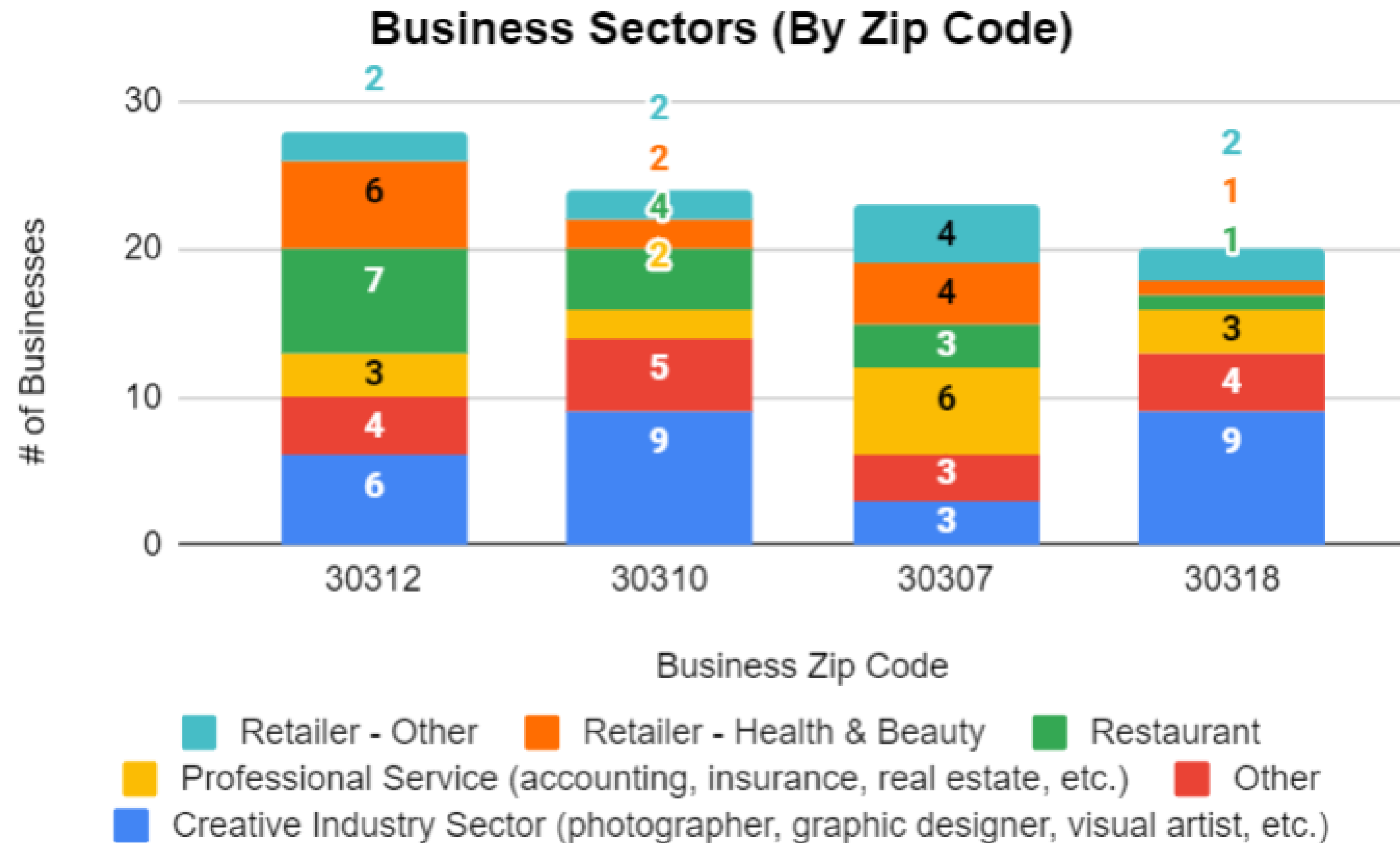


AWBI SMALL BUSINESSES SURVEY: ZIP CODE DATA REPORT

Data Collected: March 26, 2020



BUSINESS SECTORS



For all zip codes, the creative industries sector has the highest number of responders.

Next Top Sector:

- 30307 - Retailer - Health & Beauty
- 30310 - Other
- 30312 - Restaurant
- 30318 - Professional Services

Approach

RESPONDERS REPRESENT 21 ZIP CODES

The focus of this research is small businesses within the City of Atlanta (COA). Eighty-five percent of responders are COA businesses and the remaining represent communities in the Metro Atlanta and Central Georgia regions.

- More than 60% of survey responders are from six zip codes - 30307, 30310, 30312, 30315, 30318, and 30324
- Four zip codes (30310, 30312, 30318, and 30324) capture more than 50% of the black-owned and women-owned businesses.

Report details capture the zip codes with the highest concentration of black-owned and women-owned businesses.



