

2011 Impact Report of Hurricane Irene

Preliminary Business Impact Analysis for Counties Affected by the Hurricane



Decide with Confidence

In August 2011, Hurricane Irene swept across the Caribbean and through the East Coast of the United States, bringing excessive winds and flooding along its path. The hurricane's path traveled through Puerto Rico, North Carolina, Virginia, Maryland, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, and Vermont. Federal Emergency Management Agency (FEMA) has determined the counties hit the hardest by the hurricane—those counties seeking federal aid from FEMA to supplement recovery efforts—were located in Massachusetts, North Carolina, New Jersey, New York, and Vermont. Dun & Bradstreet, the world's leader in business information and commercial insight, has prepared a preliminary analysis of the potential business impact of the 26 counties located in these five states.

Analysis Methodology

D&B reviewed its database of over 200 million businesses to perform this preliminary analysis. We analyzed the impact to businesses, jobs, and sales volume, as well as key industries and the financial stability of those businesses in the top impacted counties.

Business & Socio-Economic Impacts

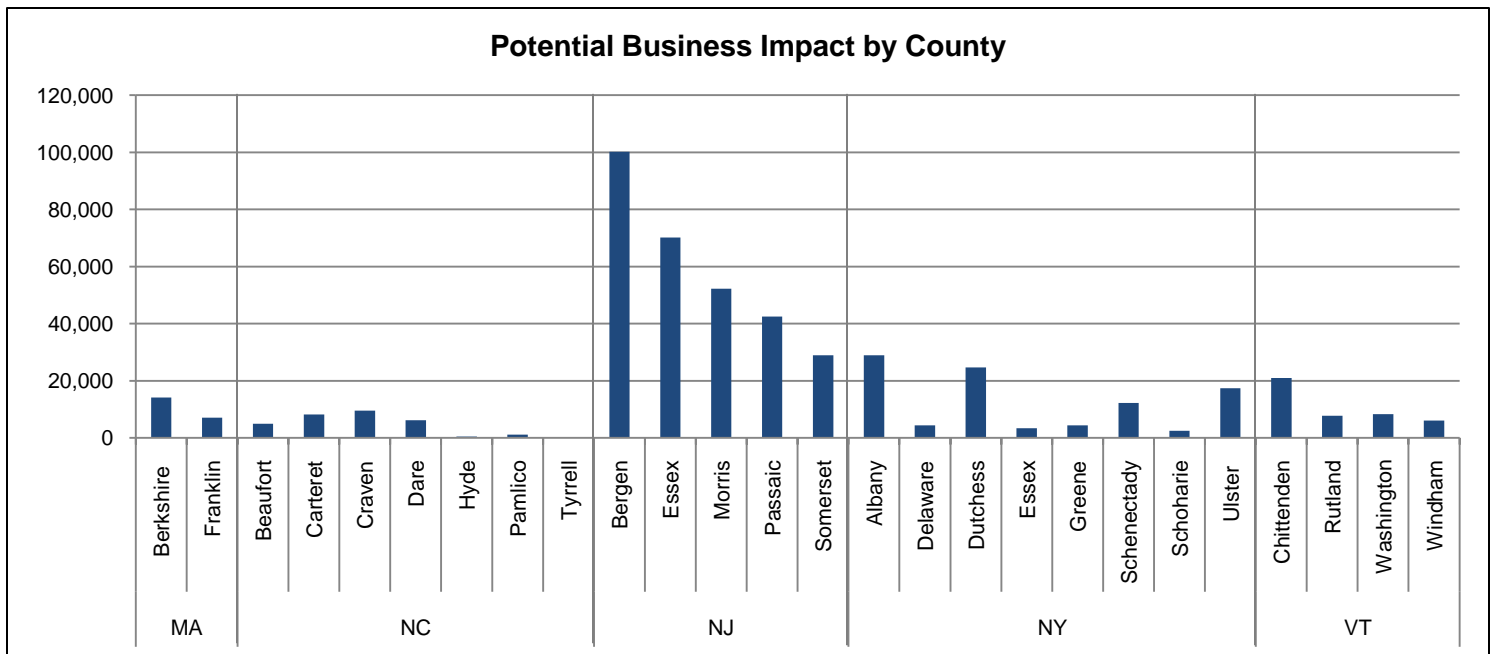
Hurricane Irene has the potential to impact **2,137,800 businesses** throughout 125 counties within the 12 East Coast states.

High Impact Areas

Of the 125 counties impacted by Hurricane Irene, 26 counties had requested federal aid. Within these counties, Hurricane Irene has the potential to impact **487,731 businesses** within 26 counties throughout MA, NC, NJ, NY, and VT, affecting **2,814,950 employees** and **\$781 billion in sales volume**. Of the 487,731 businesses, **346,427 or 71% are small business with less than 10 employees**.

