

PHOTOGRAPHERS AND THE DISASTER RELIEF ASSISTANCE PROGRAMS



Professional
Photographers
of America



ABOUT THIS STUDY

PHOTOGRAPHERS' APPROACH TO THE DISASTER RELIEF ASSISTANCE PROGRAMS

Following the release of new COVID-19 disaster relief programs, PPA conducted a quick survey to understand how photographers are approaching and applying for the federal aid.

These survey results will allow us to provide new and better ways to assist the photographic community at large and PPA members in particular.

PPA stands with you. We're in this together!

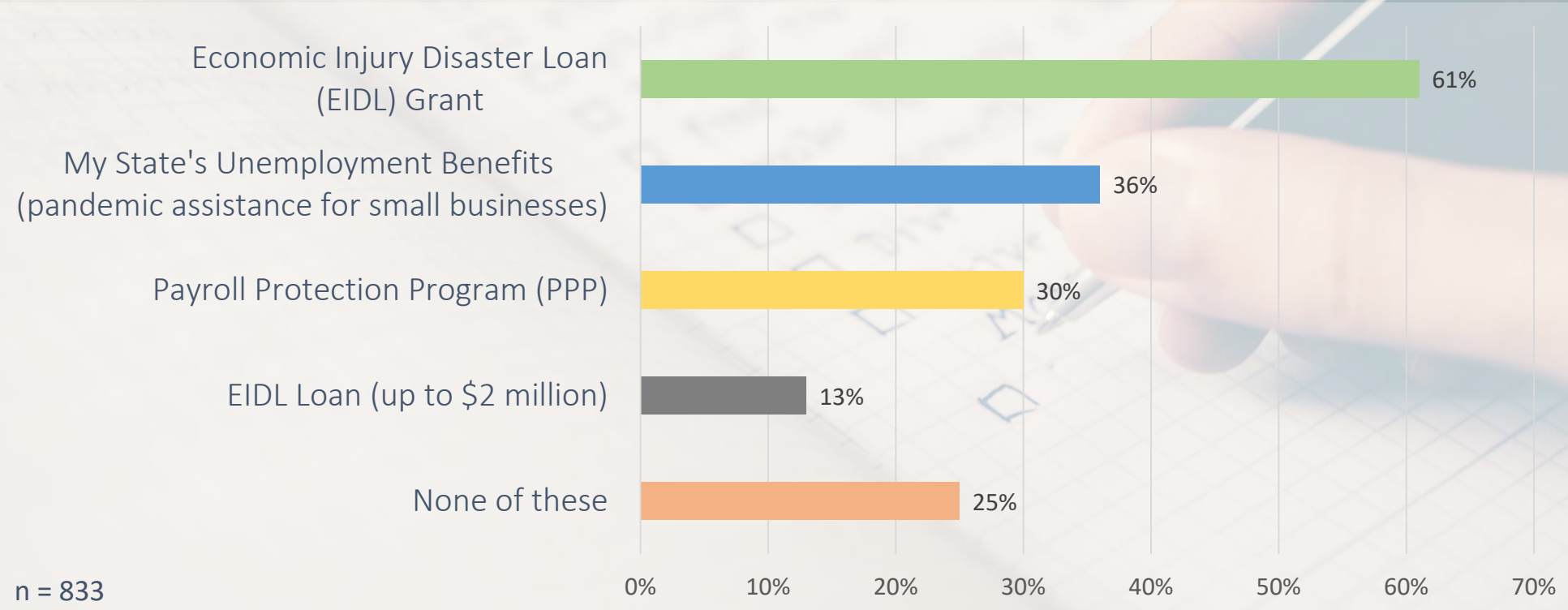
Respondents:	Responses
PPA members	73%
Small business owner	84%
Photographers	93%

- Study fielded: 4/13 – 4/15 2020
- Total respondents: 834
- Respondents were both PPA members and non-members