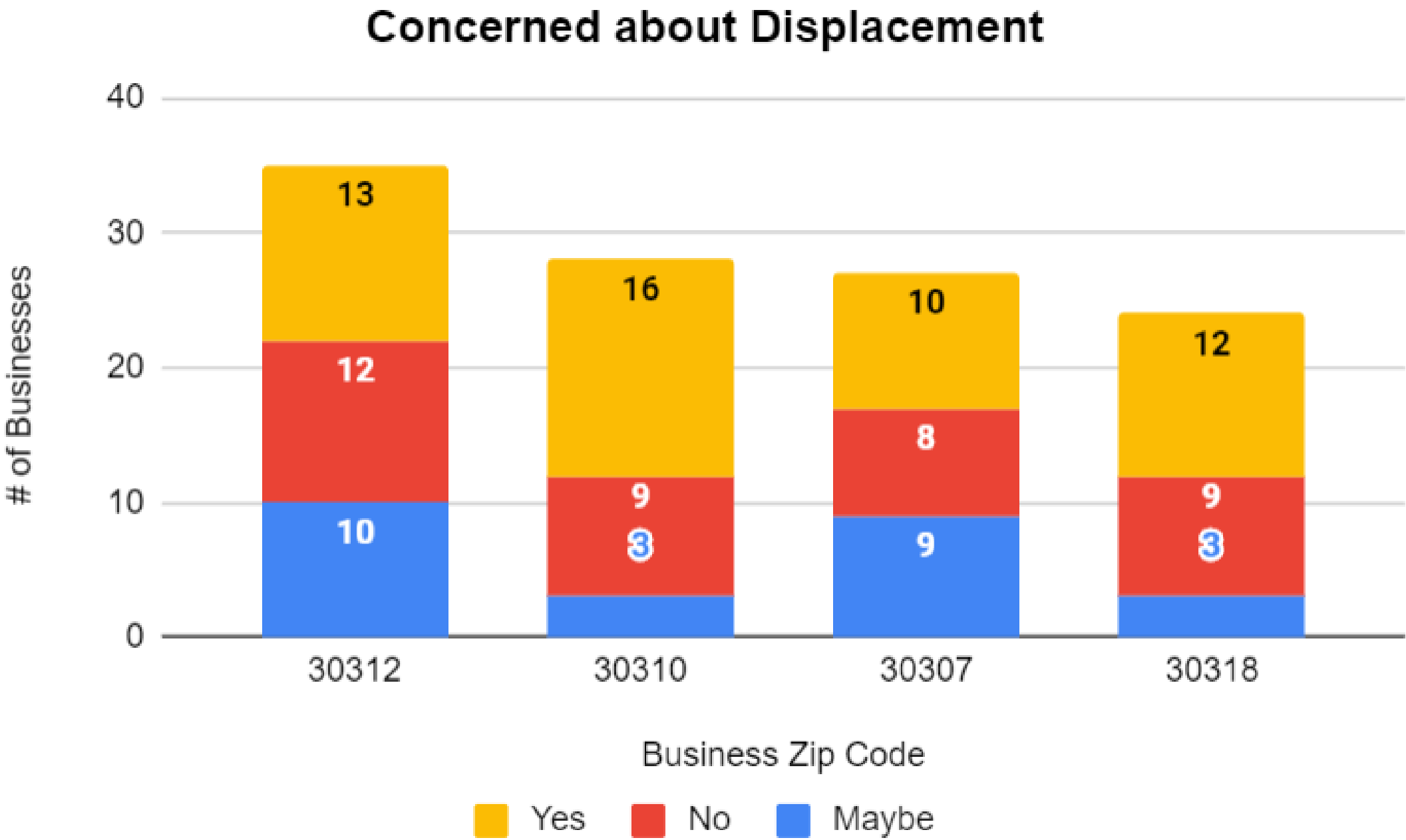


I have business disruption
insurance but it does NOT
cover this.

