

# Fiserv Small Business Index™



## Hurricane Helene Recovery Tracking

### 1 - % of parent baseline volume

measures sales contribution to the parent total. As an example: for states - GA contributes 17% of all small business sales across these 5 states.

for markets - Atlanta CBSA contributes 67% of all small business sales within GA.

for subsector - 722-Food Services and Drinking Places contributes 18% of all small business sales within Augusta CBSA.

### 2 - % Difference from Baseline Sales

for each line item we've calculated average daily sales across 14 days (Sep 7-20) to establish the baseline performance for each state, market, and subsector.

For each time period (Pre Hurricane, Landfall, Recovery) - we are calculating the daily average sales and comparing against the base period.

### 3 - % of baseline outlets open

for each line item we've calculated the average daily count of outlets open and operating within the baseline period.

For the Recovery period(s) - we are calculating the daily count of open and operating outlets as a percentage of the baseline outlet count.

Analysis Level	State / CBSA / Subsector	1 % of parent small business baseline volume	% difference from baseline sales			3 % of baseline outlets open thru Oct 6
			Pre-Hurricane Sep 21-25	2 Landfall Period Sep 26-29	Recovery Sep 30 - Oct 6	
state	GA	17%	-9.2%	-15.0%	-3.8%	92.3%
state	NC	17%	-9.1%	-12.9%	3.4%	91.0%
state	SC	8%	-8.0%	-12.8%	17.1%	89.8%
state	TN	13%	-9.7%	-8.8%	3.8%	95.1%
GA / market	GA	--	-9.2%	-15.0%	-3.8%	92.3%
GA / market	Atlanta-Sandy Springs-Alpharetta GA	67%	-9.2%	-11.4%	-4.5%	94.4%
GA / market	Savannah GA	5%	-16.5%	-23.7%	-6.7%	92.9%
GA / market	Rural Areas Combined	4%	-2.8%	-16.2%	18.7%	89.3%
GA / market	Augusta-Richmond County GA-SC	4%	-14.5%	-69.0%	-35.8%	60.8%
GA market / subsector	Augusta-Richmond County GA-SC	4%	-14.5%	-69.0%	-35.8%	60.8%
GA market / subsector	722-Food Services and Drinking Places	18%	-5.2%	-73.5%	-33.0%	74.3%
GA market / subsector	457-Gasoline Stations and Fuel Dealers	7%	-3.6%	-43.8%	-0.6%	72.7%
GA market / subsector	541-Professional, Scientific, and Technical Services	9%	-28.9%	-66.2%	-61.9%	47.4%
GA market / subsector	238-Specialty Trade Contractors	8%	-19.1%	-74.8%	-25.2%	53.5%
GA market / subsector	721-Accommodation	6%	-2.8%	-45.9%	62.1%	82.9%

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### HELENE

base period = Sep 7-20, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales						% of baseline outlets open thru Oct 6	% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Sep 21-25	Landfall Period Sep 26-29	Recovery Sep 30 thru Oct 6	Recovery Sep 30 thru Oct 10	Recovery Sep 30 thru Oct 13	Recovery Sep 30 thru Oct 20			
state	GEORGIA	17%	-9.2%	-15.0%	3.7%	8.1%	3.5%	3.1%	92.3%	97.8%	99.9%
state	NORTH CAROLINA	17%	-9.1%	-13.2%	3.4%	7.3%	2.0%	2.2%	91.0%	96.7%	99.2%
state	SOUTH CAROLINA	8%	-8.0%	-13.7%	9.8%	15.4%	10.0%	9.6%	89.8%	97.2%	99.5%
state	TENNESSEE	13%	-9.7%	-8.8%	3.8%	6.1%	2.1%	1.6%	95.1%	98.5%	100.0%
GA / market	GA	--	-9.2%	-15.0%	3.7%	8.1%	3.5%	3.1%	92.3%	97.8%	99.9%
GA / market	Atlanta-Sandy Springs-Alpharetta GA	67%	-9.2%	-11.4%	3.6%	6.8%	1.4%	1.1%	94.4%	98.7%	100.0%
GA / market	Savannah GA	5%	-16.5%	-23.7%	-0.3%	8.8%	4.9%	6.2%	92.9%	98.3%	99.0%
GA / market	Rural Areas Combined	4%	-2.8%	-16.2%	22.7%	25.4%	23.4%	13.6%	89.3%	97.1%	100.0%
GA / market	Augusta-Richmond County GA-SC	4%	-14.5%	-69.0%	-34.2%	-9.6%	-10.4%	-2.1%	60.8%	86.5%	94.3%
GA / market	Athens-Clarke County GA	2%	-11.3%	-8.7%	10.1%	13.4%	7.6%	2.8%	96.4%	98.6%	100.0%
GA / market	Macon-Bibb County GA	2%	-7.4%	-10.2%	8.0%	13.1%	6.9%	3.9%	95.4%	99.4%	100.0%
GA / market	Gainesville GA	2%	-11.6%	-14.0%	-6.8%	-0.1%	-4.3%	-4.7%	93.5%	96.9%	98.0%
GA / market	Columbus GA-AL	2%	-10.8%	-7.3%	0.6%	1.6%	0.7%	-0.2%	95.7%	98.9%	100.0%
NC / market	NC	--	-9.1%	-13.0%	3.4%	7.4%	2.0%	2.2%	91.0%	96.7%	99.2%
NC / market	Charlotte-Concord-Gastonia NC-SC	26%	-13.2%	-10.2%	10.1%	13.1%	6.0%	5.7%	94.4%	98.8%	100.0%
NC / market	Raleigh-Cary NC	15%	-6.4%	-3.2%	10.6%	12.6%	6.4%	4.3%	94.9%	98.2%	100.0%
NC / market	Greensboro-High Point NC	8%	-5.2%	-11.8%	0.1%	11.0%	3.8%	3.9%	95.7%	99.4%	100.0%
NC / market	Winston-Salem NC	6%	-15.4%	-12.4%	0.7%	5.4%	-0.3%	0.6%	94.7%	98.6%	100.0%
NC / market	Durham-Chapel Hill NC	6%	-8.0%	-8.7%	5.4%	8.4%	2.4%	1.5%	95.3%	99.2%	100.0%
NC / market	Asheville NC	5%	-6.0%	-74.2%	-54.8%	-37.2%	-37.7%	-28.5%	47.6%	71.5%	84.4%
NC / market	Rural Areas Combined	3%	-7.6%	7.9%	5.8%	4.8%	3.5%	14.8%	82.4%	91.8%	96.0%
NC / market	Hickory-Lenoir-Morganton NC	3%	-7.8%	-26.8%	0.0%	7.4%	5.2%	1.3%	91.2%	98.2%	100.0%
NC / market	Fayetteville NC	3%	-8.4%	-1.3%	11.5%	9.3%	5.6%	2.4%	95.0%	99.4%	100.0%
NC / market	Greenville NC	2%	-14.9%	-12.9%	14.8%	11.7%	4.8%	0.3%	94.5%	98.0%	99.9%
SC / market	SC	--	-8.2%	-13.7%	9.8%	23.1%	10.0%	9.6%	89.8%	97.2%	99.5%
SC / market	Charleston-North Charleston SC	21%	-4.9%	-5.4%	19.1%	29.5%	15.3%	13.5%	94.7%	98.1%	99.8%
SC / market	Greenville-Anderson SC	19%	-11.5%	-38.6%	6.1%	27.1%	12.6%	12.5%	81.1%	94.8%	98.4%
SC / market	Myrtle Beach-Conway-North Myrtle Beach SC-NC	14%	-8.8%	-6.8%	8.5%	16.2%	6.9%	6.5%	93.9%	98.1%	99.0%
SC / market	Columbia SC	12%	-8.9%	-9.1%	14.0%	24.0%	11.0%	10.9%	93.8%	98.4%	100.0%
SC / market	Rural Areas Combined	5%	-0.4%	8.1%	8.2%	9.6%	0.6%	-2.1%	93.3%	98.1%	99.4%
SC / market	Hilton Head Island-Bluffton SC	6%	-14.5%	-11.2%	7.4%	28.8%	12.4%	12.8%	95.3%	99.3%	100.0%
SC / market	Spartanburg SC	7%	-19.5%	-21.2%	-22.6%	-1.7%	-8.2%	-3.5%	76.8%	94.7%	99.3%
SC / market	Florence SC	4%	-4.1%	0.6%	9.4%	19.7%	7.2%	5.3%	94.4%	98.1%	100.0%
TN / market	TN	--	-9.7%	-8.8%	3.8%	6.1%	2.1%	1.6%	95.1%	98.5%	100.0%
TN / market	Nashville-Davidson--Murfreesboro--Franklin TN	37%	-8.8%	-5.0%	3.5%	2.3%	-1.1%	-1.2%	95.4%	98.8%	100.0%
TN / market	Memphis TN-MS-AR	15%	-6.4%	-7.1%	6.1%	9.9%	4.6%	2.6%	95.1%	98.5%	100.0%
TN / market	Knoxville TN	13%	-12.0%	-14.8%	-2.9%	4.1%	-1.9%	0.0%	94.9%	98.4%	100.0%
TN / market	Chattanooga TN-GA	8%	-17.7%	-12.2%	5.7%	8.9%	2.5%	0.5%	96.2%	98.9%	99.9%
TN / market	Rural Areas Combined	5%	-16.6%	-16.5%	4.2%	4.1%	0.5%	0.1%	95.1%	98.3%	99.6%
TN / market	Sevierville TN	4%	8.4%	-8.0%	14.0%	24.2%	34.3%	33.5%	97.0%	98.0%	99.3%
GA market / subsector	Atlanta-Sandy Springs-Alpharetta GA	--	-9.2%	-11.4%	3.6%	6.8%	1.4%	1.1%	94.4%	98.7%	100.0%
GA market / subsector	722-Food Services and Drinking Places	18%	-1.7%	-0.6%	4.8%	-2.8%	4.2%	3.9%	96.1%	97.4%	98.2%
GA market / subsector	541-Professional, Scientific, and Technical Services	10%	-12.3%	-5.9%	7.3%	13.6%	-0.5%	-3.8%	89.5%	100.0%	105.0%
GA market / subsector	238-Specialty Trade Contractors	7%	-21.5%	-37.4%	-9.9%	-0.5%	-11.9%	-9.1%	82.8%	97.7%	107.5%