	Number of Impacted Counties	Number of Businesses
Connecticut	5	192,655
Massachusetts	2	21,220
Maryland	8	116,294
North Carolina	17	65,740
New Hampshire	4	26,921
New Jersey	9	249,275
New York	21	838,554
Pennsylvania	14	337,683
Puerto Rico	1	34,441
Rhode Island	5	66,504
Virginia	26	115,521
Vermont	13	78,917
Total	125	2,137,800

Potential Business Impact by County

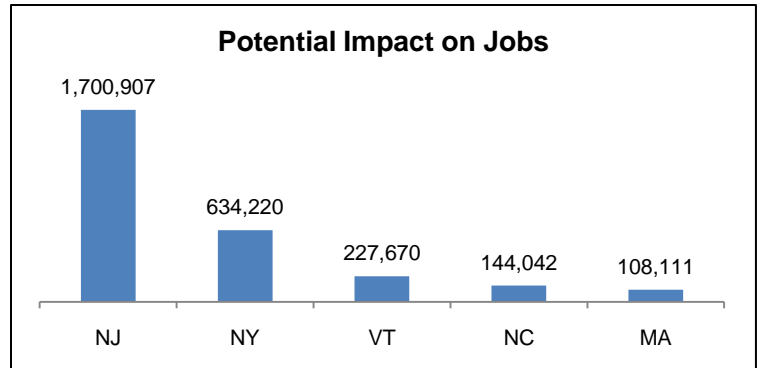


Of the **487,731 businesses** potentially impacted in the five states, about 294,088—or **60%**—are located in **New Jersey**, with 100,150 located in Bergen County alone. About 72% or **211,162 businesses** in New Jersey are small businesses with less than 10 employees. **68,288 businesses** (70%) in New York are classified as small, **30,243 businesses** (70%) in Vermont, **21,919 businesses** (71%) in North Carolina, and **14,815 businesses** (70%) in Massachusetts are also considered small.

	Total Number of Businesses	Number of Small Businesses	Number of Employees	Sales Volume
Massachusetts	21,220	14,815	108,111	\$11.6 billion
North Carolina	31,082	21,919	144,042	\$10.2 billion
New Jersey	294,088	211,162	1,700,907	\$667.0 billion
New York	98,117	68,288	634,220	\$68.5 billion
Vermont	43,224	30,243	227,670	\$23.9 billion
Total	487,731	346,427	2,814,950	\$781.2 billion

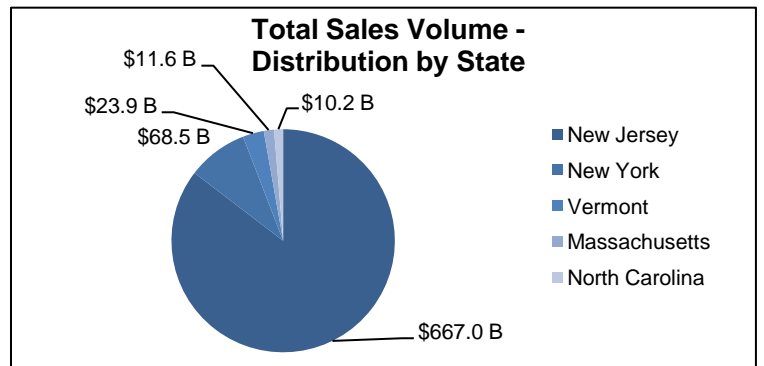
Potential Impact on Jobs

Of the **2.8 million employees** in the 26 counties, **1.7 million employees** are located in New Jersey, or 60% of the total potentially impacted employees. New York has **634,220 employees that may potentially be affected**, Vermont has **227,670**, North Carolina has **144,042**, and Massachusetts has **108,111 employees** that may be impacted by Hurricane Irene.



Potential Impact on Sales Volume

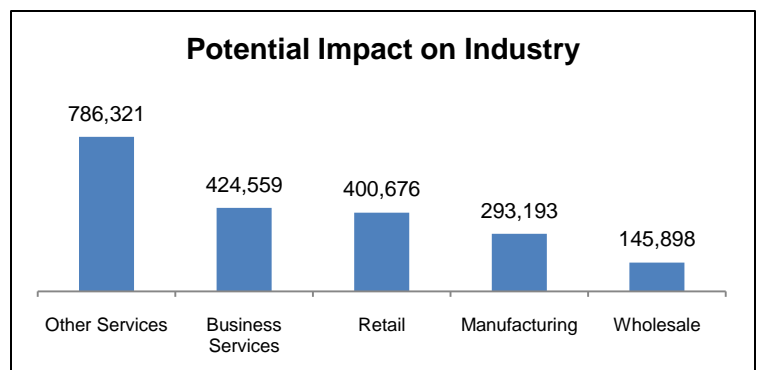
Within the 26 impacted counties, **\$781 billion** can potentially be impacted by Hurricane Irene. D&B found **85% of the total sales volume across impacted counties occurred in New Jersey—\$667 billion**. Within the other four states, Hurricane Irene has the potential to impact **\$68 billion** in New York, **\$24 billion** in Vermont, **\$12 billion** in Massachusetts, and **\$10 billion** in North Carolina may be affected by the hurricane.



Potential Impact on Industries

The top five industries within the impacted counties containing the largest number of jobs that can be affected by the hurricane are **Other Services, Business Services, Retail, Manufacturing, and Wholesale**.

These industries have the highest representation in terms of the number of jobs. In these five lines of business alone, nearly **308,739 businesses, 2,050,647 employees, and \$520 billion in sales volume** may be impacted by Hurricane Irene.



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 **257,012 businesses** within the 26 counties were struggling prior to Hurricane Irene, making it increasingly difficult to recover from the hurricane. Because the majority of the total businesses are considered a small business with less than 10 employees, the majority of the 257,012 businesses with severe financial difficulties are also likely to be small businesses and thus will have a harder time recovering post disaster.

As the world's leading information provider for 170 years, D&B works with 95% of the Fortune 1000 companies. For a more in-depth impact analysis on the hurricane, D&B can provide demographic analysis of affected entities (businesses & individuals), conduct geo-impact of the disaster (by State, Region, County, City, etc.), and model knock-on effects.