- KATHARINE



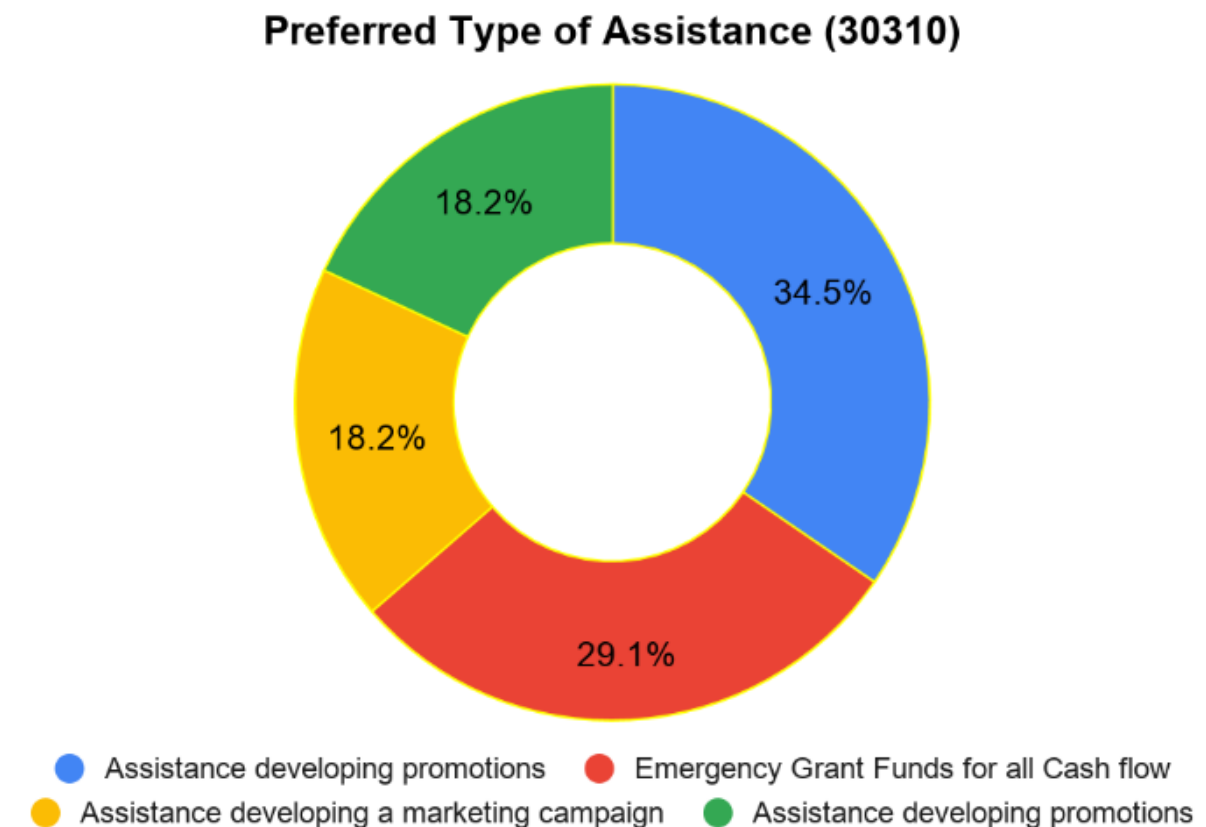
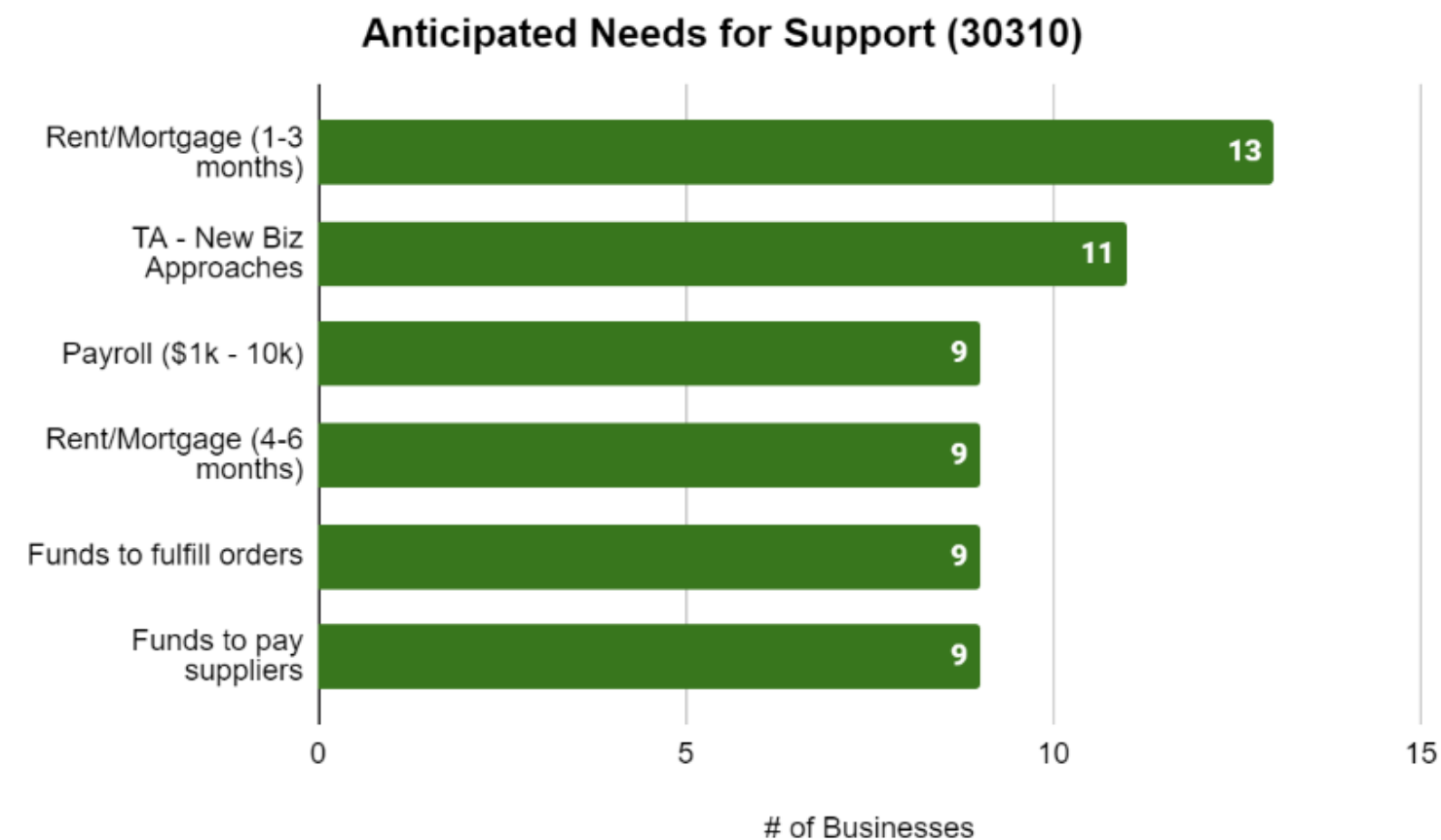
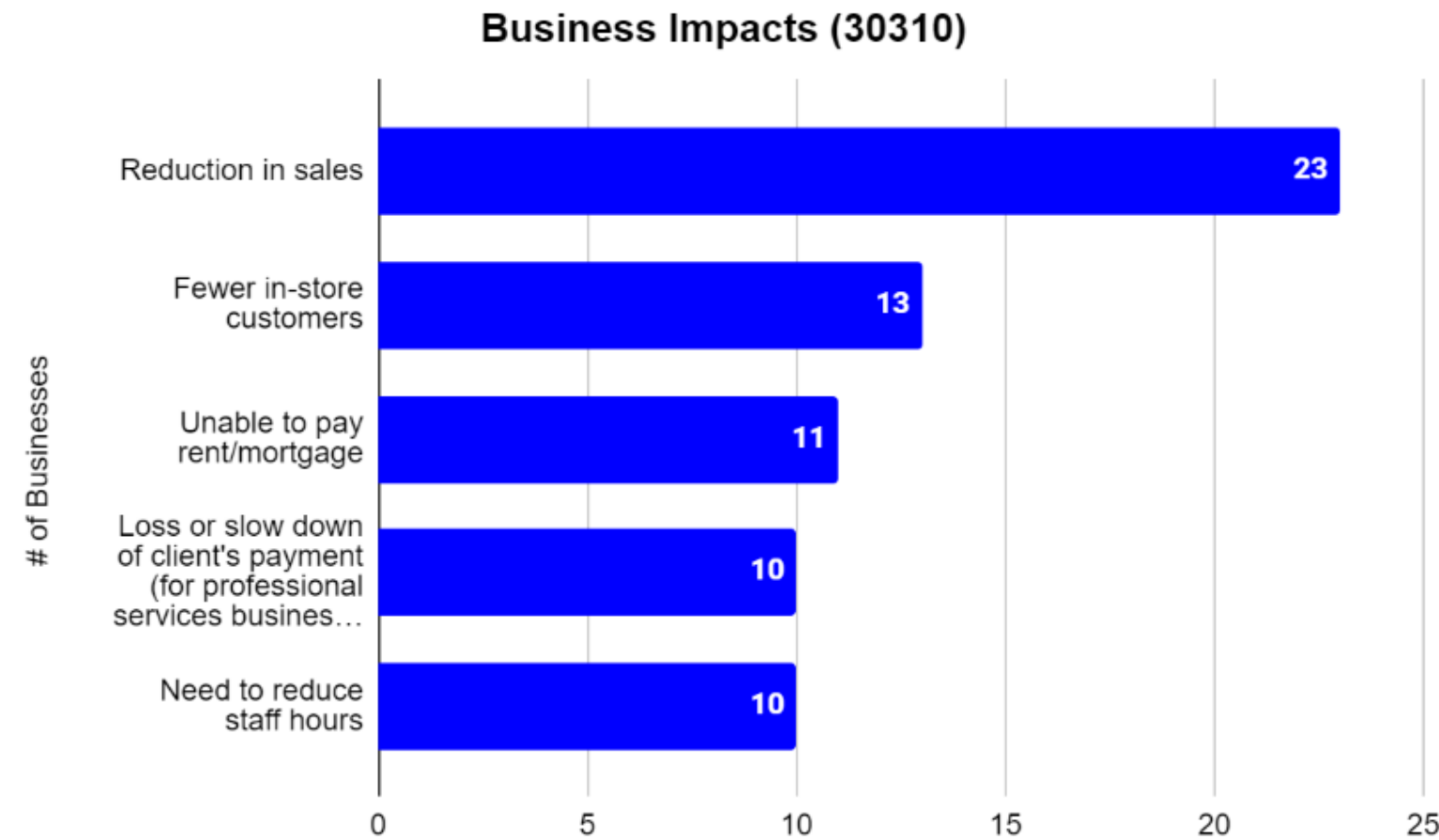
BUSINESS
DISPLACEMENT



Forty-four percent of businesses in these zip codes are concerned with the potential of business displacement.