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base period = Sep 7-20, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales						% of baseline outlets open thru Oct 6	% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Sep 21-25	Landfall Period Sep 26-29	Recovery Sep 30 thru Oct 6	Recovery Sep 30 thru Oct 10	Recovery Sep 30 thru Oct 13	Recovery Sep 30 thru Oct 20			
GA market / subsector	423-Merchant Wholesalers, Durable Goods	6%	-11.2%	-23.1%	-0.8%	11.9%	-1.3%	-3.1%	91.9%	99.3%	102.4%
GA market / subsector	721-Accommodation	5%	-6.1%	3.1%	-0.8%	15.5%	12.3%	12.8%	97.0%	99.4%	99.4%
GA market / subsector	Savannah GA	5%	-16.5%	-23.7%	-0.3%	8.8%	4.9%	6.2%	92.9%	98.3%	100.0%
GA market / subsector	722-Food Services and Drinking Places	20%	-2.2%	-0.9%	8.1%	3.2%	9.3%	8.0%	96.7%	98.5%	99.0%
GA market / subsector	721-Accommodation	16%	-3.8%	15.8%	14.6%	33.9%	33.2%	36.1%	100.0%	100.0%	100.0%
GA market / subsector	541-Professional, Scientific, and Technical Services	9%	-42.1%	-52.1%	-21.0%	1.0%	-14.9%	-10.3%	82.4%	96.5%	102.4%
GA market / subsector	238-Specialty Trade Contractors	8%	-30.4%	-55.1%	-22.7%	31.2%	10.9%	0.4%	79.5%	100.0%	107.7%
GA market / subsector	445-Food and Beverage Retailers	5%	-0.8%	-14.6%	9.2%	1.8%	8.5%	8.9%	97.8%	99.4%	101.0%
GA market / subsector	Rural Areas Combined	4%	-2.8%	-16.2%	22.7%	25.4%	23.4%	19.6%	89.3%	97.1%	99.0%
GA market / subsector	722-Food Services and Drinking Places	21%	1.6%	-17.4%	11.9%	8.6%	19.6%	19.8%	90.8%	96.3%	96.5%
GA market / subsector	457-Gasoline Stations and Fuel Dealers	13%	9.1%	-16.3%	1.7%	3.6%	4.2%	5.3%	91.0%	98.0%	99.7%
GA market / subsector	445-Food and Beverage Retailers	8%	21.7%	-7.6%	20.0%	15.2%	29.3%	32.9%	91.8%	96.7%	96.7%
GA market / subsector	444-Building Material and Garden Equipment and Supplies	6%	4.1%	40.6%	46.8%	55.1%	82.8%	34.1%	88.7%	98.6%	100.0%
GA market / subsector	721-Accommodation	6%	-1.7%	46.8%	76.7%	76.4%	41.8%	73.6%	97.0%	100.0%	101.0%
GA market / subsector	Augusta-Richmond County GA-SC	4%	-14.5%	-69.0%	-34.2%	-9.6%	-10.4%	-2.1%	60.8%	86.5%	94.3%
GA market / subsector	722-Food Services and Drinking Places	18%	-5.2%	-73.5%	-33.0%	-21.6%	-10.7%	-3.6%	74.3%	93.1%	98.4%
GA market / subsector	457-Gasoline Stations and Fuel Dealers	7%	-3.6%	-43.8%	-0.6%	3.2%	1.2%	3.5%	72.7%	93.5%	96.1%
GA market / subsector	541-Professional, Scientific, and Technical Services	9%	-28.9%	-66.2%	-61.9%	-39.0%	-43.7%	-32.2%	47.4%	78.2%	96.2%
GA market / subsector	238-Specialty Trade Contractors	8%	-19.1%	-74.8%	-25.2%	2.6%	-6.6%	2.2%	53.5%	88.4%	102.3%
GA market / subsector	721-Accommodation	6%	-2.8%	-45.9%	62.1%	75.2%	75.2%	81.0%	82.9%	91.4%	94.3%
NC market / subsector	Charlotte-Concord-Gastonia NC-SC	26%	-13.2%	-10.2%	10.1%	13.1%	6.0%	5.7%	94.4%	98.8%	100.0%
NC market / subsector	722-Food Services and Drinking Places	17%	0.5%	10.9%	8.6%	-1.6%	6.1%	4.9%	96.7%	98.0%	98.5%
NC market / subsector	541-Professional, Scientific, and Technical Services	10%	-12.3%	-17.5%	9.1%	14.5%	2.5%	1.7%	91.1%	100.0%	105.5%
NC market / subsector	423-Merchant Wholesalers, Durable Goods	9%	-18.9%	-9.5%	8.0%	9.9%	-3.2%	-7.7%	91.3%	100.0%	102.0%
NC market / subsector	238-Specialty Trade Contractors	9%	-29.2%	-40.7%	22.0%	26.0%	9.3%	10.1%	84.9%	97.7%	103.0%
NC market / subsector	484-Truck Transportation	7%	-33.3%	-24.1%	-20.8%	6.6%	-4.0%	3.5%	87.9%	100.0%	106.0%
NC market / subsector	Asheville NC	5%	-6.0%	-74.2%	-54.8%	-37.2%	-37.7%	-26.5%	47.6%	71.5%	84.4%
NC market / subsector	238-Specialty Trade Contractors	14%	-19.5%	-68.1%	-65.2%	-44.5%	-43.2%	-30.4%	35.6%	74.6%	93.2%
NC market / subsector	722-Food Services and Drinking Places	14%	1.9%	-60.5%	-68.0%	-61.4%	-53.7%	-45.1%	39.3%	53.4%	67.7%
NC market / subsector	721-Accommodation	10%	-5.2%	-64.8%	-39.1%	-24.5%	-23.2%	-16.5%	79.5%	84.3%	88.0%
NC market / subsector	621-Ambulatory Health Care Services	7%	-1.7%	-82.0%	-65.6%	-61.6%	-65.5%	-55.2%	40.1%	76.2%	90.7%
NC market / subsector	423-Merchant Wholesalers, Durable Goods	6%	-20.4%	-65.5%	-47.3%	-7.4%	-19.5%	-21.1%	55.6%	90.7%	96.3%
NC market / subsector	Fayetteville NC	3%	-8.4%	-1.3%	11.5%	9.3%	5.6%	2.4%	95.0%	99.4%	100.0%
NC market / subsector	722-Food Services and Drinking Places	18%	-1.9%	10.3%	8.8%	0.4%	6.0%	4.0%	94.4%	97.6%	98.4%
NC market / subsector	445-Food and Beverage Retailers	10%	-12.9%	-4.8%	17.7%	7.9%	8.4%	4.0%	94.1%	96.6%	97.5%
NC market / subsector	541-Professional, Scientific, and Technical Services	9%	-14.2%	-0.6%	3.9%	12.8%	1.7%	2.9%	93.2%	100.0%	103.4%
NC market / subsector	457-Gasoline Stations and Fuel Dealers	8%	-8.6%	-1.4%	2.6%	1.6%	0.7%	1.2%	93.3%	93.3%	93.3%
NC market / subsector	561-Administrative and Support Services	4%	41.7%	-19.4%	135.6%	92.1%	59.2%	42.9%	104.3%	113.0%	113.0%
SC market / subsector	Charleston-North Charleston SC	21%	-4.9%	-5.4%	19.1%	29.5%	15.3%	13.5%	94.7%	98.1%	99.8%
SC market / subsector	722-Food Services and Drinking Places	21%	1.8%	12.8%	9.3%	-0.7%	10.4%	8.6%	96.9%	98.0%	98.7%
SC market / subsector	541-Professional, Scientific, and Technical Services	13%	-11.8%	-15.7%	-17.8%	-3.7%	-13.4%	-13.1%	83.8%	92.9%	98.0%
SC market / subsector	721-Accommodation	7%	-9.6%	6.6%	-2.4%	9.9%	11.0%	9.7%	100.0%	100.0%	101.6%

