

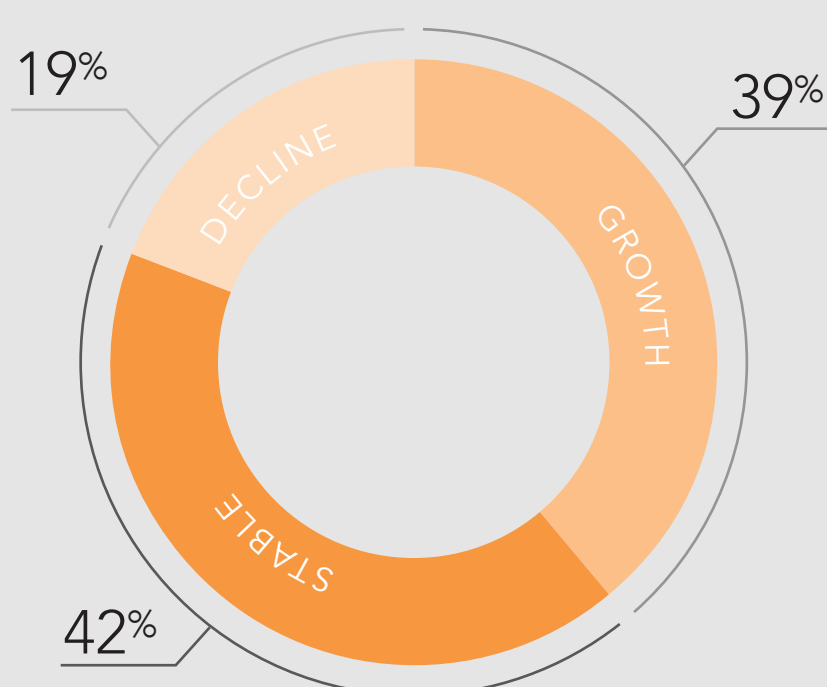
# dun & bradstreet

## Anticipating the Business Impact of the Big Game



Last year's event played in Arizona produced a gross economic impact of **\$719.4 million** for the entire state. But the financial effect of the biggest football game of the year can be felt across the nation, especially in the regions where each team is represented. This year, how can you gauge the impact businesses in Houston (host city), Atlanta and New England will have on you? Here's a few data points you will want to review to anticipate potential opportunities versus the current health of businesses in these regions.