BUSINESS ASSISTANCE

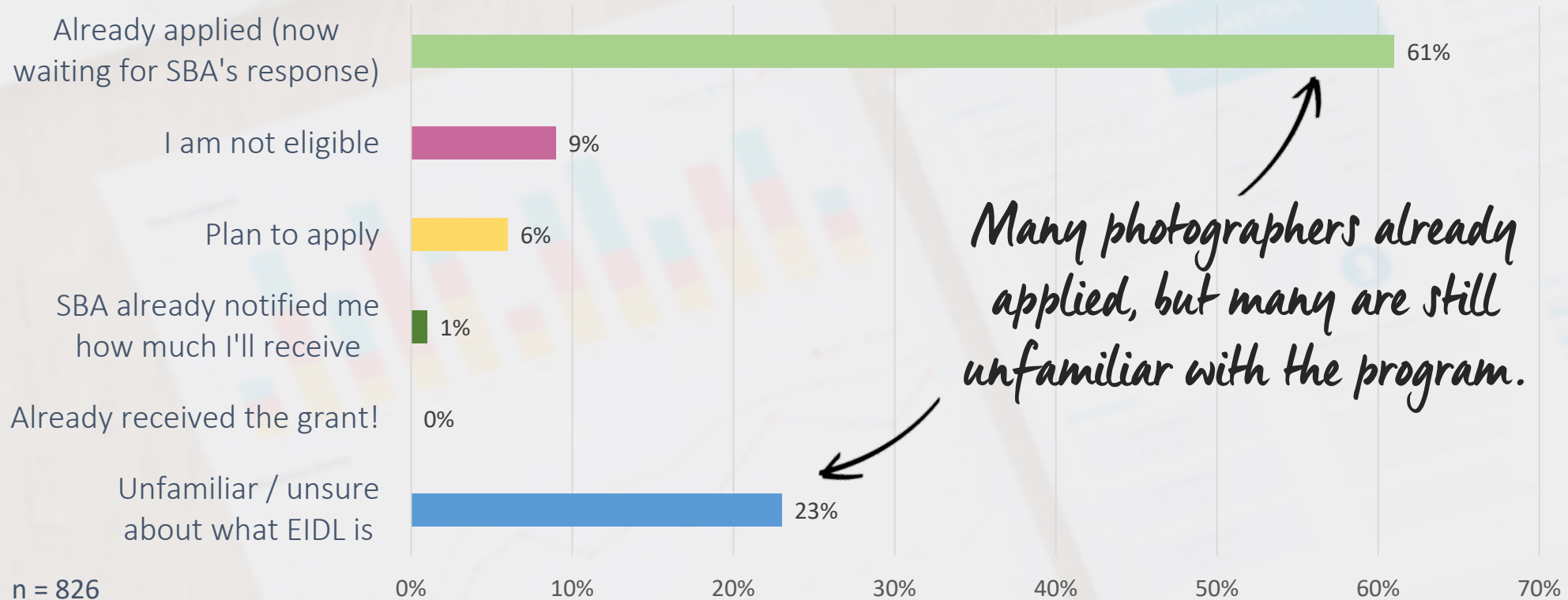
PHOTOGRAPHERS ARE APPLYING FOR

Q. Which of the following currently offered types of business assistance have you already applied for?
(Select all that apply)