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			Pre-Hurricane Sep 21-25	Landfall Period Sep 26-29	Recovery Sep 30 thru Oct 6	Recovery Sep 30 thru Oct 10	Recovery Sep 30 thru Oct 13	Recovery Sep 30 thru Oct 20			
SC market / subsector	423-Merchant Wholesalers, Durable Goods	5%	-30.6%	-32.4%	12.6%	13.3%	-0.4%	4.2%	94.8%	100.0%	103.1%
SC market / subsector	711-Performing Arts, Spectator Sports, and Related Activities	4%	31.1%	-0.5%	19.6%	4.3%	3.6%	6.4%	100.0%	100.0%	100.0%
SC market / subsector	Greenville-Anderson SC	19%	-11.5%	-38.8%	6.1%	27.1%	12.6%	12.5%	81.1%	94.8%	98.4%
SC market / subsector	722-Food Services and Drinking Places	17%	-0.7%	-24.2%	9.6%	3.1%	8.4%	8.1%	84.3%	93.6%	95.6%
SC market / subsector	541-Professional, Scientific, and Technical Services	12%	2.0%	-39.9%	2.0%	10.1%	-0.9%	0.7%	79.2%	95.5%	100.0%
SC market / subsector	423-Merchant Wholesalers, Durable Goods	10%	-12.0%	-47.1%	-8.6%	27.1%	11.6%	0.4%	78.5%	96.3%	100.0%
SC market / subsector	457-Gasoline Stations and Fuel Dealers	7%	1.0%	-27.3%	-14.6%	-9.6%	-7.3%	-5.0%	82.2%	91.1%	93.5%
SC market / subsector	721-Accommodation	5%	-10.6%	5.2%	44.0%	45.9%	44.0%	38.5%	88.7%	95.2%	96.8%
SC market / subsector	Spartanburg SC	7%	-19.5%	-21.2%	-22.6%	-1.7%	-8.2%	-3.5%	76.8%	94.7%	99.3%
SC market / subsector	424-Merchant Wholesalers, Nondurable Goods	23%	-20.7%	-20.4%	-26.6%	-16.3%	-18.4%	-8.6%	83.3%	94.4%	100.0%
SC market / subsector	722-Food Services and Drinking Places	13%	-2.4%	-50.5%	-0.8%	-0.1%	5.8%	6.0%	85.1%	97.5%	98.5%
SC market / subsector	541-Professional, Scientific, and Technical Services	10%	-5.1%	-55.7%	-41.5%	-2.1%	-14.7%	-10.8%	45.5%	79.5%	100.0%
SC market / subsector	457-Gasoline Stations and Fuel Dealers	6%	1.6%	29.8%	15.8%	12.0%	11.4%	7.3%	83.6%	100.0%	101.8%
SC market / subsector	811-Repair and Maintenance	4%	-18.8%	-65.6%	-6.5%	4.5%	6.8%	8.3%	70.5%	90.2%	91.8%
TN market / subsector	Knoxville TN	13%	-12.0%	-14.8%	-2.9%	4.1%	-1.9%	0.0%	94.9%	98.4%	100.0%
TN market / subsector	423-Merchant Wholesalers, Durable Goods	13%	-6.6%	-14.8%	-3.8%	7.7%	-5.2%	-7.0%	93.1%	99.0%	100.0%
TN market / subsector	722-Food Services and Drinking Places	13%	-2.5%	-0.4%	2.0%	-4.2%	2.7%	3.6%	96.7%	98.4%	99.5%
TN market / subsector	621-Ambulatory Health Care Services	9%	-14.7%	-16.3%	-4.5%	6.7%	-8.8%	-3.8%	97.5%	99.8%	100.0%
TN market / subsector	721-Accommodation	8%	2.1%	-13.0%	-8.9%	-8.7%	-2.2%	3.0%	100.0%	100.0%	100.0%
TN market / subsector	238-Specialty Trade Contractors	6%	-17.7%	-37.4%	30.0%	47.0%	32.1%	14.6%	90.2%	104.0%	113.7%
TN market / subsector	541-Professional, Scientific, and Technical Services	6%	-3.0%	-15.6%	-11.0%	-4.1%	-14.1%	-8.3%	92.7%	98.3%	100.0%
TN market / subsector	Sevierville TN	4%	8.4%	-8.0%	14.0%	24.2%	34.3%	33.5%	96.5%	98.0%	99.3%
TN market / subsector	711-Performing Arts, Spectator Sports, and Related Activities	25%	21.9%	11.7%	15.5%	29.3%	44.2%	46.4%	93.8%	93.8%	93.8%
TN market / subsector	721-Accommodation	29%	3.6%	-21.8%	8.6%	15.5%	23.1%	20.9%	98.4%	98.4%	98.4%
TN market / subsector	722-Food Services and Drinking Places	13%	11.7%	-1.3%	22.4%	26.8%	42.5%	44.1%	96.5%	96.5%	98.2%
TN market / subsector	713-Amusement, Gambling, and Recreation Industries	8%	16.1%	-8.7%	48.8%	69.5%	94.5%	87.6%	95.8%	97.9%	97.9%
TN market / subsector	458-Clothing, Clothing Accessories, Shoe, and Jewelry	3%	4.6%	-8.3%	9.1%	13.6%	29.2%	29.5%	100.0%	100.0%	100.0%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
state	FLORIDA	--	-5.4%	-38.7%	-26.9%	-4.6%	68.1%	94.0%
	FLORIDA	--	-5.4%	-38.6%	-26.9%	-4.6%	68.1%	94.0%
Florida CBSAs	Miami-Fort Lauderdale-Pompano Beach FL	38%	-9.0%	-12.1%	-24.8%	-6.4%	75.3%	94.2%
Florida CBSAs	Tampa-St. Petersburg-Clearwater FL	13%	-6.0%	-75.2%	-44.6%	-5.9%	46.2%	90.7%
Florida CBSAs	Orlando-Kissimmee-Sanford FL	12%	-1.8%	-64.1%	-17.2%	1.9%	73.2%	94.9%
Florida CBSAs	Jacksonville FL	7%	-4.0%	-35.5%	-22.7%	-7.9%	78.2%	95.6%
Florida CBSAs	North Port-Sarasota-Bradenton FL	4%	-7.2%	-72.3%	-45.6%	-6.9%	40.7%	89.0%
Florida CBSAs	Cape Coral-Fort Myers FL	3%	-13.7%	-77.3%	-35.8%	-1.5%	60.8%	94.6%
Florida CBSAs	Palm Bay-Melbourne-Titusville FL	3%	-3.9%	-62.3%	-24.7%	-10.0%	72.8%	95.9%
Florida CBSAs	Deltona-Daytona Beach-Ormond Beach FL	2%	-2.3%	-71.7%	-40.5%	-5.0%	58.6%	93.9%
Florida CBSAs	Port St. Lucie FL	2%	-9.6%	-56.5%	-37.4%	-12.4%	68.8%	95.8%
Florida CBSAs	Pensacola-Ferry Pass-Brent FL	2%	-0.7%	15.8%	-9.0%	-4.2%	80.3%	95.9%
Florida CBSAs	Lakeland-Winter Haven FL	2%	0.0%	-71.2%	-26.5%	-2.3%	64.8%	95.7%
Florida CBSAs	Naples-Marco Island FL	2%	-16.2%	-70.6%	-40.5%	0.2%	59.4%	94.6%
Florida CBSAs	Tallahassee FL	1%	2.6%	13.3%	-12.7%	-2.3%	82.2%	96.7%
Florida CBSAs	Crestview-Fort Walton Beach-Destin FL	1%	6.2%	28.3%	1.3%	1.4%	78.4%	93.8%
Florida CBSAs	Gainesville FL	1%	17.6%	-21.7%	-16.0%	-4.6%	79.2%	96.7%
Florida CBSAs	Ocala FL	1%	-2.9%	-55.3%	-19.9%	-3.4%	75.5%	96.1%
Florida CBSAs	Key West FL	1%	-5.3%	-22.7%	-7.8%	5.9%	82.3%	96.0%
Florida CBSAs	Panama City FL	1%	17.0%	32.1%	11.7%	7.5%	82.2%	96.9%
Florida CBSAs	Rural Areas Combined	1%	9.9%	6.0%	-3.4%	2.0%	79.8%	94.3%
MARKET / SUBSECTOR	Miami-Fort Lauderdale-Pompano Beach FL	38%	-9.0%	-12.1%	-24.8%	-6.4%	75.3%	94.2%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	13%	-0.9%	-24.4%	21.0%	9.1%	93.7%	97.7%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	10%	-14.2%	-8.8%	-33.1%	-9.1%	57.9%	88.9%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	8%	-21.5%	-23.2%	-44.0%	-18.1%	50.1%	87.2%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	7%	-12.7%	-22.7%	-53.5%	-14.1%	66.6%	96.6%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	7%	-16.4%	-9.4%	-47.3%	-19.0%	66.8%	92.2%
MARKET / SUBSECTOR	561-Administrative and Support Services	5%	-11.8%	60.5%	-40.3%	-18.9%	53.4%	89.9%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	6%	6.2%	-7.8%	-4.4%	-5.0%	90.6%	96.4%