30310

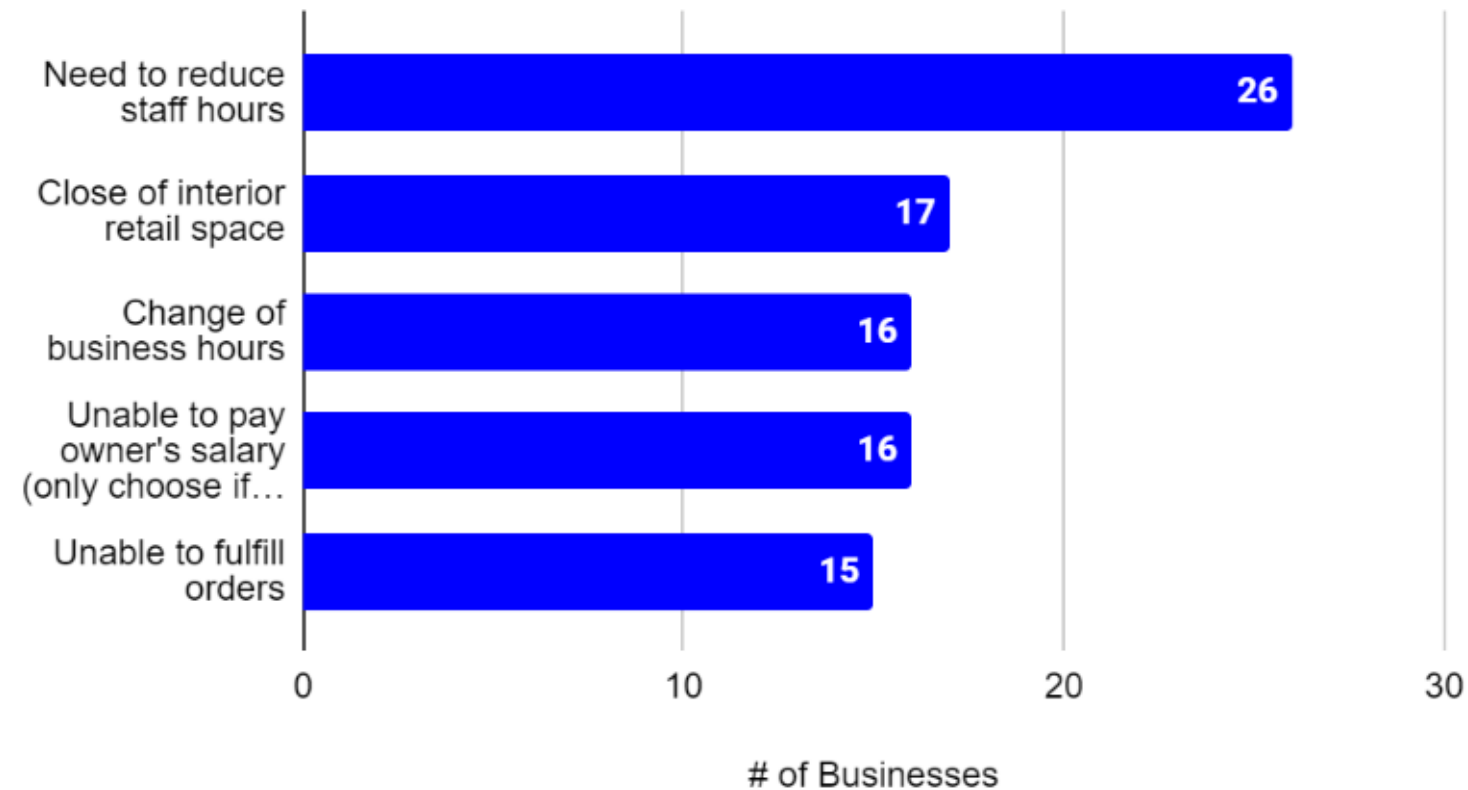
Small businesses operating in 30310 are mostly impacted by a loss of sales and foresee the need for assistance covering rent or mortgage for up to 3 months. However, the specific need requested the most is assistance in developing promotions.



