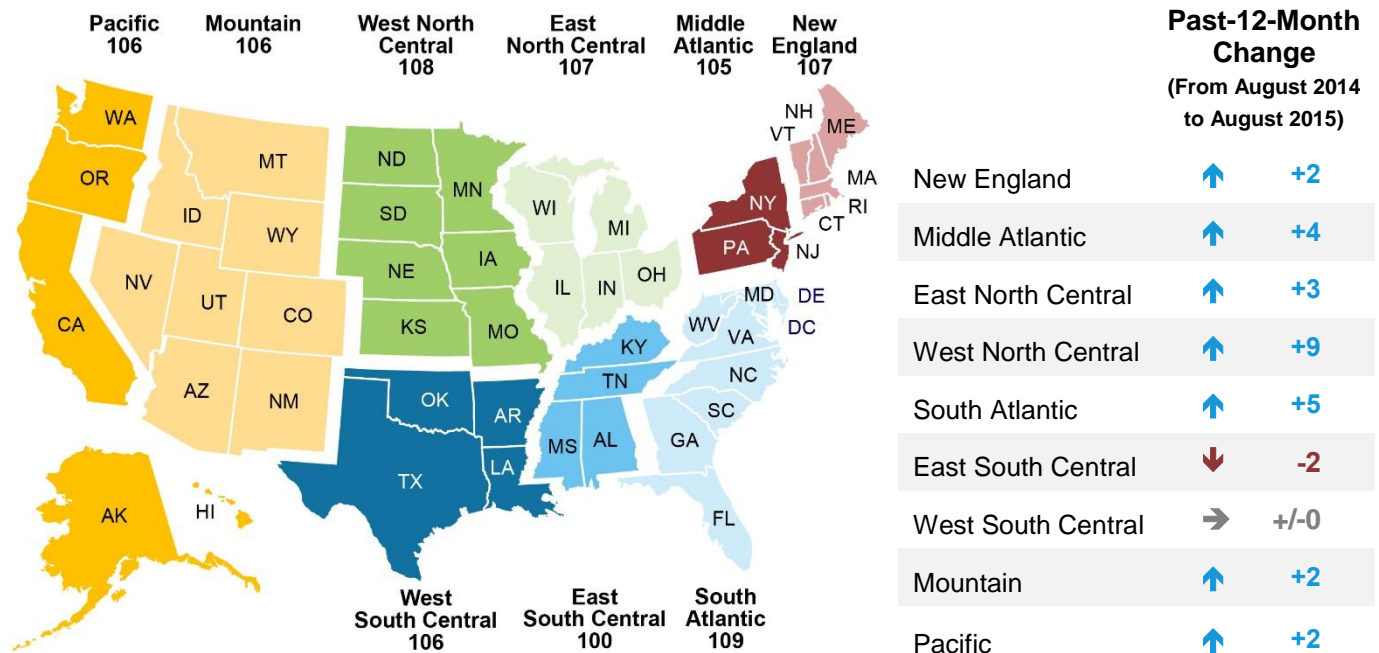


Decision Analyst Economic Index United States Census Divisions

August 2015

Arlington, Texas—In the past 12 months the West North Central Division has gained the most of all the U.S. Census Divisions, increasing 9 points from 99 in August 2014 to **108 in August 2015**. The East South Central Census Division is the only division to decline in the past 12 months, decreasing from 102 in August 2014 to **100 in August 2015**.

United States Census Divisions Economic Index August 2015*



* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.