MARKET / SUBSECTOR	424-Merchant Wholesalers, Nondurable Goods	5%	-22.3%	-9.1%	-39.8%	-7.4%	66.9%	92.5%
MARKET / SUBSECTOR	721-Accommodation	4%	30.0%	38.6%	29.4%	35.0%	90.5%	98.9%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	3%	18.1%	-30.6%	-37.3%	-19.1%	91.5%	97.4%
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	-8.2%	-29.4%	-2.7%	2.3%	83.6%	95.3%
MARKET / SUBSECTOR	458-Clothing, Clothing Accessories, Shoe, and Jewelry	3%	-2.3%	-17.2%	-11.8%	5.2%	80.0%	94.9%
MARKET / SUBSECTOR	456-Health and Personal Care Retailers	3%	-7.8%	-12.3%	-24.8%	-8.9%	79.0%	95.8%
MARKET / SUBSECTOR	484-Truck Transportation	3%	-6.7%	-8.8%	-41.5%	-11.5%	58.2%	93.8%
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-14.7%	-21.4%	-37.1%	-12.8%	67.0%	93.4%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Book, and Toy Stores	3%	-6.0%	-15.7%	-13.3%	-2.5%	83.2%	96.2%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	2%	-8.2%	-26.0%	-30.3%	-10.5%	70.4%	92.5%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Appliances	2%	-14.3%	-22.8%	-22.3%	-6.5%	66.4%	92.1%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Supplies	2%	-19.9%	-28.1%	-37.3%	-12.7%	75.9%	96.3%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industries	2%	-31.2%	-52.2%	-22.0%	-19.8%	71.2%	91.3%
MARKET / SUBSECTOR	532-Rental and Leasing Services	2%	-13.5%	-9.9%	-1.1%	16.6%	74.4%	93.8%
MARKET / SUBSECTOR	711-Performing Arts, Spectator Sports, and Related Industries	2%	12.1%	-31.9%	15.0%	38.5%	77.0%	92.1%
MARKET / SUBSECTOR	488-Support Activities for Transportation	1%	-3.7%	-3.0%	-31.3%	-8.9%	59.6%	88.7%
MARKET / SUBSECTOR	455- General Merchandise Retailers	1%	-27.8%	-11.1%	-39.2%	-14.0%	79.0%	89.9%
MARKET / SUBSECTOR	Tampa-St. Petersburg-Clearwater FL	13%	-6.0%	-75.2%	-44.6%	-5.9%	46.2%	90.7%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	17%	7.7%	-77.8%	1.2%	7.8%	63.4%	91.2%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	11%	-13.6%	-93.7%	-78.7%	-13.8%	28.6%	87.2%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	10%	-10.0%	-69.5%	-63.0%	-17.9%	37.7%	89.8%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	8%	-24.3%	-77.2%	-71.1%	-21.6%	40.3%	91.4%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	7%	-27.7%	-73.5%	-78.7%	-17.2%	25.9%	93.5%
MARKET / SUBSECTOR	721-Accommodation	6%	2.0%	-53.5%	55.5%	38.9%	65.7%	86.7%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	5%	31.2%	-69.9%	-33.4%	-2.1%	64.2%	93.5%
MARKET / SUBSECTOR	424-Merchant Wholesalers, Nondurable Goods	4%	-27.7%	-60.1%	-67.4%	-21.7%	33.3%	82.8%
MARKET / SUBSECTOR	561-Administrative and Support Services	4%	-36.4%	-85.9%	-64.5%	-7.0%	34.7%	91.4%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	3%	-2.9%	-91.1%	-48.4%	-3.9%	38.7%	90.7%
MARKET / SUBSECTOR	711-Performing Arts, Spectator Sports, and Related Industries	2%	65.4%	26.1%	131.5%	72.1%	50.0%	86.4%
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-7.6%	-93.4%	-73.3%	-13.5%	29.7%	89.9%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	2%	45.2%	-70.7%	-34.0%	-13.0%	58.6%	96.9%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Book, and Music Stores	3%	6.9%	-82.6%	-47.7%	-7.5%	51.5%	88.9%
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	-6.7%	-90.9%	-53.7%	-1.4%	47.9%	92.0%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Appliances	2%	-20.3%	-74.1%	-65.0%	-11.3%	45.2%	91.2%
MARKET / SUBSECTOR	456-Health and Personal Care Retailers	2%	-22.5%	-70.7%	-56.1%	-4.2%	37.3%	91.5%
MARKET / SUBSECTOR	484-Truck Transportation	2%	-13.7%	-79.0%	-64.1%	-25.0%	62.8%	93.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Supplies	1%	53.5%	-75.3%	-44.2%	1.5%	39.0%	89.7%
MARKET / SUBSECTOR	455- General Merchandise Retailers	1%	-2.0%	-75.0%	-53.9%	-9.0%	50.8%	86.7%
MARKET / SUBSECTOR	458-Clothing, Clothing Accessories, Shoe, and Jewelry	2%	-0.9%	-68.1%	-64.4%	-10.0%	37.7%	88.4%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industries	1%	-9.3%	-72.3%	-52.0%	-18.5%	52.2%	89.7%
MARKET / SUBSECTOR	Orlando-Kissimmee-Sanford FL	12%	-1.8%	-64.1%	-17.2%	1.9%	73.2%	94.9%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	18%	5.0%	-55.9%	23.2%	11.9%	92.2%	97.1%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	11%	-27.1%	-84.6%	-52.4%	-3.1%	46.6%	90.6%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	10%	-4.2%	-61.8%	-42.3%	-12.8%	54.1%	89.9%
MARKET / SUBSECTOR	721-Accommodation	7%	43.3%	-3.3%	57.8%	41.6%	89.1%	97.7%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-12.3%	-78.2%	-67.8%	-14.4%	55.6%	96.1%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	5%	31.4%	-13.0%	6.0%	4.8%	88.7%	94.9%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	5%	-18.6%	-69.3%	-54.0%	-22.6%	65.7%	95.6%
MARKET / SUBSECTOR	561-Administrative and Support Services	4%	-37.5%	-64.6%	-60.4%	0.1%	46.5%	87.2%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	4%	-10.1%	-86.1%	-22.0%	-5.9%	70.6%	95.6%
MARKET / SUBSECTOR	424-Merchant Wholesalers, Nondurable Goods	3%	-19.8%	-86.1%	-32.4%	-4.5%	70.9%	92.7%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-11.2%	-85.3%	-45.3%	-7.3%	58.6%	92.8%
MARKET / SUBSECTOR	532-Rental and Leasing Services	3%	11.7%	-76.3%	34.7%	51.6%	73.2%	90.1%
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	-4.8%	-87.9%	1.0%	3.8%	80.6%	94.6%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	3%	5.9%	-54.4%	-5.8%	10.3%	83.7%	97.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sur	2%	90.5%	-46.8%	11.2%	11.4%	76.4%	96.4%
MARKET / SUBSECTOR	711-Performing Arts, Spectator Sports, and Related In	2%	1.5%	-69.9%	-3.4%	10.6%	68.0%	92.0%
MARKET / SUBSECTOR	458-Clothing, Clothing Accessories, Shoe, and Jewelr	2%	-2.4%	-95.0%	4.7%	3.7%	84.0%	97.2%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Ap	2%	-3.9%	-87.0%	-8.9%	8.0%	75.8%	97.0%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industrie	2%	-21.2%	-76.4%	-1.5%	-5.0%	74.5%	93.6%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	1%	20.1%	-69.2%	-31.9%	-14.2%	92.6%	100.0%