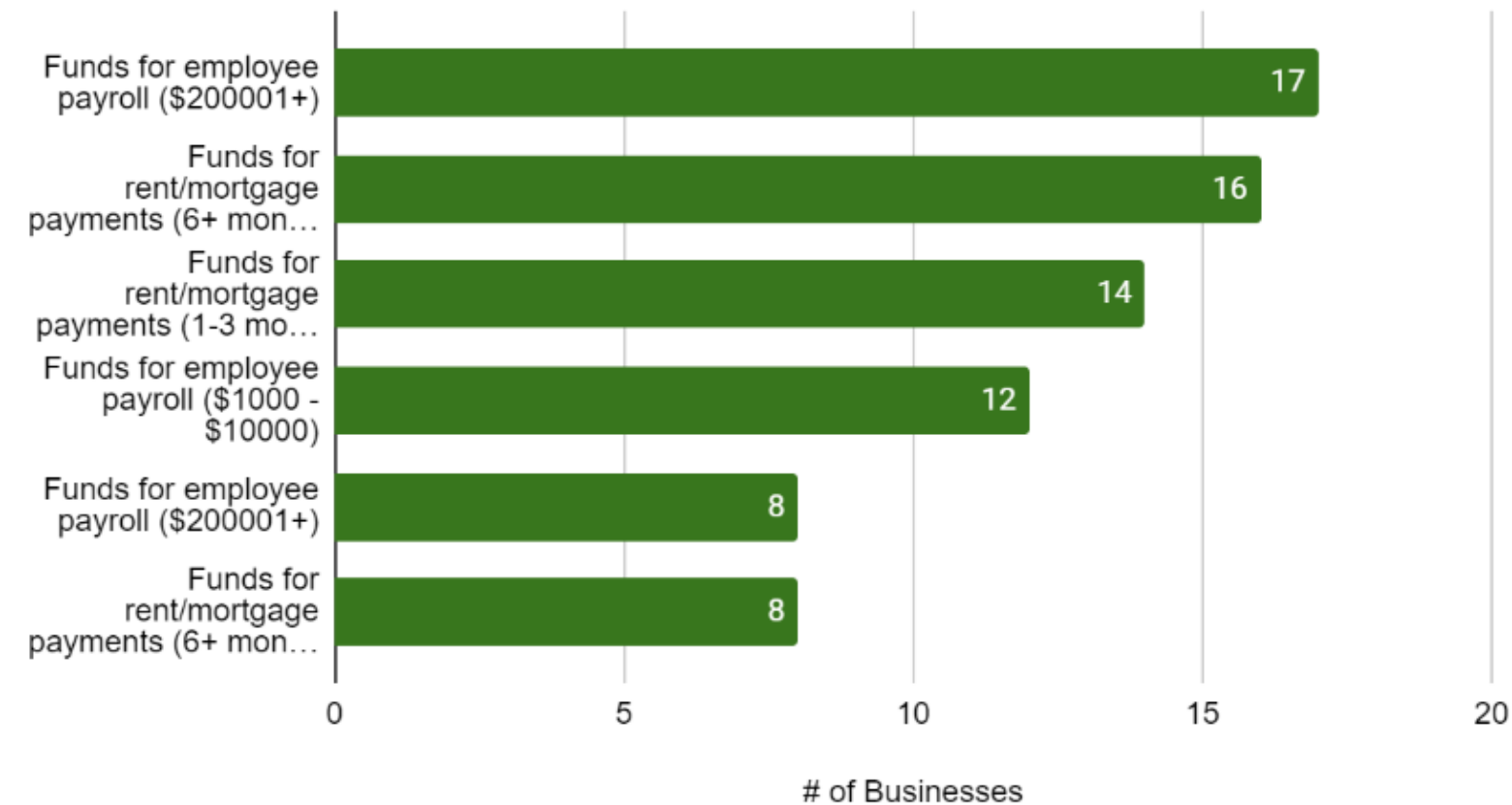
30312

Small businesses in 30312 were mostly concerned about reducing staff hours, which translated into an anticipated need of up to \$20,000 in funds for employee payroll. Entrepreneurs prefer a grant to fund their cash flow.

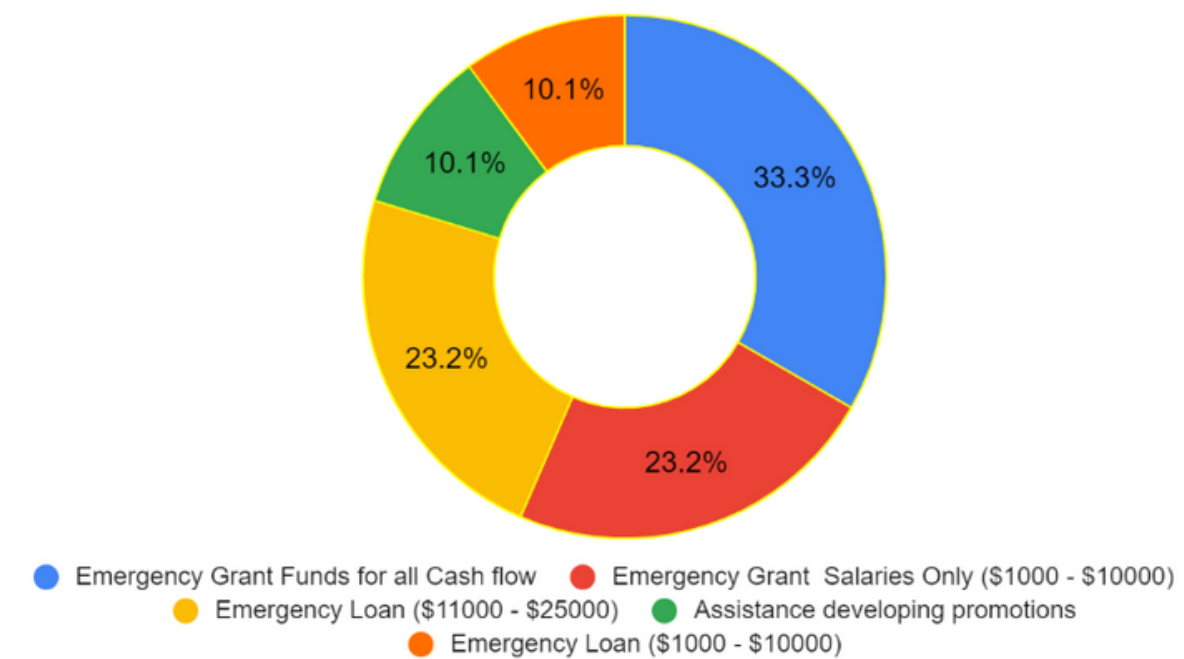
Business Impacts (30312)



Anticipated Needs for Support (30312)



