D&B U.S. Economic Health Tracker
A multi-dimensional view of the U.S. Economy

October 2014

Small Business Health Index

Source: D&B Global Data, Insights & Analytics

D&B’s Small Business Health Index declined by four-tenths of a point during the most recent reporting period. Sectors that were previously forecast to buoy small business growth throughout the year—such as housing—continue to underperform.

U.S. Jobs Health

Source: D&B Global Data, Insights & Analytics

D&B estimates 208,000 new non-farm jobs were added to U.S. payrolls in September 2014, with notable gains in business services, manufacturing, and trade/transportation/utilities.
D&B’s U.S. Economic Health Tracker showed protracted challenges in the national economy, driven largely by a struggling housing sector. Small businesses continued their on-time bill and credit-card payments, although prolonged credit card use remains a stumbling block to long-term recovery. Meanwhile, an estimated 208,000 non-farm jobs were added to U.S. payrolls. The business services, manufacturing, and trade/transportation/utilities segments saw especially strong hiring activity. And overall U.S. business health remained virtually unchanged compared to September 2013.

Strong improvement in the automotive, financial services, and construction segments has enabled healthy growth in the Index, based on the weighted average of D&B’s Viability Rating, Delinquency Predictor, and Total Loss Predictor.

The Small Business Health Index measures year-over-year small business performance through equally weighted payment patterns and credit use. U.S. Jobs Health combines Small Business Health Index industry data with BLS figures to forecast monthly nonfarm payroll employment. The U.S. Business Health Index provides a year-over-year equally weighted average of D&B’s Viability Score, Delinquency Predictor and Total Loss Predictor. The index ranges from zero (with all businesses recording high levels of risk) to 100% (with all businesses recording low levels of risk). Data available as of September 29, 2014.

U.S. business health remained virtually unchanged in September 2014. Overall, U.S. businesses maintain on-time bill payments and exhibit lower risk of failure over the next 12 months.

Perspectives

D&B’s U.S. Economic Health Tracker showed protracted challenges in the national economy, driven largely by a struggling housing sector. Small businesses continued their on-time bill and credit-card payments, although prolonged credit card use remains a stumbling block to long-term recovery. Meanwhile, an estimated 208,000 non-farm jobs were added to U.S. payrolls. The business services, manufacturing, and trade/transportation/utilities segments saw especially strong hiring activity. And overall U.S. business health remained virtually unchanged compared to September 2013. Strong improvement in the automotive, financial services, and construction segments has enabled healthy growth in the Index, based on the weighted average of D&B’s Viability Rating, Delinquency Predictor, and Total Loss Predictor.

Methodology

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