MARKET / SUBSECTOR	484-Truck Transportation	1%	-19.8%	-73.4%	-22.4%	-11.0%	60.9%	84.8%
MARKET / SUBSECTOR	455- General Merchandise Retailers	1%	6.8%	-59.2%	-19.9%	-3.9%	83.6%	98.2%
MARKET / SUBSECTOR	Jacksonville FL	7%	-4.0%	-35.5%	-22.7%	-7.9%	78.2%	95.6%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	18%	4.4%	-32.3%	18.9%	7.5%	93.7%	98.1%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	12%	-12.8%	-22.9%	-35.7%	-6.7%	63.5%	93.8%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	11%	-24.1%	-45.0%	-50.9%	-27.5%	50.9%	87.3%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	0.4%	-35.8%	-63.0%	-11.3%	63.1%	98.3%
MARKET / SUBSECTOR	721-Accommodation	6%	28.3%	-7.5%	2.1%	-1.6%	93.1%	96.2%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	5%	21.7%	-28.9%	-36.4%	-21.0%	93.0%	98.6%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	5%	-29.6%	-51.9%	-55.1%	-23.1%	62.5%	90.3%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sur	4%	33.1%	-39.7%	-6.9%	-5.2%	89.4%	102.1%
MARKET / SUBSECTOR	561-Administrative and Support Services	4%	-33.4%	-44.9%	-65.0%	-31.1%	54.9%	87.1%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	4%	17.1%	-11.9%	7.9%	0.8%	94.5%	98.0%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	3%	3.4%	-52.2%	-19.4%	-6.5%	75.9%	96.2%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	3%	3.8%	-39.9%	9.8%	5.9%	87.2%	95.5%
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	-4.7%	-57.4%	5.3%	5.0%	86.4%	97.1%
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-13.8%	-50.6%	-34.3%	-7.7%	70.7%	96.1%
MARKET / SUBSECTOR	424-Merchant Wholesalers, Nondurable Goods	2%	-15.6%	-39.4%	-21.4%	4.6%	64.9%	94.6%
MARKET / SUBSECTOR	458-Clothing, Clothing Accessories, Shoe, and Jewelr	2%	-3.7%	-17.8%	2.2%	4.8%	89.7%	98.8%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industrie	2%	-16.6%	-63.6%	-5.8%	-8.0%	81.8%	97.7%
MARKET / SUBSECTOR	711-Performing Arts, Spectator Sports, and Related In	2%	-8.4%	-60.9%	-25.0%	-11.0%	50.0%	91.7%
MARKET / SUBSECTOR	532-Rental and Leasing Services	1%	-10.0%	-23.9%	-5.1%	3.8%	73.1%	92.3%
MARKET / SUBSECTOR	488-Support Activities for Transportation	1%	-25.0%	-11.6%	-45.9%	-18.2%	71.0%	93.5%
MARKET / SUBSECTOR	455- General Merchandise Retailers	1%	-5.7%	-21.0%	-15.2%	-4.5%	86.8%	92.1%
MARKET / SUBSECTOR	North Port-Sarasota-Bradenton FL	4%	-7.2%	-72.3%	-45.6%	-6.9%	40.7%	89.0%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	14%	-23.6%	-98.0%	-70.1%	-8.1%	34.3%	88.6%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	15%	-1.9%	-92.4%	-17.5%	1.6%	56.2%	89.9%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	8%	-34.9%	-56.4%	-71.9%	-28.4%	39.1%	92.1%
MARKET / SUBSECTOR	721-Accommodation	7%	12.6%	-69.1%	8.0%	-2.4%	46.1%	82.0%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-34.5%	-86.7%	-71.1%	-5.2%	19.9%	91.2%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	561-Administrative and Support Services	6%	-15.4%	-52.1%	-69.3%	-12.6%	31.8%	84.1%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	5%	-17.1%	-25.2%	-59.9%	-11.0%	40.6%	95.8%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	4%	19.2%	-81.2%	-27.3%	-4.5%	61.0%	93.2%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	4%	-7.2%	-62.2%	-57.8%	-21.9%	43.3%	86.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sur	2%	83.9%	-57.7%	-36.0%	8.6%	42.9%	98.0%
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-27.1%	-97.1%	-74.1%	-13.9%	23.4%	84.0%
MARKET / SUBSECTOR	812-Personal and Laundry Services	2%	-12.5%	-98.2%	-69.6%	-11.3%	47.8%	94.1%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Ap	2%	-38.9%	-94.1%	-72.7%	-12.4%	34.4%	90.3%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	1%	9.1%	-94.3%	-30.5%	14.8%	35.3%	89.7%
MARKET / SUBSECTOR	455- General Merchandise Retailers	2%	-22.4%	-71.5%	-66.0%	-18.9%	41.3%	78.3%
MARKET / SUBSECTOR	Cape Coral-Fort Myers FL	3%	-13.7%	-77.3%	-35.8%	-1.5%	60.8%	94.6%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	19%	-34.7%	-75.5%	-58.3%	1.8%	42.9%	88.0%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	17%	4.2%	-74.2%	19.0%	14.0%	83.5%	96.6%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	10%	-28.6%	-62.0%	-62.1%	-25.5%	43.9%	96.1%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-40.7%	-84.9%	-77.9%	-14.8%	39.2%	95.5%
MARKET / SUBSECTOR	721-Accommodation	5%	8.9%	-54.7%	35.3%	20.2%	60.3%	91.4%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	5%	-36.8%	-93.0%	-43.9%	2.4%	62.4%	92.0%
MARKET / SUBSECTOR	561-Administrative and Support Services	4%	-4.1%	-89.9%	-62.8%	-19.1%	37.3%	82.1%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	4%	32.4%	-44.8%	-8.0%	3.2%	76.3%	94.7%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	3%	-11.6%	-93.9%	-39.3%	1.0%	60.6%	97.7%
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	-16.2%	-86.9%	-24.7%	3.5%	69.3%	96.5%
MARKET / SUBSECTOR	811-Repair and Maintenance	2%	-19.0%	-89.7%	-43.1%	-4.1%	53.1%	94.5%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sur	2%	11.4%	-87.2%	-30.1%	18.7%	63.3%	93.9%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	2%	5.8%	-92.2%	-32.0%	-4.8%	67.3%	94.1%
MARKET / SUBSECTOR	458-Clothing, Clothing Accessories, Shoe, and Jewelr	2%	-24.6%	-92.9%	4.8%	25.4%	71.6%	91.4%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Ap	2%	-55.9%	-97.1%	-74.7%	-18.1%	50.0%	91.5%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industrie	1%	-1.4%	-74.6%	-54.1%	-1.7%	52.8%	88.9%
MARKET / SUBSECTOR	Palm Bay-Melbourne-Titusville FL	3%	-3.9%	-62.3%	-24.7%	-10.0%	72.8%	95.9%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	21%	4.3%	-49.6%	21.0%	10.4%	90.3%	97.6%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	11%	-20.9%	-66.9%	-38.2%	-19.1%	47.8%	94.8%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	9%	-15.7%	-77.9%	-56.8%	-22.2%	47.0%	90.2%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	8%	-19.8%	-83.0%	-61.8%	-18.2%	58.9%	96.2%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	7%	-22.9%	-43.5%	-63.5%	-40.1%	66.7%	97.5%