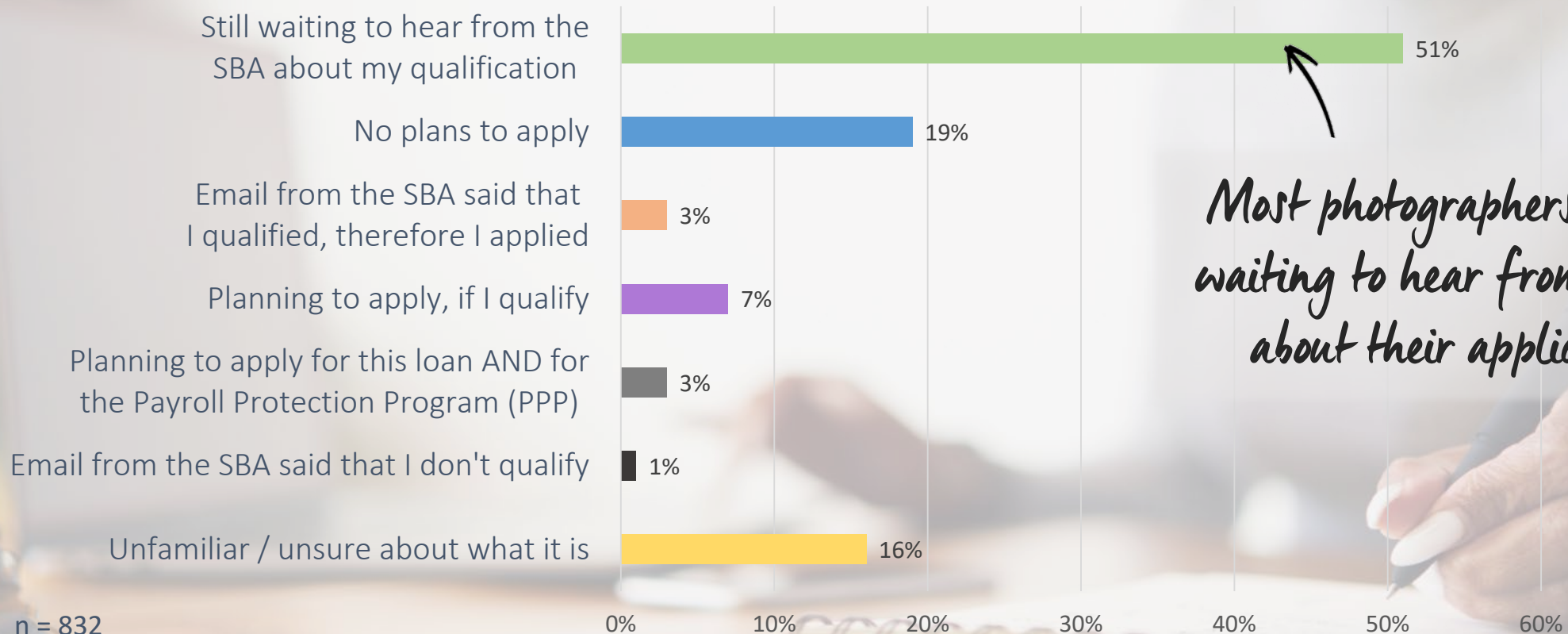
PHOTOGRAPHERS APPLYING FOR SBA'S UP TO \$10,000 GRANT AS PART OF THE EIDL

Q. Thinking about the Economic Injury Disaster Loan (EIDL) Grant for up to \$10,000, which of the following best describes your status?