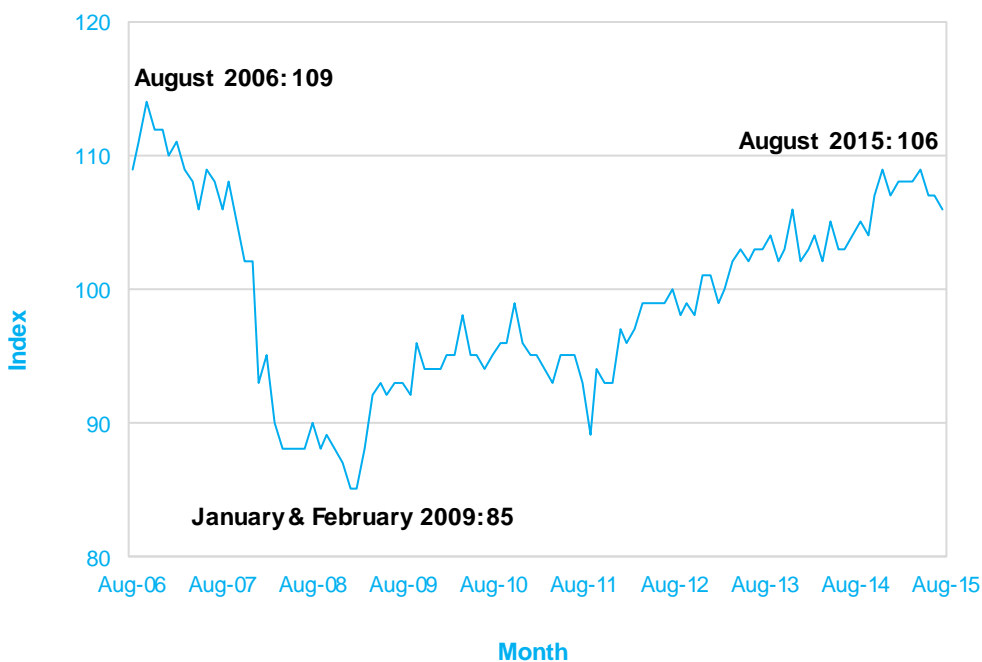
Strategic Research ■ Analytics ■ Modeling ■ Optimization

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United States Economic Index

The Decision Analyst U.S. Economic Index registered **106 in August 2015**, a 1-point decrease from July 2015. The U.S. Economic Index has declined over the past 4 months and might be foreshadowing a flat to slightly declining U.S. economy in the fourth quarter of 2015 or first quarter of 2016. Another month or two of data will reveal whether the U.S. economy is likely to stumble in coming months. The U.S. Economic Index is still at a level (above 100) that signals future economic growth, but the recent downtrend is worrisome. The Economic Index tends to lead U.S. economic activity by 6 to 12 months. Below is the past-10-year history of the U.S. Economic Index.

United States Economic Index August 2015



**Past-12-Month
Change**
(From August 2014
to August 2015)

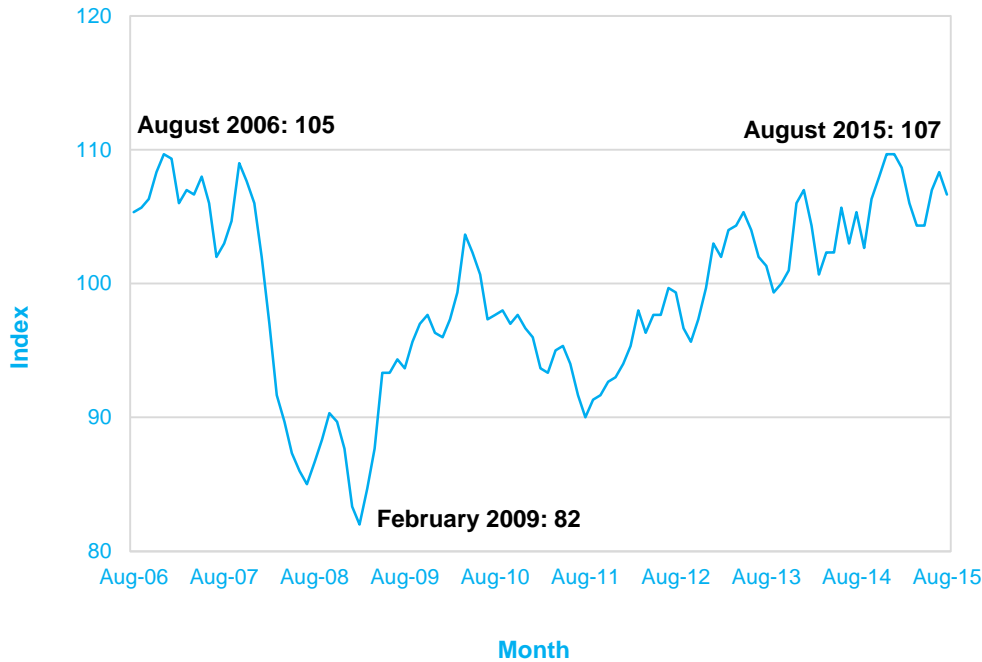


“Weak consumer demand is one factor underlying the downtrend in the U.S. Economic Index. The median household income in the U.S. has not increased materially over the past 15 years—it is below the level recorded in 2000. The stronger U.S. dollar is negatively affecting U.S. exports, and a weakening Canadian economy can’t absorb as many U.S. exports as before the collapse in oil prices. Economic weakness in Europe and China is also creating headwinds for the U.S. economy,” said Jerry W. Thomas, President/CEO of Decision Analyst. “China’s great real estate and construction bubble is coming to a close. An extended period of very slow economic growth looms ahead for the world economy, and the U.S.”

