

2011 Impact Report of Mississippi River Flooding

Preliminary Business Impact Analysis for States Affected by Floods



Decide with Confidence

The severe flooding of the Mississippi River in the central and southern states has caused widespread damage across the region. The direct and indirect economic impacts on the states most impacted by the flooding are not yet fully known, but those hit the hardest by the flood are Louisiana, Mississippi, Missouri, and Tennessee. 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 financial stability of those businesses in the four states, along with key industries.

Business & Socio-Economic Impacts

The flooding has the potential to impact **489,174 active businesses** throughout LA, MO, MS, TN, affecting **2,143,088 employees** and **\$483.1 billion in sales volume**.

Of the 489,174 businesses, **466,861 or 95% are small businesses** with less than 10 employees.

Potential Business Impact by State

Of the 489,174 businesses potentially impacted in the four states, about **45% are located in Louisiana**, with **219,749 businesses** potentially impacted by the flooding.

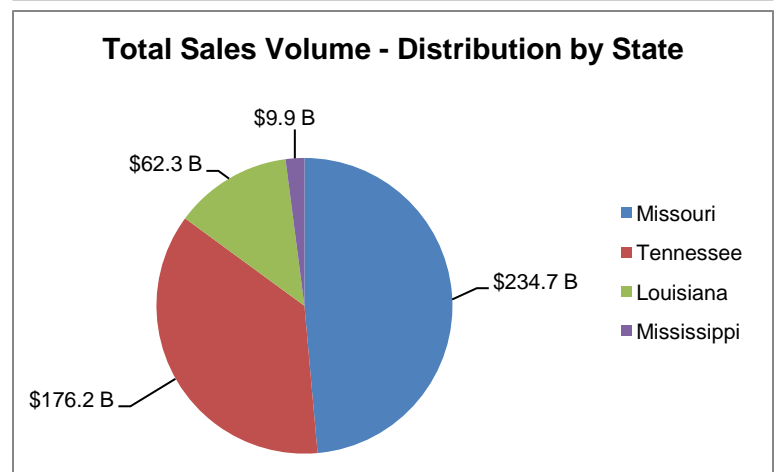
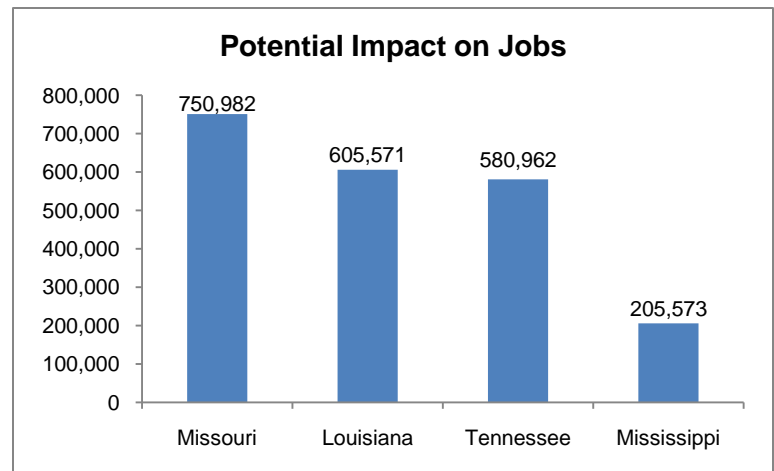
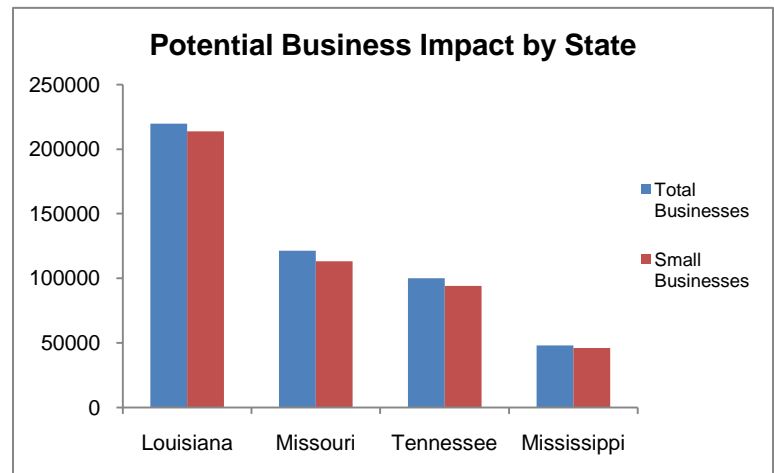
Small businesses are most likely to be impacted by the flooding. About 97% or **213,687 businesses** in Louisiana are considered small businesses with less than 10 employees. There are **113,149 small businesses** (93%) in Missouri, **94,037 small businesses** (94%) in Tennessee, and **45,988 businesses** (96%) in Mississippi are considered small.