PHOTOGRAPHERS APPLYING FOR UP TO \$2 MILLION LOAN FROM EIDL

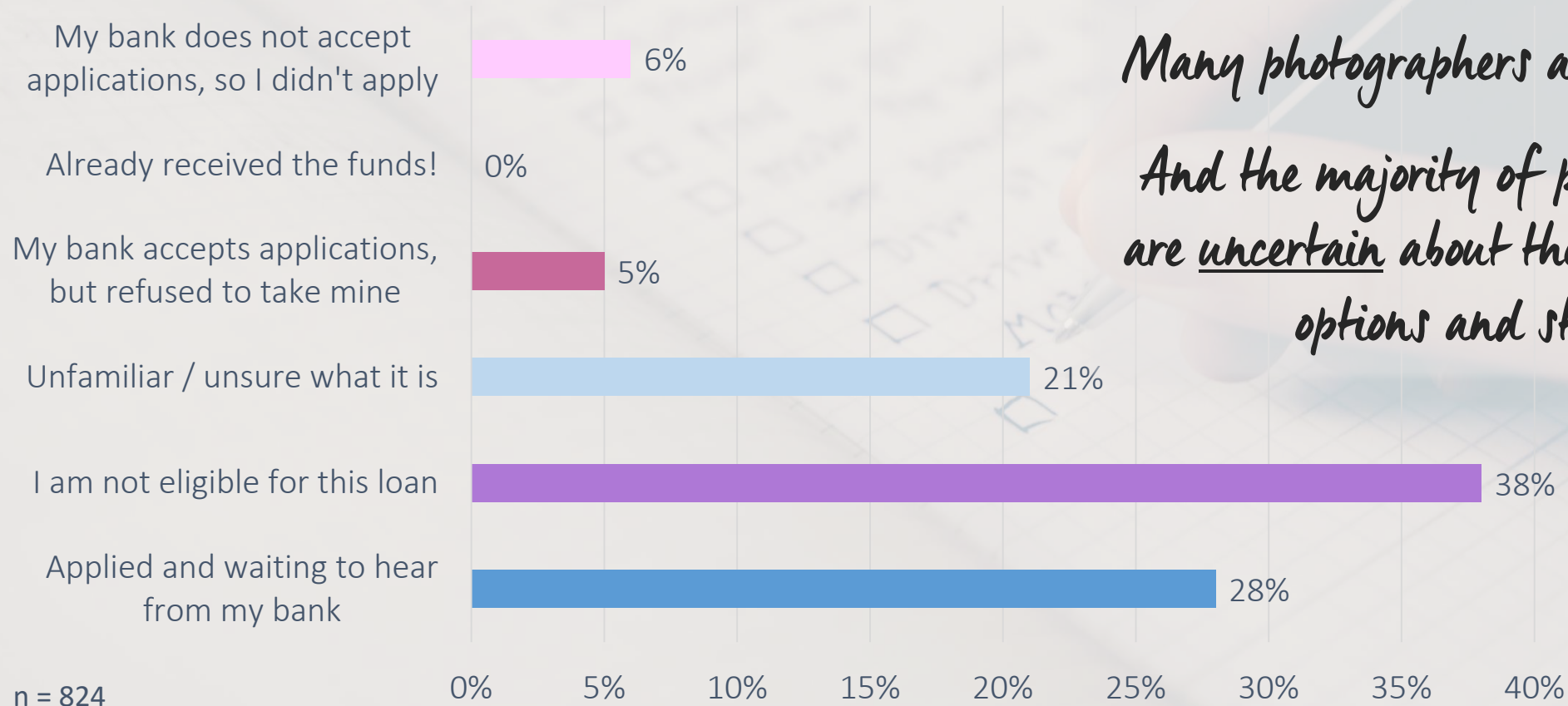
Q. Thinking about the Economic Injury Disaster Loan (EIDL, up to \$2 million), which of the following best describes your status? *Note: if you have applied for the EIDL Grant, you have also applied for eligibility for an EIDL Loan.*



Most photographers are still waiting to hear from the SBA about their application.

PHOTOGRAPHERS LEVERAGING THE PAYROLL PROTECTION PROGRAM (PPP)

