AWBI SMALL BUSINESS SURVEY: ZIP CODE DATA REPORT

Data Collected: March 26, 2020
For all zip codes, the creative industries sector has the highest number of responders.

Next Top Sector:
- 30307 - Retailer - Heath & Beauty
- 30310 - Other
- 30312 - Restaurant
- 30318 - Professional Services
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.

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.

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
Forty-four percent of businesses in these zip codes are concerned with the potential of business displacement.
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.
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.
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.
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.
My main concern is keeping my staff, clients and community healthy through this time. - Jennifer