MARKET / SUBSECTOR	721-Accommodation	6%	17.7%	6.3%	55.9%	25.6%	92.1%	97.4%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	4%	29.5%	-68.5%	-47.8%	-17.6%	68.3%	95.1%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	4%	-14.1%	-72.3%	-31.3%	-9.4%	77.9%	96.8%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sur	2%	169.2%	-26.3%	25.3%	14.4%	88.6%	100.0%
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-0.8%	-85.3%	-43.4%	-2.4%	59.4%	95.7%
MARKET / SUBSECTOR	561-Administrative and Support Services	3%	-31.0%	-88.9%	-54.4%	-25.3%	54.5%	84.1%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	3%	17.5%	-44.8%	-17.7%	-3.9%	90.4%	98.1%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	0.5%	-93.1%	3.5%	1.5%	83.7%	96.8%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	3%	2.7%	-70.9%	-22.8%	-12.2%	77.6%	95.3%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Ap	2%	-25.6%	-84.1%	-4.4%	6.5%	70.2%	106.4%
MARKET / SUBSECTOR	Deltona-Daytona Beach-Ormond Beach FL	2%	-2.3%	-71.7%	-40.5%	-5.0%	58.6%	93.9%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	18%	3.3%	-67.7%	7.1%	7.3%	83.0%	95.9%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	13%	-20.5%	-89.2%	-73.8%	-14.0%	36.2%	95.7%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	9%	-10.7%	-68.2%	-54.4%	-19.0%	43.7%	92.1%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	7%	-8.7%	-79.4%	-86.4%	-23.2%	35.1%	93.8%
MARKET / SUBSECTOR	721-Accommodation	5%	29.0%	-6.7%	47.9%	61.0%	73.2%	96.3%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	6%	-19.0%	-88.4%	-40.3%	24.9%	61.9%	95.2%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	5%	27.5%	-48.0%	-16.7%	-2.8%	81.4%	94.8%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	4%	9.0%	-73.7%	-62.0%	-5.6%	51.4%	95.9%
MARKET / SUBSECTOR	561-Administrative and Support Services	5%	-36.8%	-66.6%	-65.5%	-30.0%	34.1%	84.1%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	4%	45.0%	-66.2%	-44.1%	-24.2%	85.7%	100.0%
MARKET / SUBSECTOR	811-Repair and Maintenance	4%	-13.0%	-85.1%	-62.5%	-14.9%	41.7%	93.6%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sur	2%	132.7%	-38.7%	12.7%	15.6%	52.0%	96.0%
MARKET / SUBSECTOR	812-Personal and Laundry Services	3%	-2.2%	-91.4%	-25.4%	-1.7%	72.1%	96.2%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	3%	8.7%	-64.7%	-31.6%	-7.2%	60.5%	92.9%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Ap	2%	-20.5%	-67.0%	-44.2%	-16.6%	65.5%	101.8%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industries	2%	-29.7%	-90.1%	-57.6%	-25.4%	60.0%	88.3%
MARKET / SUBSECTOR	Port St. Lucie FL	2%	-9.6%	-56.5%	-37.4%	-12.4%	68.8%	95.8%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	18%	-40.2%	-84.4%	-78.4%	-39.3%	39.8%	89.3%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	19%	5.8%	-41.0%	23.7%	11.7%	90.6%	97.0%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	11%	-12.8%	-36.9%	-59.0%	-14.5%	55.3%	96.9%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	7%	-9.2%	-55.8%	-61.9%	-20.6%	57.8%	94.0%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-3.1%	-63.4%	-67.5%	-14.6%	51.3%	93.4%
MARKET / SUBSECTOR	721-Accommodation	4%	33.7%	46.3%	84.8%	51.5%	92.3%	96.2%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	4%	-10.6%	-75.6%	-41.7%	-13.3%	70.5%	94.7%
MARKET / SUBSECTOR	811-Repair and Maintenance	4%	-16.0%	-74.2%	-36.3%	-2.5%	57.3%	94.0%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	4%	28.3%	8.1%	11.4%	4.2%	85.6%	97.8%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industries	2%	78.5%	-82.5%	-26.3%	21.0%	57.7%	94.4%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	2%	7.1%	-53.9%	9.5%	10.7%	83.7%	100.6%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	2%	27.8%	-30.5%	-49.5%	-24.1%	70.6%	100.0%
MARKET / SUBSECTOR	Pensacola-Ferry Pass-Brent FL	2%	-0.7%	15.8%	-9.0%	-4.2%	80.3%	95.9%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	21%	-9.5%	4.7%	-5.2%	-7.0%	97.3%	97.3%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	14%	3.5%	-0.1%	27.1%	10.8%	94.1%	97.6%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	10%	-12.5%	20.3%	-37.2%	-8.1%	62.0%	91.0%
MARKET / SUBSECTOR	721-Accommodation	9%	33.9%	9.1%	12.8%	-1.8%	92.9%	100.0%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	6%	18.9%	49.5%	-58.6%	-26.1%	45.8%	83.3%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-19.1%	33.1%	-70.6%	-25.5%	62.2%	96.7%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	6%	1.5%	-3.5%	14.3%	5.0%	93.3%	98.9%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	4%	-23.1%	10.8%	-50.2%	-8.7%	68.0%	94.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	3%	-15.4%	12.0%	-18.9%	-5.6%	72.4%	100.0%
MARKET / SUBSECTOR	811-Repair and Maintenance	3%	-6.8%	29.9%	-29.8%	-14.3%	74.2%	96.6%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	3%	-5.0%	82.6%	10.3%	0.6%	91.2%	99.3%
MARKET / SUBSECTOR	Lakeland-Winter Haven FL	2%	0.0%	-71.2%	-26.5%	-2.3%	64.8%	95.7%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	23%	9.1%	-63.9%	18.9%	13.6%	82.0%	96.9%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	10%	33.6%	-38.0%	-2.7%	3.9%	82.6%	94.7%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	10%	-39.5%	-84.2%	-63.3%	-19.9%	34.8%	86.4%
MARKET / SUBSECTOR	721-Accommodation	7%	15.6%	-14.7%	47.9%	26.7%	81.7%	95.0%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-23.3%	-87.7%	-75.3%	-21.7%	45.2%	96.1%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	6%	-17.4%	-72.8%	-68.2%	-18.9%	41.1%	94.5%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	5%	-14.8%	-84.1%	-49.9%	-6.8%	52.8%	92.7%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	4%	3.7%	-99.0%	-57.7%	1.2%	55.5%	95.0%