Q. Thinking about the Payroll Protection Program (PPP), which of the following best describes your status?

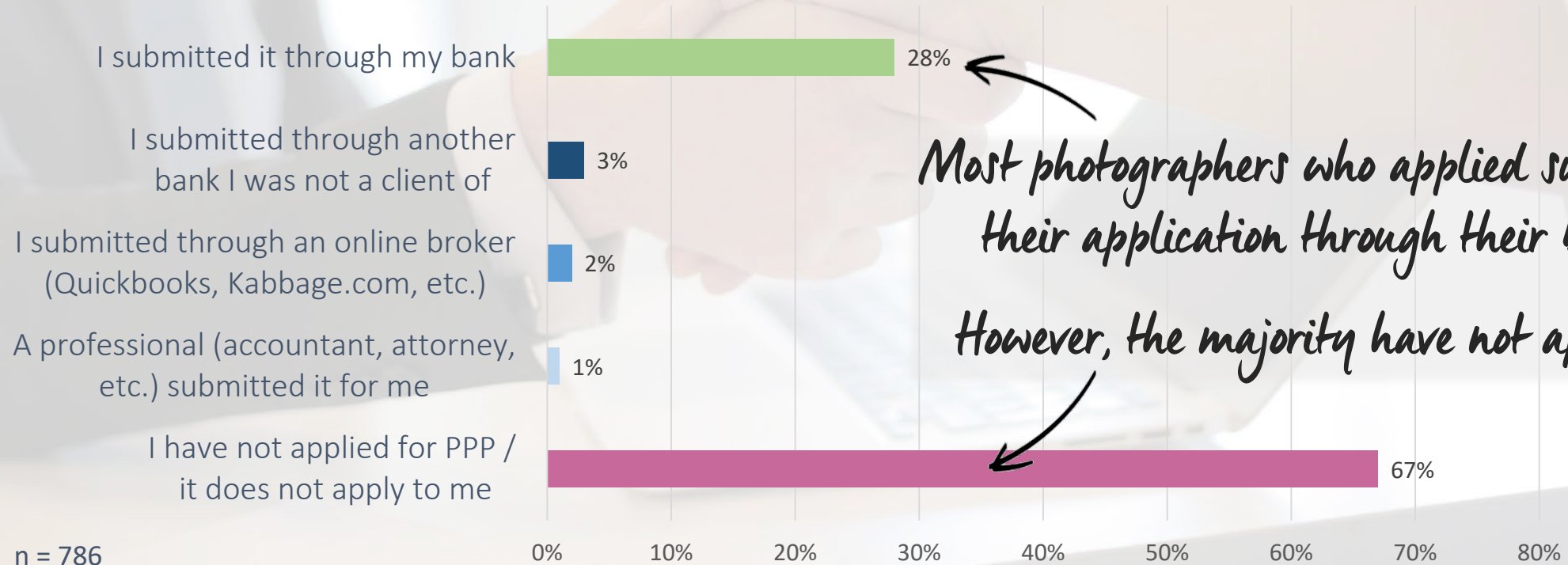


Many photographers are not eligible.

And the majority of photographers are uncertain about their application options and status.