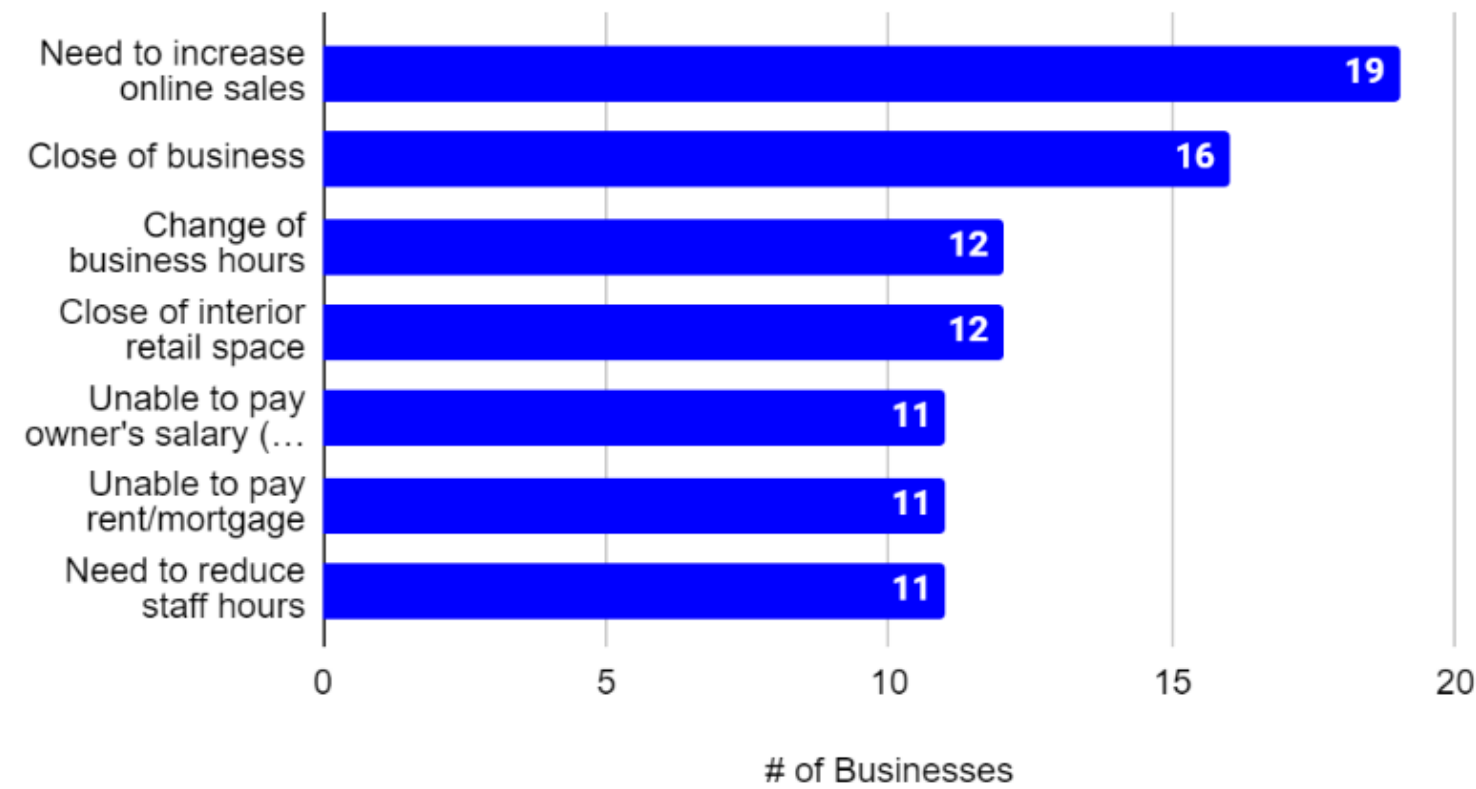
Preferred Type of Assistance (30312)



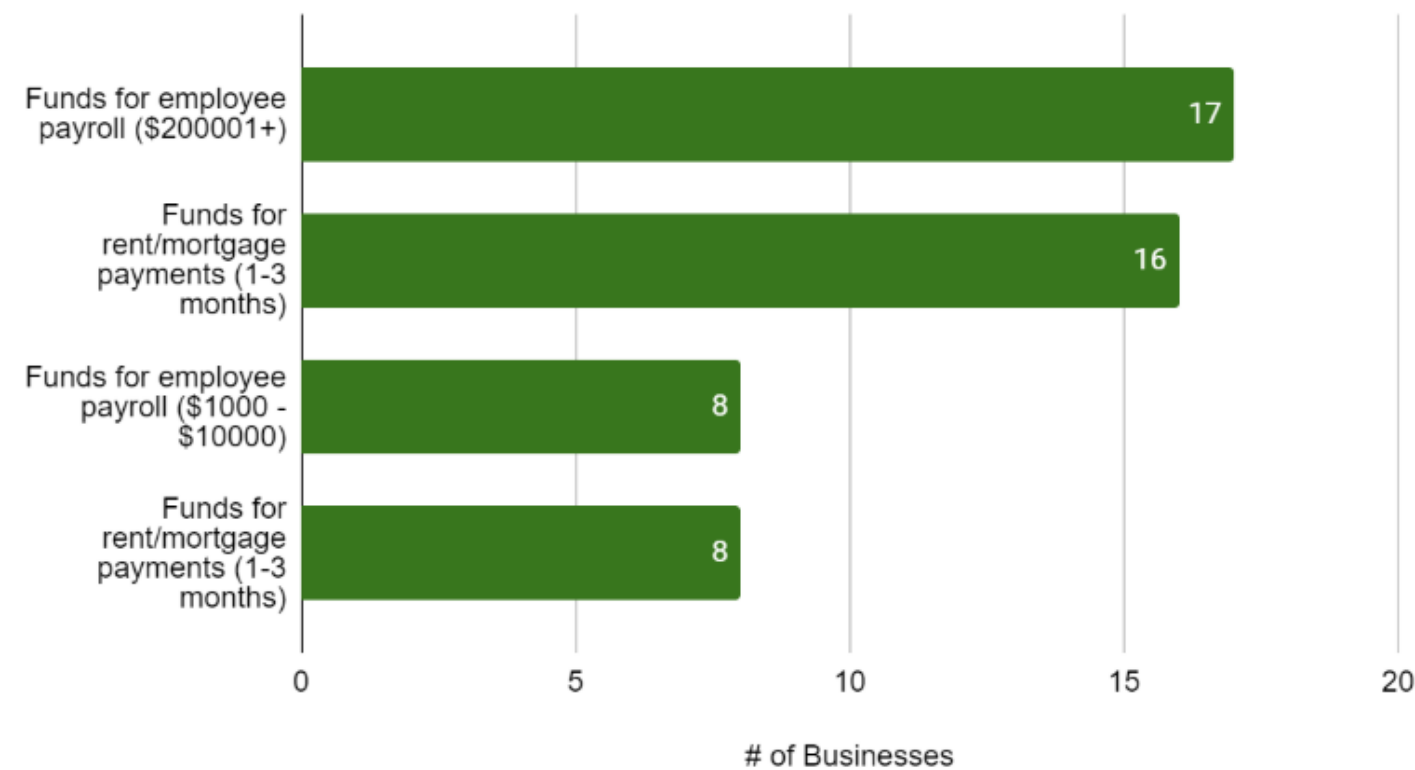
30307

Small businesses operating in 30307 recognize a need to increase online sales and anticipate support pay employee payroll of more than \$20,000. These businesses see an opportunity to learn how to develop promotions.