MARKET / SUBSECTOR	811-Repair and Maintenance	4%	-20.4%	-98.1%	-67.0%	-19.6%	40.3%	95.0%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	3%	20.1%	-61.1%	9.5%	-2.8%	90.0%	105.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	2%	113.5%	-76.6%	-2.1%	23.6%	61.8%	91.2%
MARKET / SUBSECTOR	Naples-Marco Island FL	2%	-16.2%	-70.6%	-40.5%	0.2%	59.4%	94.6%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	19%	-0.9%	-64.6%	2.6%	11.3%	80.2%	96.6%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	15%	-44.9%	-77.7%	-69.0%	8.4%	39.3%	89.3%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	11%	-36.5%	-77.8%	-78.5%	-14.4%	36.4%	91.8%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	8%	-9.5%	-46.0%	-43.5%	-4.9%	44.9%	91.5%
MARKET / SUBSECTOR	721-Accommodation	7%	-1.9%	-47.2%	16.2%	12.1%	87.0%	100.0%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	6%	37.1%	-27.5%	5.1%	7.0%	81.4%	96.6%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	4%	-26.7%	-82.8%	-70.7%	-20.7%	53.8%	92.3%
MARKET / SUBSECTOR	561-Administrative and Support Services	4%	-36.1%	-87.9%	-68.0%	-44.0%	41.4%	89.7%
MARKET / SUBSECTOR	449-Furniture, Home Furnishings, Electronics, and Ap	4%	-38.7%	-91.8%	-50.7%	-4.2%	47.9%	102.1%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	3%	43.8%	-69.9%	-51.8%	-19.6%	81.8%	100.0%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	3%	-10.8%	-93.9%	-19.6%	5.8%	68.0%	100.0%
MARKET / SUBSECTOR	Tallahassee FL	1%	2.6%	13.3%	-12.7%	-2.3%	82.2%	96.7%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	16%	30.1%	20.5%	53.7%	22.9%	97.0%	99.6%
MARKET / SUBSECTOR	721-Accommodation	16%	2.4%	-40.1%	-19.4%	-34.1%	97.0%	100.0%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	9%	10.0%	15.6%	-25.3%	-7.0%	63.1%	96.1%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	9%	-9.9%	-4.7%	-5.3%	-11.1%	97.5%	100.0%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	7%	-23.8%	10.4%	-76.8%	-3.8%	67.9%	96.4%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	6%	-4.9%	60.1%	-64.9%	-13.8%	68.1%	97.8%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	8%	4.7%	-5.5%	23.1%	8.6%	94.6%	97.8%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	5%	-26.4%	30.9%	-59.5%	-31.4%	78.4%	86.5%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	4%	-13.0%	-9.5%	-6.3%	-11.1%	90.5%	95.2%
MARKET / SUBSECTOR	424-Merchant Wholesalers, Nondurable Goods	4%	-26.7%	12.7%	-57.9%	-33.3%	78.3%	87.0%
MARKET / SUBSECTOR	811-Repair and Maintenance	2%	31.4%	87.9%	3.1%	19.9%	76.0%	97.3%
MARKET / SUBSECTOR	Crestview-Fort Walton Beach-Destin FL	1%	6.2%	28.3%	1.3%	1.4%	78.4%	93.8%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	22%	11.7%	20.3%	46.9%	22.5%	92.9%	96.3%
MARKET / SUBSECTOR	721-Accommodation	10%	49.4%	50.9%	13.8%	-12.0%	93.9%	98.0%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	9%	-3.8%	7.4%	2.3%	-0.5%	90.5%	95.2%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	8%	-10.8%	9.8%	-20.0%	-4.5%	57.1%	83.3%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	7%	-14.3%	45.4%	-65.7%	-16.9%	60.4%	95.0%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	5%	39.2%	71.9%	-59.5%	-23.7%	33.3%	75.0%
MARKET / SUBSECTOR	561-Administrative and Support Services	4%	-20.3%	67.9%	-47.0%	-17.1%	76.9%	92.3%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	4%	12.8%	19.9%	38.9%	19.9%	92.0%	97.3%
MARKET / SUBSECTOR	458-Clothing, Clothing Accessories, Shoe, and Jewelr	3%	49.9%	65.6%	69.0%	51.7%	87.8%	95.9%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	4%	-11.1%	31.7%	-15.1%	-4.4%	82.6%	91.3%
MARKET / SUBSECTOR	Gainesville FL	1%	17.6%	-21.7%	-16.0%	-4.6%	79.2%	96.7%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	16%	23.5%	-14.4%	23.3%	12.1%	93.2%	96.4%
MARKET / SUBSECTOR	721-Accommodation	12%	42.0%	-19.1%	-2.3%	-2.5%	94.4%	97.2%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	10%	17.4%	-34.3%	-44.0%	-24.6%	64.5%	90.3%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	9%	19.8%	-41.0%	-22.0%	-22.9%	100.0%	100.0%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	7%	-9.8%	-46.3%	-67.0%	-15.4%	65.0%	99.4%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	7%	38.4%	-1.2%	6.4%	2.3%	88.6%	92.4%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	6%	9.0%	-18.4%	-35.1%	2.5%	55.7%	94.3%
MARKET / SUBSECTOR	424-Merchant Wholesalers, Nondurable Goods	4%	7.9%	-37.8%	-37.9%	-19.6%	100.0%	100.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	4%	55.5%	-10.8%	-11.3%	-7.5%	80.0%	104.0%
MARKET / SUBSECTOR	Ocala FL	1%	-2.9%	-55.3%	-19.9%	-3.4%	75.5%	96.1%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	17%	7.6%	-33.3%	28.1%	12.1%	93.5%	97.3%
MARKET / SUBSECTOR	621-Ambulatory Health Care Services	9%	-19.5%	-71.7%	-42.7%	-7.1%	60.8%	98.0%
MARKET / SUBSECTOR	541-Professional, Scientific, and Technical Services	7%	-29.4%	-74.4%	-37.3%	-12.2%	53.3%	88.9%
MARKET / SUBSECTOR	721-Accommodation	6%	29.0%	-28.4%	20.8%	14.9%	81.5%	92.6%
MARKET / SUBSECTOR	423-Merchant Wholesalers, Durable Goods	6%	-21.5%	-74.6%	-49.7%	-20.3%	79.5%	94.9%
MARKET / SUBSECTOR	441-Motor Vehicle and Parts Dealers	5%	11.1%	-57.1%	5.9%	9.7%	74.2%	95.2%
MARKET / SUBSECTOR	445-Food and Beverage Retailers	5%	32.9%	-5.8%	6.8%	2.6%	93.4%	97.8%
MARKET / SUBSECTOR	459-Sporting Goods, Hobby, Musical Instrument, Boo	5%	18.0%	-61.0%	-11.3%	-5.5%	88.3%	98.3%
MARKET / SUBSECTOR	561-Administrative and Support Services	5%	-28.9%	-86.3%	-69.5%	-20.4%	55.6%	94.4%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	5%	-18.6%	-73.3%	-60.2%	-23.7%	51.1%	102.2%
MARKET / SUBSECTOR	457-Gasoline Stations and Fuel Dealers	5%	41.9%	-21.0%	-13.8%	-9.7%	81.0%	88.1%
MARKET / SUBSECTOR	811-Repair and Maintenance	4%	-12.1%	-75.2%	-42.4%	-7.5%	67.4%	100.0%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	2%	59.6%	-43.8%	2.7%	16.3%	86.4%	100.0%