PHOTOGRAPHERS' ENROLLMENT & APPLICATIONS FOR THE PPP

Q. If you submitted a Payroll Protection Program (PPP) Loan application, which best describes your process?

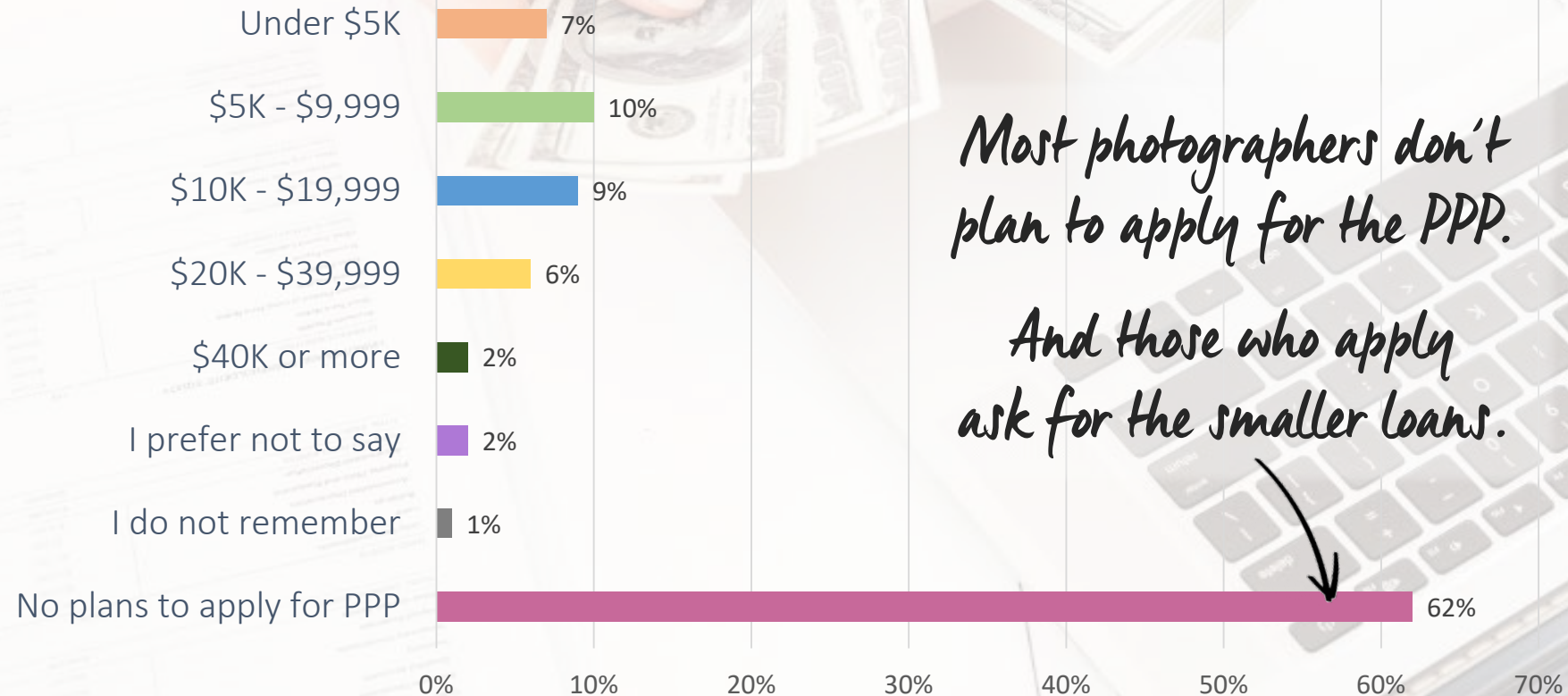


Most photographers who applied submitted their application through their bank.

However, the majority have not applied.

AMOUNTS PHOTOGRAPHERS APPLY FOR THROUGH THE PPP

Q. If you submitted a Payroll Protection Program (PPP) loan application, how much did you apply for?



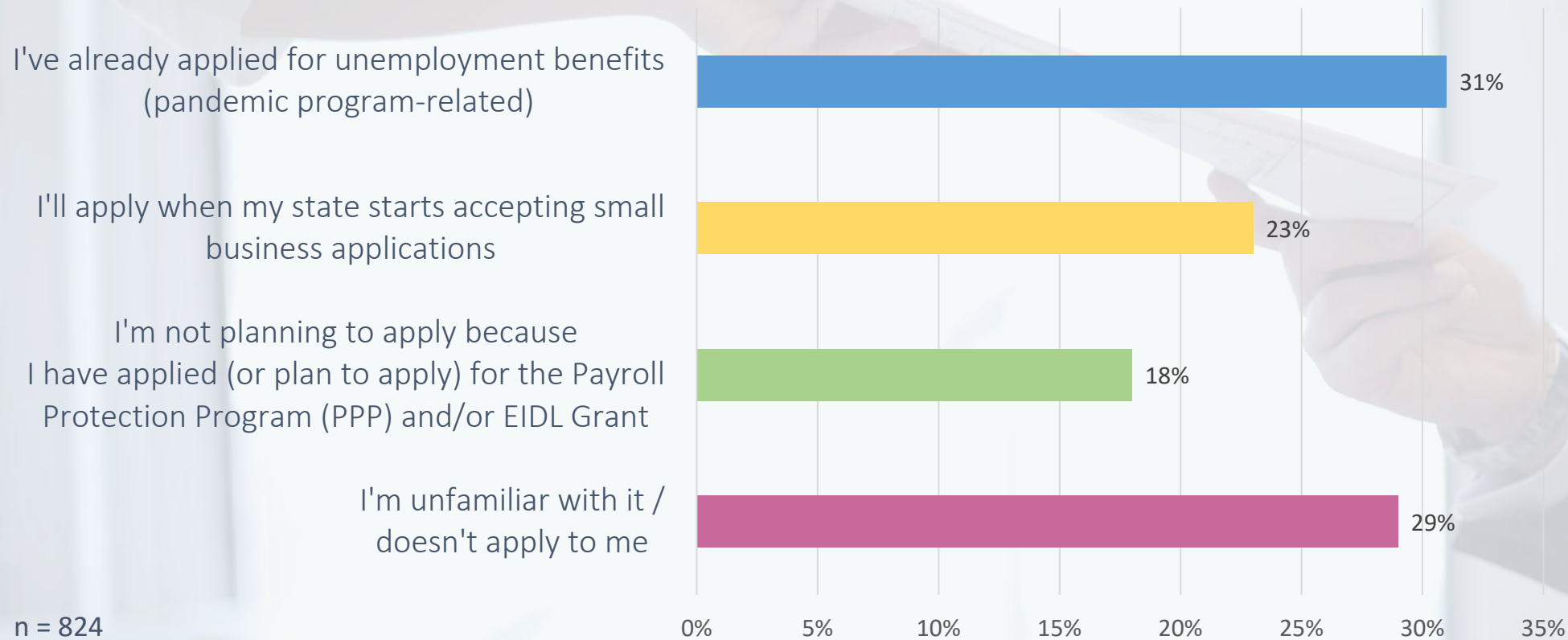
n = 769

Most photographers don't plan to apply for the PPP.