### HOST CITY HOUSTON, TX

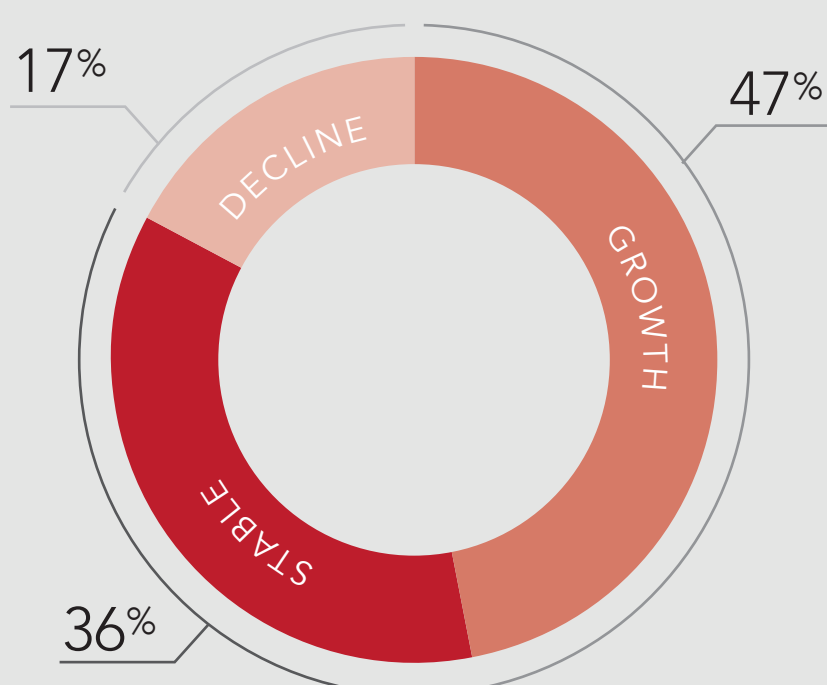


#### Pre-Game Businesses Trajectory\*

Growth **39%**  
Stable **42%**  
Decline **19%**

Small Business Health Index (SBHI)\*\* **108.9**

### ATLANTA

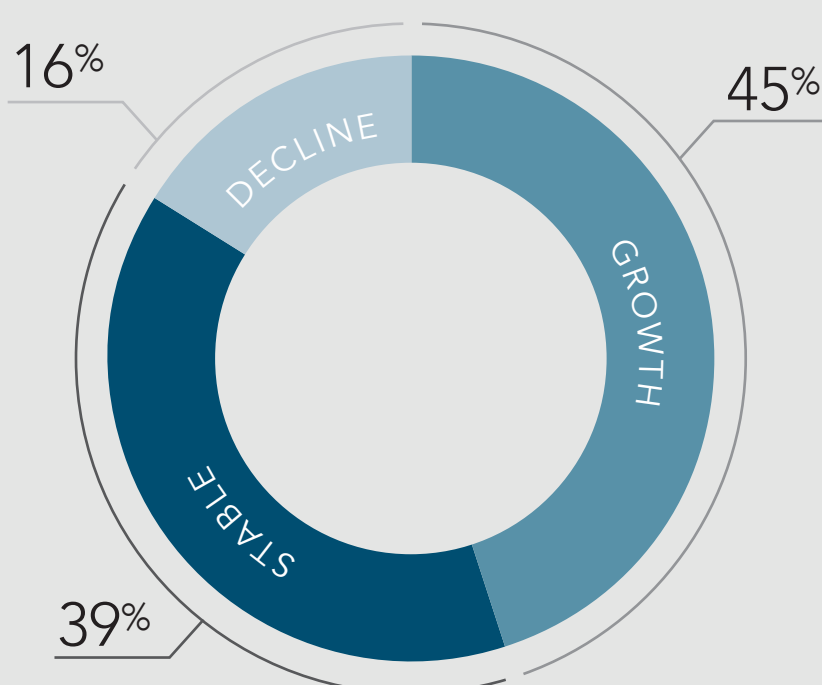


#### Pre-Game Businesses Trajectory\*

Growth **47%**  
Stable **36%**  
Decline **17%**

Small Business Health Index (SBHI)\*\* **112.3**

### NEW ENGLAND\*\*\*



#### Pre-Game Businesses Trajectory\*

Growth **45%**  
Stable **39%**  
Decline **16%**

Small Business Health Index (SBHI)\*\* **83.9**

### GAME CHANGER

You can leverage time-series analysis to anticipate a company's future trajectory by distilling and transforming subtle signals from many sources into actionable segments to make game-winning decisions.

### REAL-TIME INFLECTION POINTS



#### Headcount

Has hiring increased, and how has it contributed to sales and operations?



#### Sales

Can you expect an increase in revenue?



#### Budget

Will companies have greater spend capacity for the year?



#### Orders

Will a boost in business increase the frequency of orders?



#### Loan Balance

Will businesses use its new revenue windfall to pay off debts or seek new lines of credit?

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\*Trajectory is assessed based on anticipatory analytics and growth, stable and decline is measured in terms of employee size, annual sales, orders, borrowing, and credit balances as of July 2016

\*\*SBHI tracks small business performance and is a leading indicator of the overall US economy. Performance is measured in terms of number of failures, credit card delinquency and utilization, and trade credit delinquency. 100 equals average and the higher the number, the stronger the performance. Time frame: Q3 2016

\*\*\*New England is made up: Boston, MA, Augusta, MA, Montpelier, VT, Hartford, CT, Providence, RI, Concord, NH and the above reflects an average across all 6 Metropolitan Statistical Areas (MSAs)