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

November 2014

Small Business Health Index

Source: D&B Global Data, Insights & Analytics

D&B’s Small Business Health Index declined by half a point during the most recent reporting period. Small businesses continued paying their bills on time, albeit at a slower pace.

U.S. Jobs Health

Source: D&B Global Data, Insights & Analytics

D&B estimates 218,000 new non-farm jobs were added to U.S. payrolls in October 2014. Business services once again outperformed other segments, adding some 74,000 jobs for the month.
With the fourth quarter of 2014 underway, D&B’s U.S. Economic Health Tracker revealed continued challenges facing businesses of all sizes. Small business recovery continued its incremental growth, albeit at a slower pace during the most recent reporting period. Notably, small business reliance on credit cards—one indicator of restricted access to traditional lending—declined slightly. Meanwhile, an estimated 218,000 non-farm jobs were added to U.S. payrolls. The business services segment saw strong job growth, while the real estate industry experienced some attrition during the month. And overall U.S. business health improved nearly 5 percent compared to October 2013, based on the weighted average of D&B’s Viability Rating, Delinquency Predictor, and Total Loss Predictor. Nonetheless, the slower pace of year-over-year growth in the Business Health Index warrants special attention as businesses dive into 2015 planning.

### Perspectives

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### Methodology

The **Small Business Health Index** measures year-over-year small business performance through equally weighted payment patterns and credit use. The **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 October 30, 2014.

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