And those who apply ask for the smaller loans.

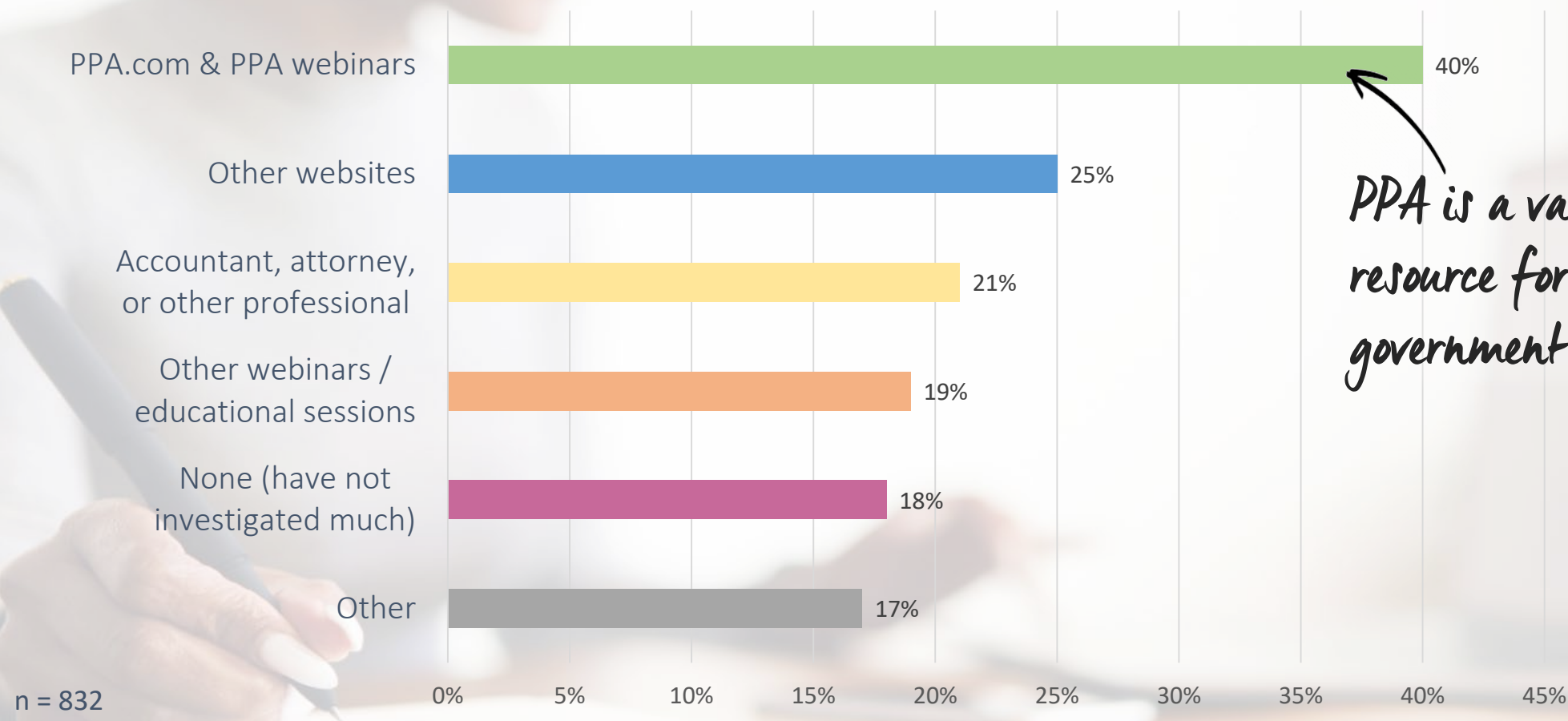
PHOTOGRAPHERS & ASSISTANCE WITH PANDEMIC UNEMPLOYMENT BENEFITS

Q. Thinking about unemployment benefits in your state—specifically Pandemic Unemployment Assistance available for small business owners—what status best describes you? (Select one)