Index History

The division-by-division results are presented in the following graphs. Remember, the Census Division graphs portray 3-month moving averages.

New England Census Division Economic Index* August 2015

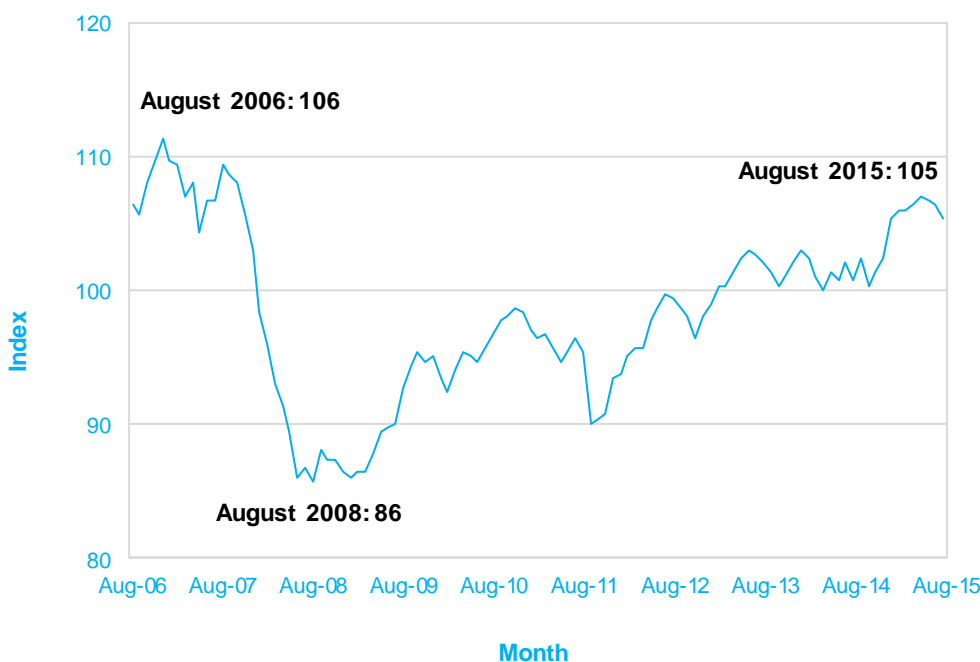


**Past-12-Month
Change**
(From August 2014
to August 2015)

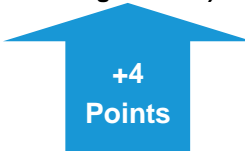


*New England Census
Division includes
Connecticut, Maine,
Massachusetts,
New Hampshire,
Rhode Island, and
Vermont*