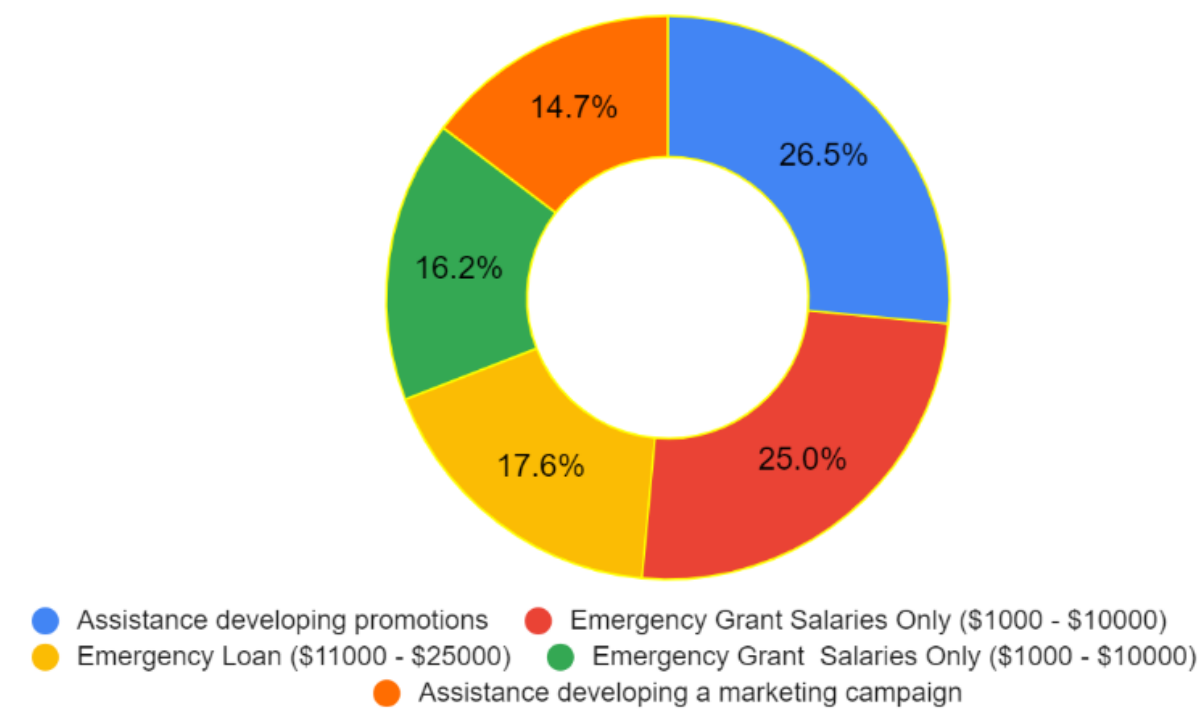
Business Impacts (30307)



Anticipated Needs for Support (30307)



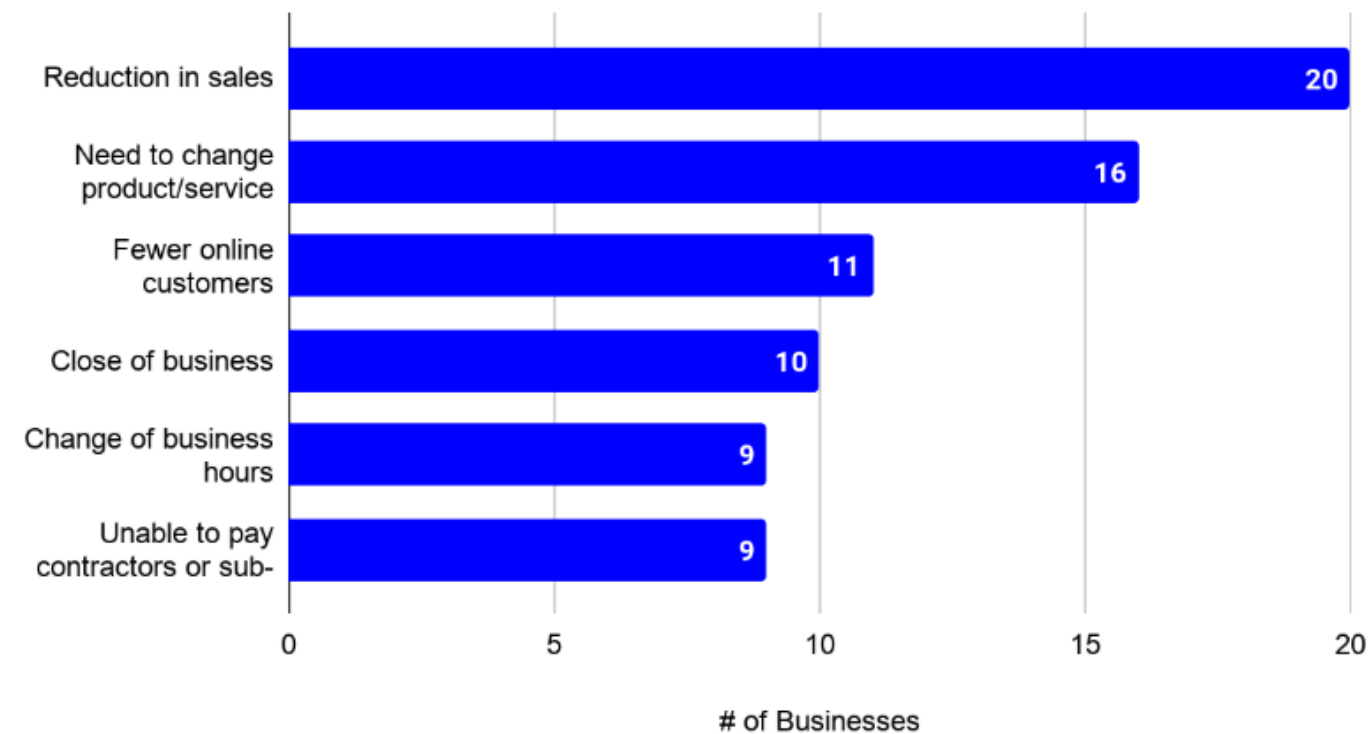
Preferred Type of Assistance (30307)