RESOURCES USED TO LEARN ABOUT NEW ASSISTANCE PROGRAMS

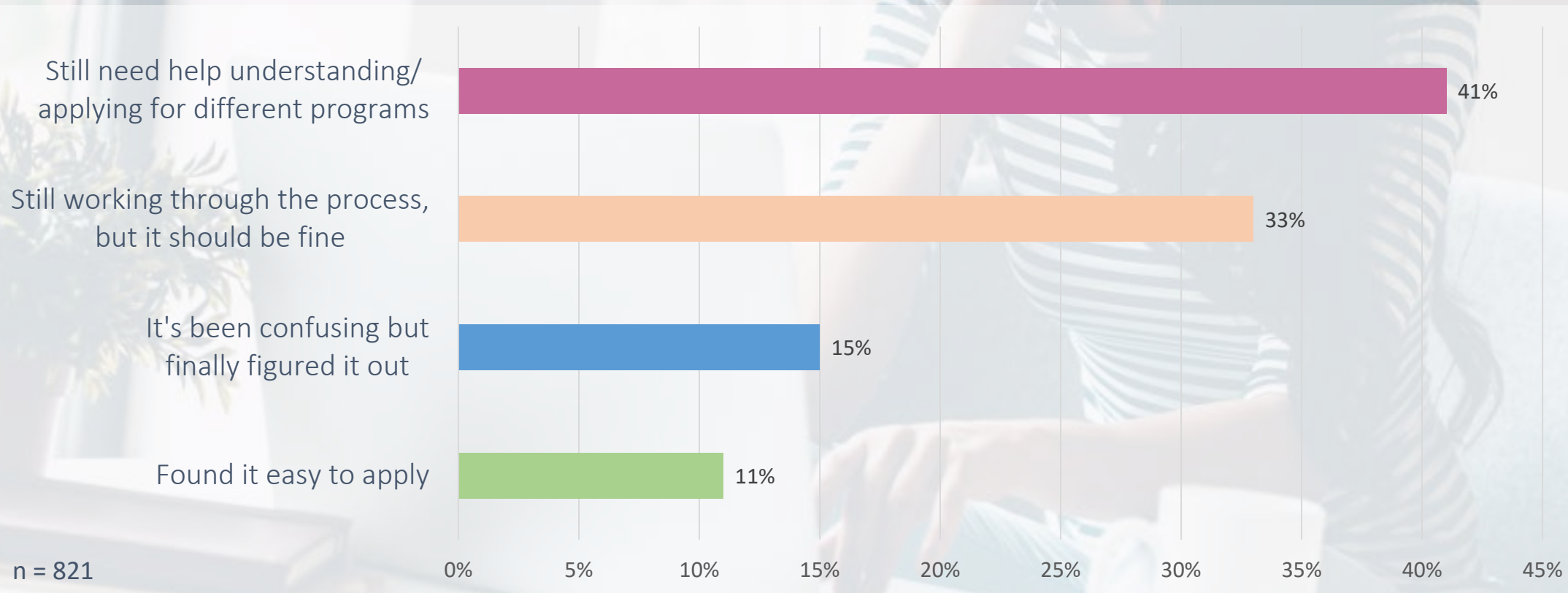
Q. What resources have been most helpful to learn about government assistance programs available to you ?



PPA is a valuable resource for info about government assistance!

HOW PHOTOGRAPHERS ARE FEELING ABOUT THE APPLICATION PROCESS

Q. Thinking about the process of navigating and taking advantage of these government programs, how do you feel about it?



PPA CAN HELP

WE'RE IN THIS TOGETHER!

Most photographers are still looking for help on how to navigate these new programs, so PPA created 2 easy ways for you to seek help:

- Send us your questions at InItTogether@ppa.com
- Use PPA's Government Assistance Chat Line:
[PPA.com/InItTogether](https://ppa.com/InItTogether)