Middle Atlantic Census Division Economic Index* August 2015

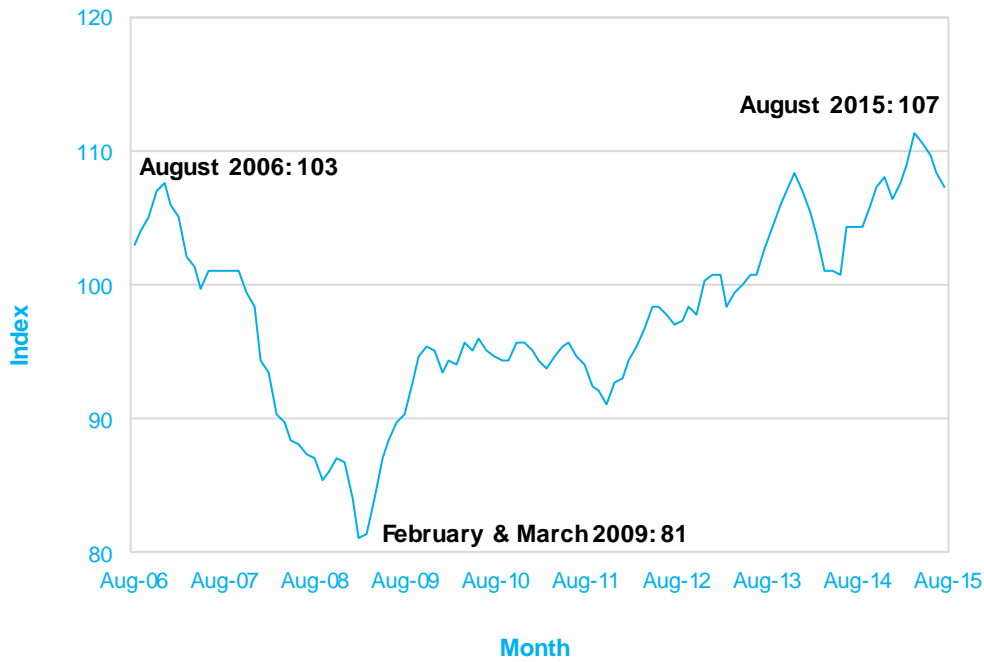


**Past-12-Month
Change**
(From August 2014
to August 2015)



*Middle Atlantic Census
Division includes
New Jersey,
New York,
and Pennsylvania*

East North Central Census Division Economic Index* August 2015

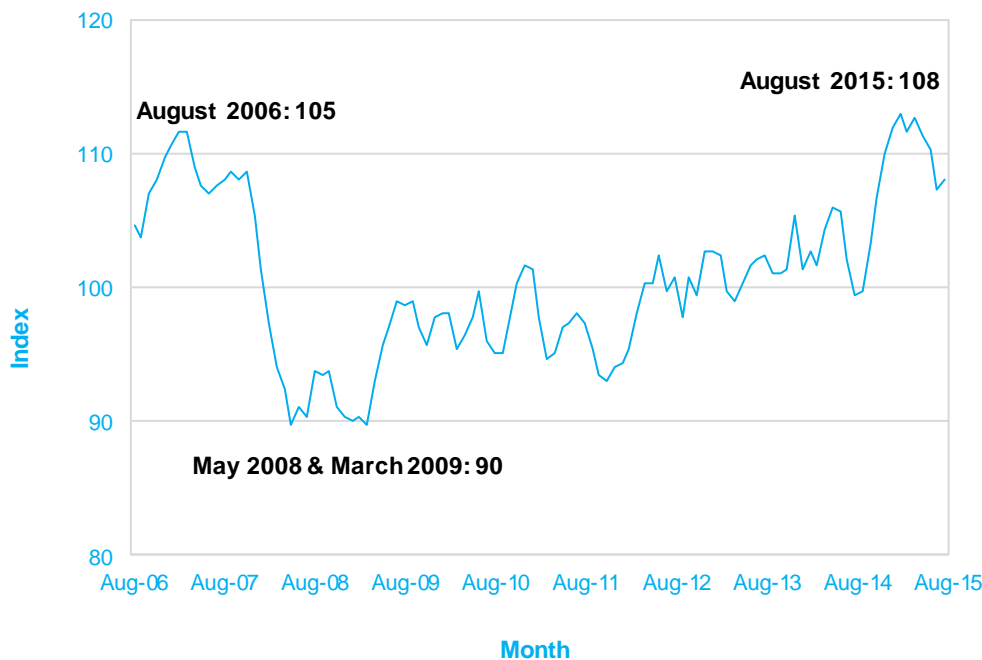


**Past-12-Month
Change**
(From August 2014
to August 2015)

**+3
Points**

*East North Central
Census Division
includes Indiana,
Illinois, Michigan,
Ohio, and Wisconsin*