# Fiserv Small Business Index™



## Hurricane Milton Recovery Tracking

### MILTON

base period = Sep 20 - Oct 3, 2024

Analysis Level	State / CBSA / Subsector	% of parent small business baseline volume	% difference from baseline sales				% of baseline outlets open thru Oct 13	% of baseline outlets open thru Oct 20
			Pre-Hurricane Oct 4-8	Landfall Period Oct 9-10	Recovery Oct 11 thru Oct 13	Recovery Oct 11 thru Oct 20		
MARKET / SUBSECTOR	Key West FL	1%	-5.3%	-22.7%	-7.8%	5.9%	82.3%	96.0%
MARKET / SUBSECTOR	721-Accommodation	30%	-9.6%	-26.8%	11.6%	24.8%	94.2%	100.0%
MARKET / SUBSECTOR	722-Food Services and Drinking Places	16%	11.1%	-38.2%	21.9%	16.9%	97.3%	101.1%
MARKET / SUBSECTOR	561-Administrative and Support Services	10%	-20.4%	-12.6%	-33.9%	-23.3%	62.5%	87.5%
MARKET / SUBSECTOR	711-Performing Arts, Spectator Sports, and Related In	5%	2.6%	-48.3%	5.4%	22.0%	66.7%	93.3%
MARKET / SUBSECTOR	238-Specialty Trade Contractors	5%	-19.8%	-38.1%	-70.2%	-7.7%	43.8%	93.8%
MARKET / SUBSECTOR	713-Amusement, Gambling, and Recreation Industries	5%	4.0%	0.7%	-29.7%	-24.0%	71.6%	89.6%
MARKET / SUBSECTOR	444-Building Material and Garden Equipment and Sup	4%	0.7%	74.8%	-12.5%	-10.2%	86.7%	100.0%