

2010 Deepwater Horizon Oil Spill

Preliminary Business Impact Analysis for Coastal Areas in the Gulf States



Decide with Confidence

Since the Deepwater Horizon oil rig explosion in the Gulf of Mexico on April 21, 2010, the emphasis has been on capping the oil well and protecting the shoreline. The immediate environmental impact is clearly visible. However, the direct and indirect economic impacts in the coastal areas of the five Gulf States are not yet fully known. Dun and Bradstreet, a world leader in business information and commercial insight, has prepared a preliminary analysis of the potential economic impact.

Analysis Methodology

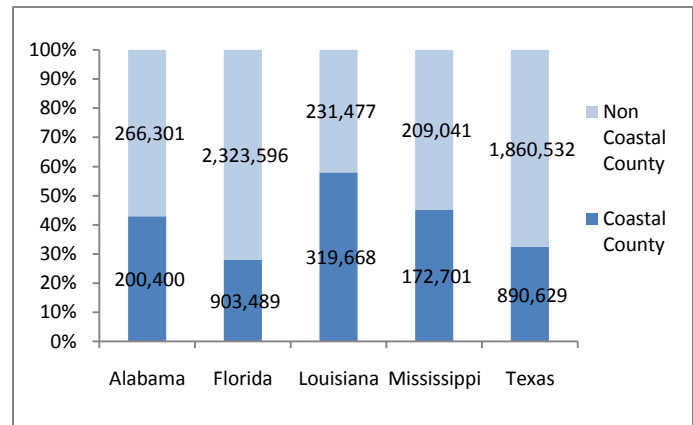
D&B reviewed its database of over 167 million businesses to perform this preliminary assessment. We analyzed the number of businesses, employees, and sales volume in coastal areas in the five Gulf States and along key industry lines.

Business & Socio-Economic Impacts

The oil spill has the potential to impact **7.3M active businesses** throughout AL, LA, FL, MS, and TX, affecting **34.4M employees** and **\$5.2 Trillion in sales volume**.

D&B found that **34% of the 7.3M businesses are located in the coastal counties** in AL, LA, MS, TX, and the Gulf Coast of Florida. Louisiana has the highest percentage (58%) of businesses in a coastal area.

Furthermore, of the 7.3M active businesses in the five Gulf States, **81% or 5.9M are small businesses with less than 10 employees**.



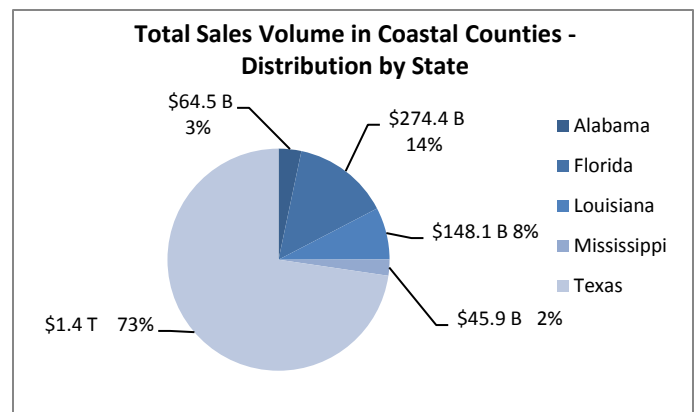
Potential Jobs Impact by State

Of the 34.4M employees in the five Gulf States, nearly **36% are tied to businesses located in coastal counties**. At a state level, **Louisiana has the highest proportion of its total employees in coastal counties**. The unemployment rates in some of the Gulf States are running above the national 9.9% average. Although people directly impacted by the oil spill may find immediate employment in clean-up efforts, the long term impacts to the unemployment rates in these states could be detrimental.

	Coastal County	% in Coastal County	Non Coastal County	Total	April 2010 Unemployment Rate ¹
Alabama	1,067,254	41%	1,530,343	2,597,597	11.0%
Florida	3,652,574	28%	9,554,446	13,207,020	12.0%
Louisiana	1,831,239	64%	1,037,482	2,868,721	6.7%
Mississippi	726,828	44%	930,645	1,657,473	11.5%
Texas	5,014,305	35%	9,151,828	14,166,133	8.3%
Grand Total	12,292,200	36%	22,204,744	34,496,944	9.9%

Impact on Sales Volume by State

D&B found **37% (\$1.951 Trillion) of the Total Sales Volume across all industries in the Gulf States occurs in coastal counties**, with 8% (\$148 Billion) tied to the coastal counties in Louisiana.