Potential Jobs Impact by State

Of the 2.14M employees in the four states, Missouri has **750,982 employees**, or 35% of the total employees that can potentially be impacted. Louisiana has **605,571 employees** (28%), Tennessee has **580,962 employees** (27%) and Mississippi has **205,573 employees** (10%) that can potentially be impacted by the flooding.

Potential Sales Volume Impact by State

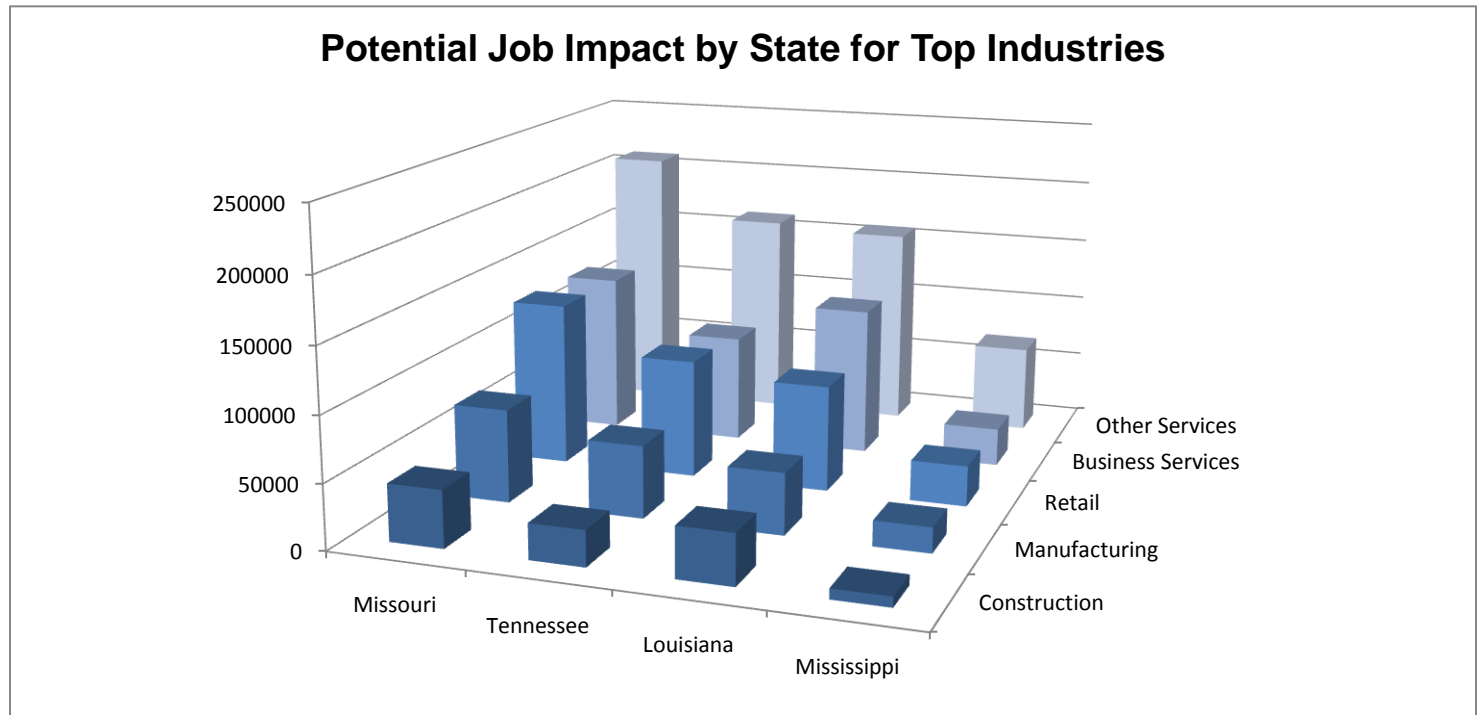
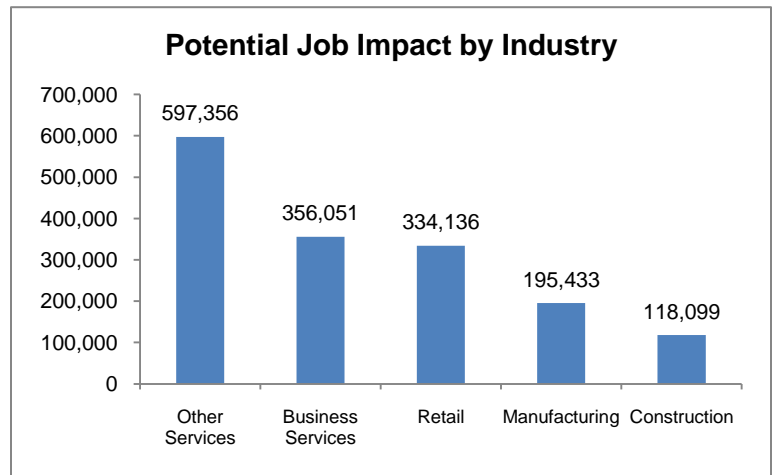
D&B found **49% (\$234.7 billion)** of the total sales volume across the four states occurred in Missouri, and **36% (176.2 billion)** occurred in Tennessee.