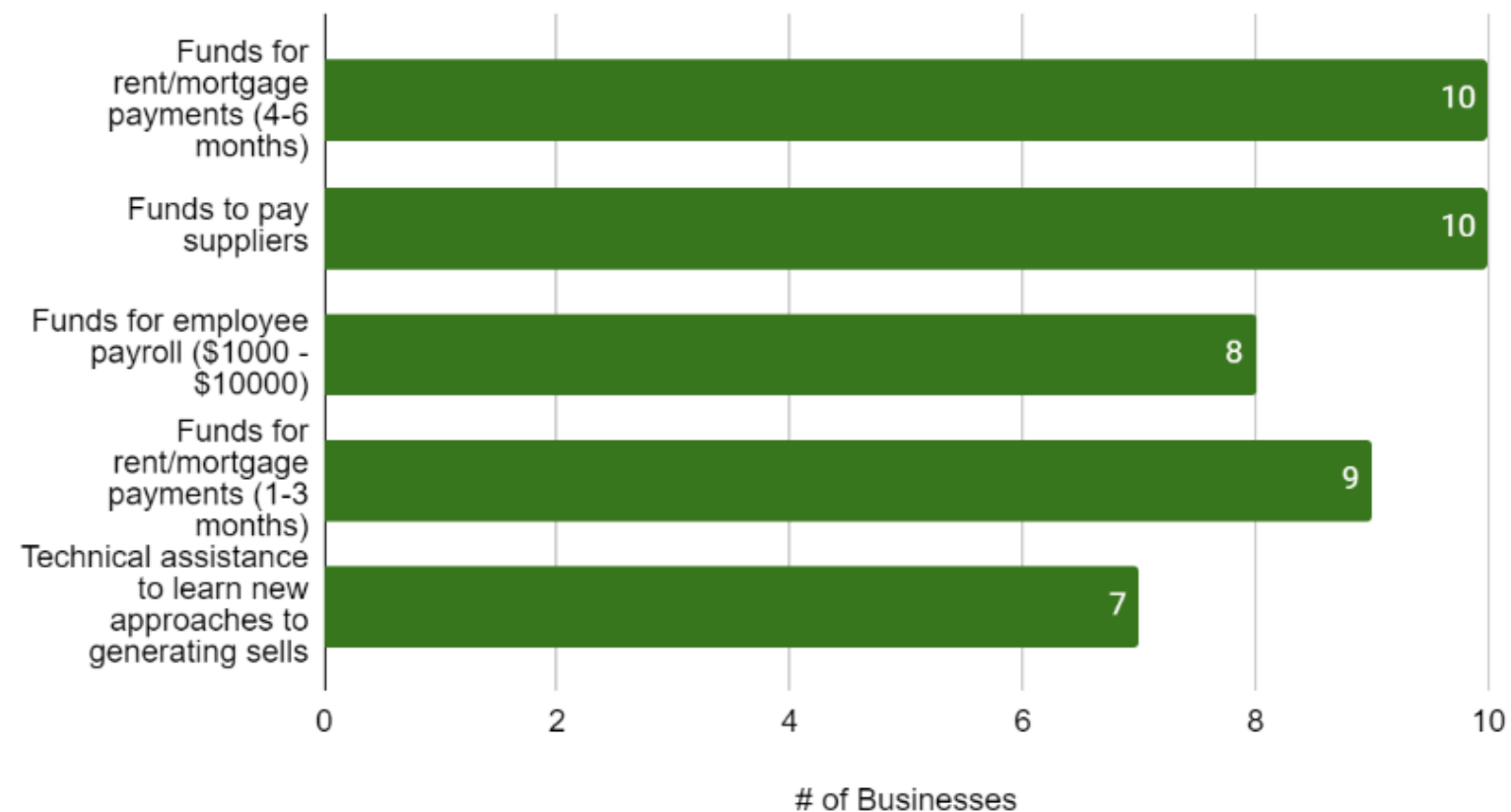
30318

Small businesses operating in 30318 are experiencing a reduction in sales and foresee a need for funds to cover rent or mortgage payments for four to six months. These businesses see help developing promotions as their preferred type of assistance.

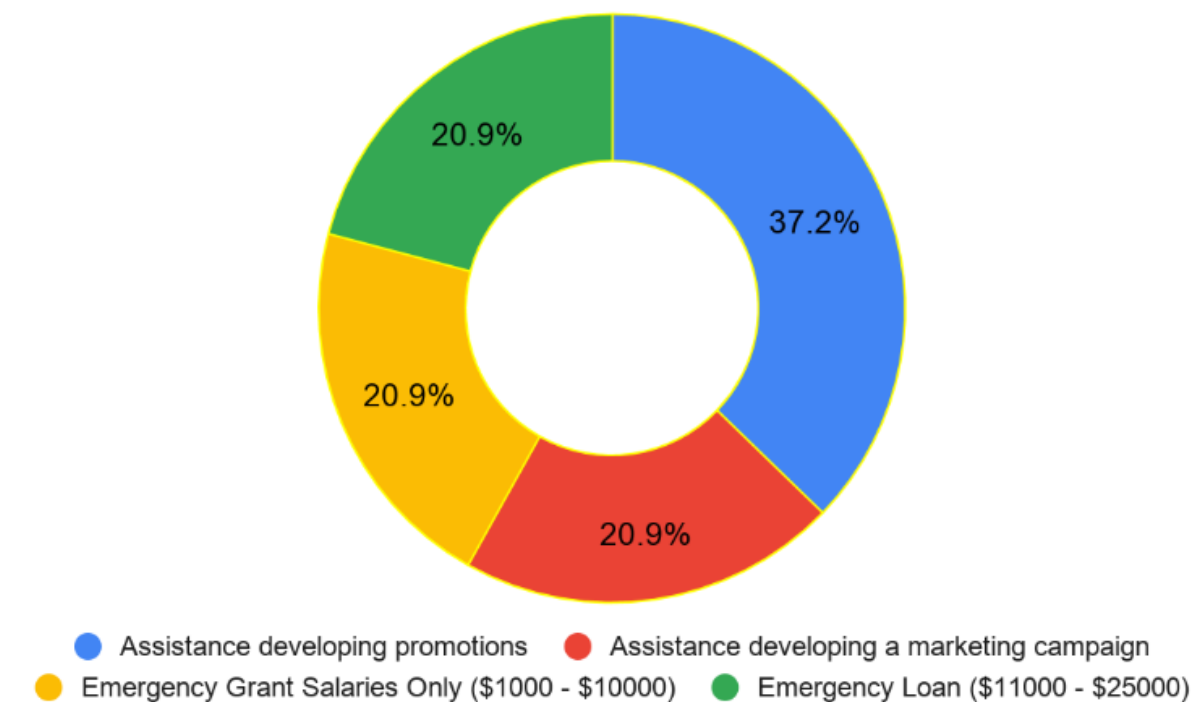
Business Impacts (30318)



Anticipated Needs for Support (30318)



Preferred Type of Assistance (30318)



The background of the slide is a photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a semi-transparent orange color. At the top and bottom of the image, there are solid dark blue horizontal bars. The text is centered in the middle of the image in a white, bold, sans-serif font.

**My main concern is keeping my
staff, clients and community healthy
through this time. - Jennifer**