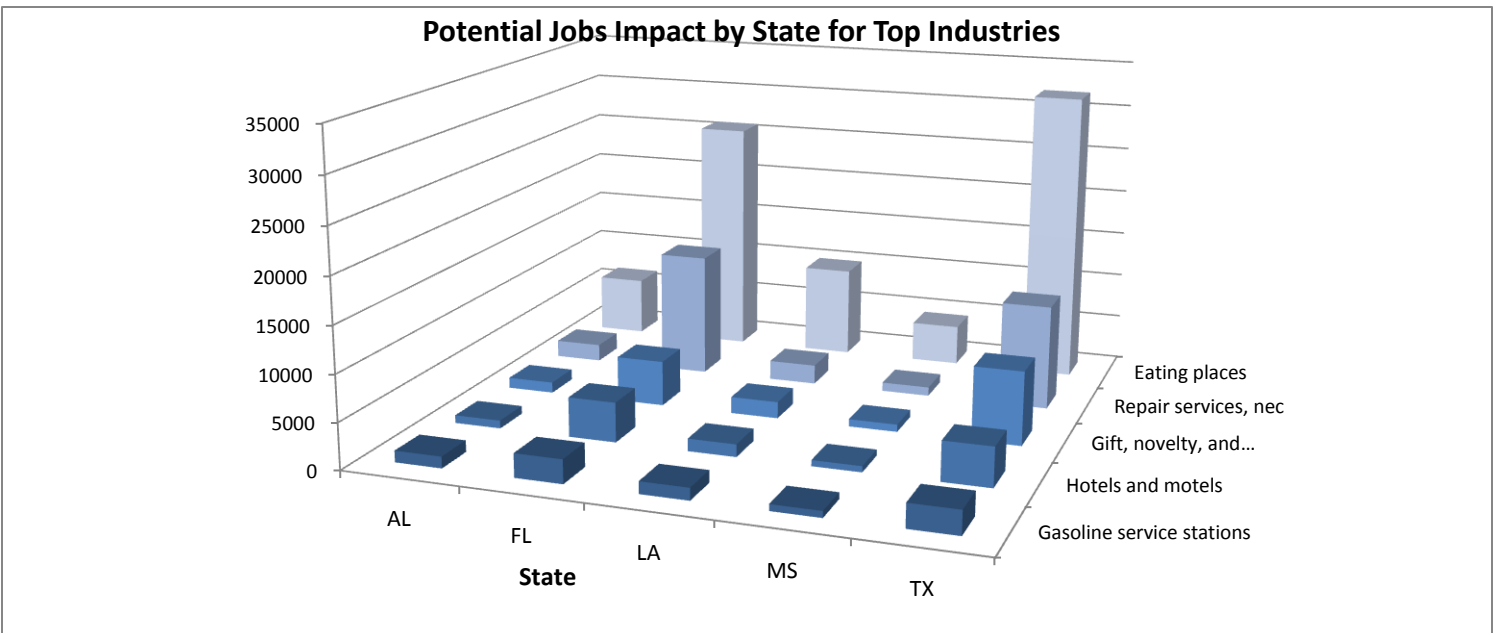
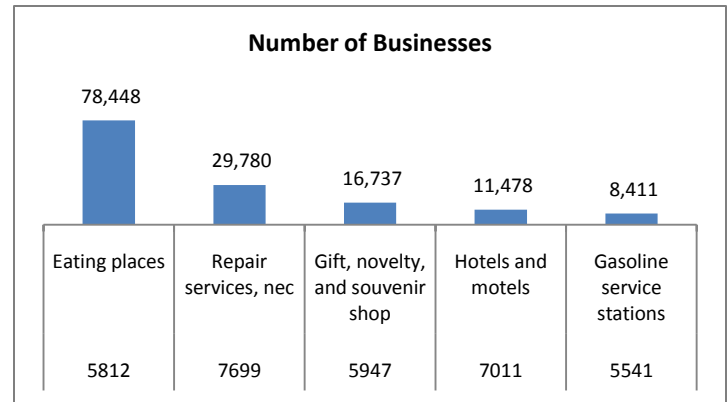


¹ Bureau of Labor Statistics (www.bls.gov) June 2, 2010.
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Impacted Industries

D&B analyzed 50 Industry Classifications (SIC Codes) related to Tourism, Fishing, Oil, Marine/Boating, and Transportation in the coastal counties of the five Gulf States.

Eating Places, Repair Services, Gift and Novelty Shops, Hotels and Motels, and Gasoline Service Stations lines of business have the highest representation in terms of the number of businesses and total employees. In these five lines of business alone, **nearly 145,000 businesses and close to 1M employees may be impacted by the oil spill.**

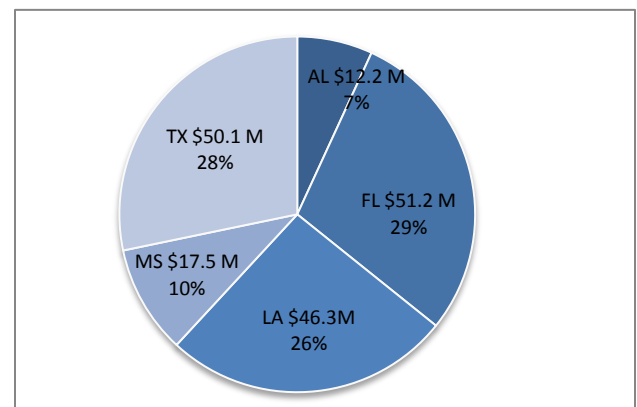


Sample Fishing Industry Impact

Nearly 78,264 square miles (32.3% of the Gulf of Mexico federal waters) have been closed to fishing² and as a result, **at least 1,034 businesses may be impacted.** Catching of Crab and Shrimp, Finfish, Fish hatcheries & preserves, and Shellfish represent **\$177.2M in sales volume.**

Number of Businesses by State

Industry	AL	FL	LA	MS	TX	Total
Crabs, Catching of	0	13	10	1	0	24
Finfish	9	69	56	8	18	160
Fish Hatcheries & preserves	21	99	26	22	36	204
Shellfish	31	102	147	37	58	375
Shrimp, catching of	23	43	72	10	111	259
Total	84	329	315	78	228	1034



Sample Fishing Industry Sales Volume by State

As the world's leading information provider for 169 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 Gulf Oil spill, D&B can provide demographic analysis of affected entities (businesses & individuals), conduct geo-impact of the crisis (by State, Region, County, City, etc.), model knock-on effects, and support due diligence for businesses the Government may contract with for the cleanup effort.

² National Oceanic and Atmospheric Administration (noaa.gov) June 2, 2010.
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