Potential Impacted Industries

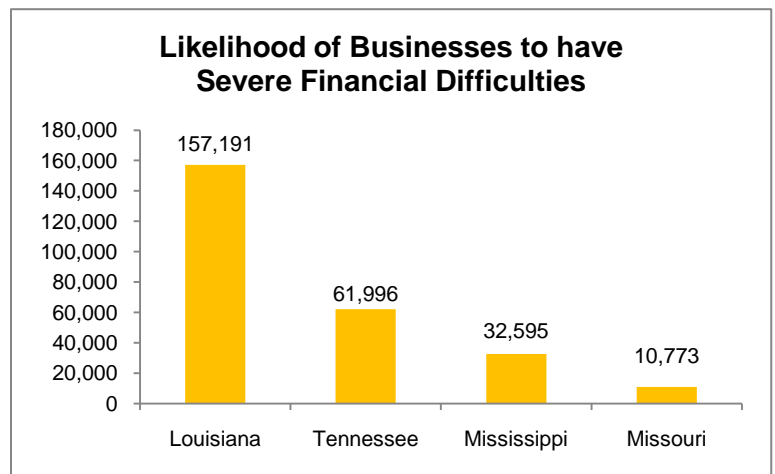
The top five industries within the four states with the largest number of jobs that can potentially be impacted by the flooding are **Other Services, Business Services, Retail, Manufacturing, and Construction**.

These industries have the highest representation in terms of number of jobs. In these five lines of business alone, nearly **271,442 businesses, 1,601,075 employees** and **\$307.2 billion in sales volume** could be impacted. Also in these five lines of business, **254,621 businesses**, or 94% are considered small with less than 10 employees, with **928,763 employees** and **\$34.4 billion in sales volume**.



Likelihood of Businesses to have Severe Financial Difficulties

The D&B Financial Stress Score predicts the likelihood that a business will cease operations within the next 12 months. D&B found **262,555 businesses** within the four states had worse than average financial outlook, making it even more difficult to recover from the flooding. Because 95% of the total businesses are considered small businesses with less than 10 employees, the majority of the 262,555 businesses with severe financial difficulties are also likely to be small businesses.



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 flooding, 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.