

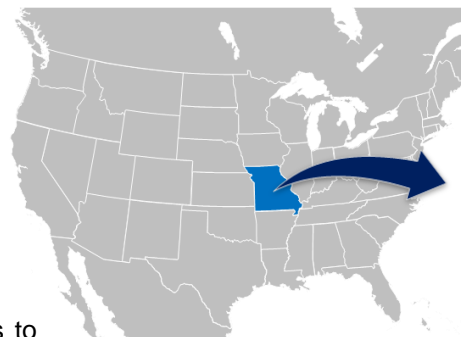
# 2011 Impact Report of Joplin, Missouri Tornado

## Preliminary Business Impact Analysis for the city of Joplin, Missouri



Decide with Confidence

The EF-5 rated tornado that hit the city of Joplin, Missouri in May 2011 was categorized as the deadliest tornado in U.S. history to date. The direct and indirect economic impacts on the city are not yet fully known. Dun and Bradstreet, the world's leader in business information and commercial insight, has prepared a preliminary analysis of the potential business impact.



### Analysis Methodology

D&B reviewed its database of over 195 million businesses to perform this preliminary analysis. We analyzed the impact to businesses, jobs, and sales volume as well as the key industries in the city of Joplin, Missouri.

### Business Impact

The tornado has the potential to impact **7,160 businesses** within the city of Joplin, Missouri, affecting **47,810 employees** and **\$3.3 billion in sales volume**.

Of the 7,160 businesses, **6,387 or 89% are considered small businesses with less than 10 employees**. The tornado has the potential to affect **11,469 employees** and **\$1.25 billion in sales volume of small businesses** in Joplin.

### Potential Impacted Industries by Businesses

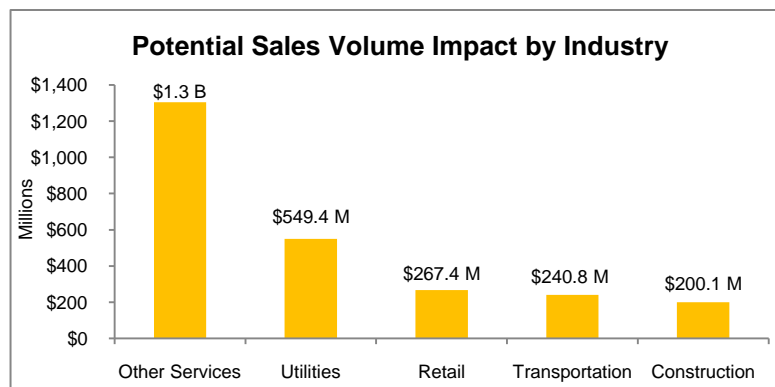
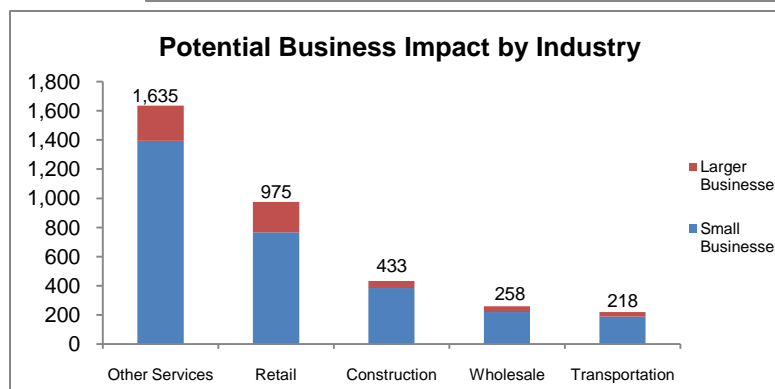
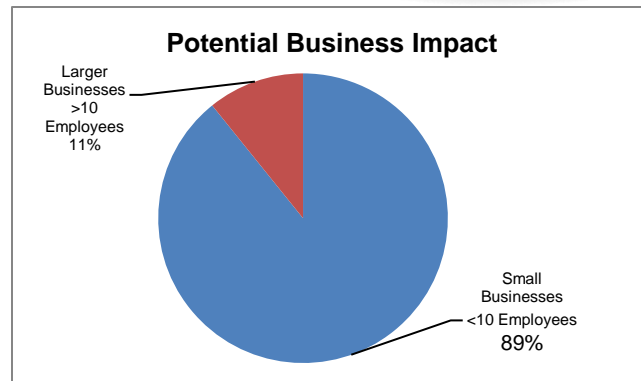
The top five industries in Joplin, Missouri with the largest number of businesses that can be potentially impacted are **Other Services, Retail, Construction, Wholesale, and Transportation industries**. In these five lines of business alone, 3,519 businesses and over 30,000 employees may be impacted by the tornado.

Of these five lines of business, there is an average of **85% small businesses** with less than 10 employees. **1,394 or 85% of Other Services** are small, **767 or 79% of Retail** are small, **383 or 88% of Construction** are small, **220 or 85% of Wholesale** are small, and **189 or 87% of Transportation** are small.

### Potential Impacted Industries by Sales Volume

The top five industries in Joplin, Missouri with the largest sales volume that can potentially be impacted by the tornado are **Other Services, Utilities, Retail, Transportation and Construction industries**. In these five lines of business alone, \$2.56 billion in sales volume could be impacted by the tornado.

**Other Services** has the largest number of businesses, jobs, and sales volume that has the potential to be impacted by the tornado. Of the 1,635 businesses in the Other Services industry, **1,394 are considered small businesses**, with **3,520 employees** and **\$672.3 million in sales volume**.



As the world's leading information provider for 170 years, D&B works with 95% of the Fortune 1000 companies. For over 30 years, D&B has worked with most Federal and state governments to help achieve their agency missions. For a more in-depth impact analysis on the outbreak of tornadoes, D&B can provide demographic analysis of affected entities (businesses & individuals), conduct geo-impact of the crisis (by State, Region, County, City, etc.), and model knock-on effects.