West North Central Census Division Economic Index* August 2015

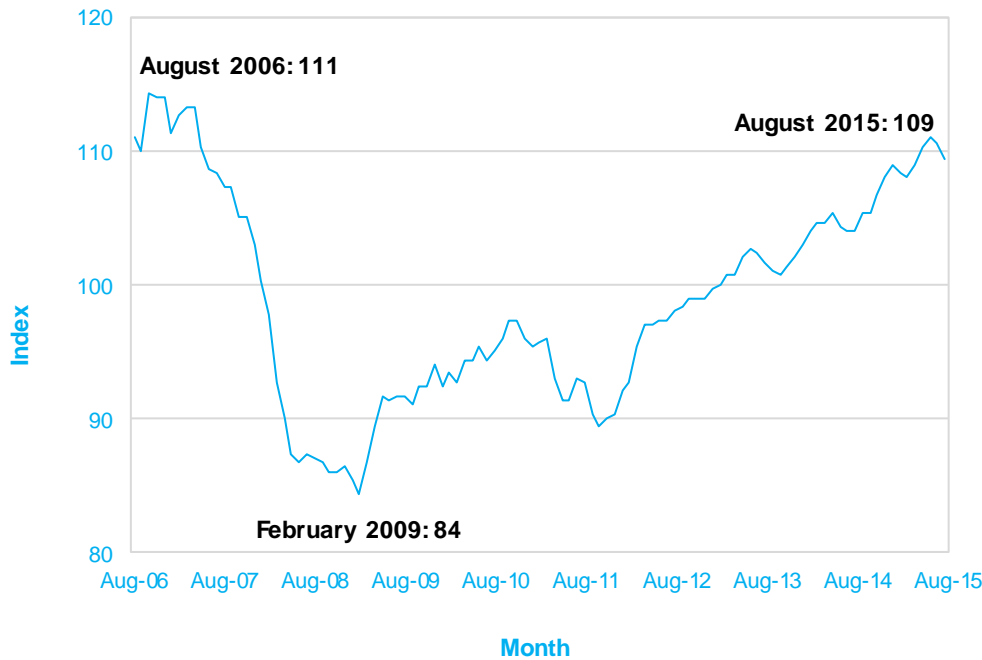


**Past-12-Month
Change**
(From August 2014
to August 2015)

**+9
Points**

*West North Central
Census Division
includes Iowa,
Nebraska, Kansas,
Minnesota, Missouri,
North Dakota, and
South Dakota*

South Atlantic Census Division Economic Index* August 2015

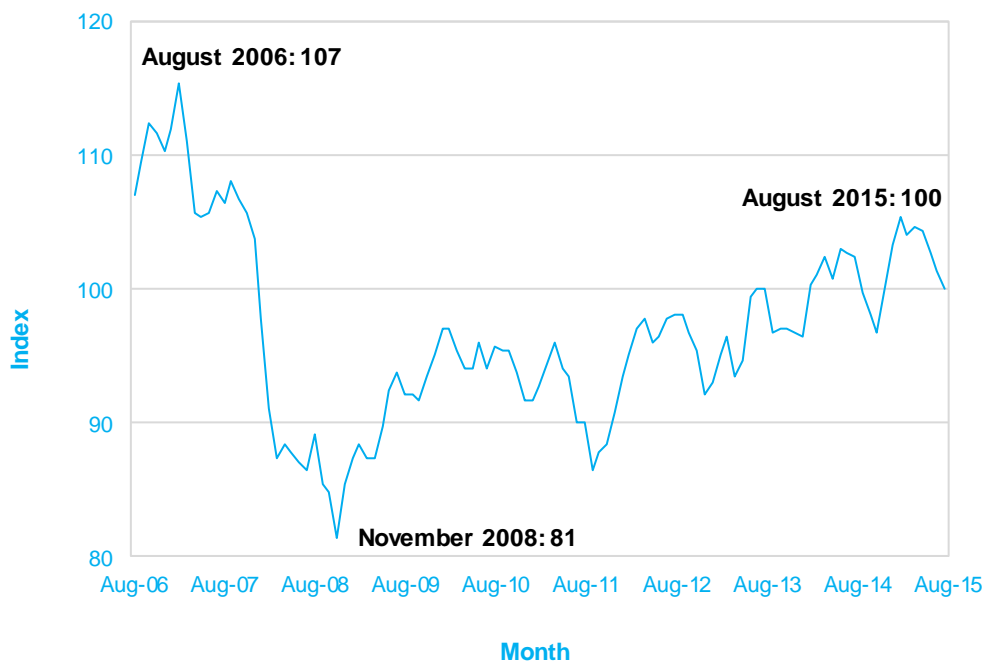


**Past-12-Month
Change**
(From August 2014 to
August 2015)



*South Atlantic Census
Division includes
Delaware, District of
Columbia, Florida,
Georgia, Maryland,
North Carolina, South
Carolina, Virginia, and
West Virginia*

East South Central Census Division Economic Index* August 2015

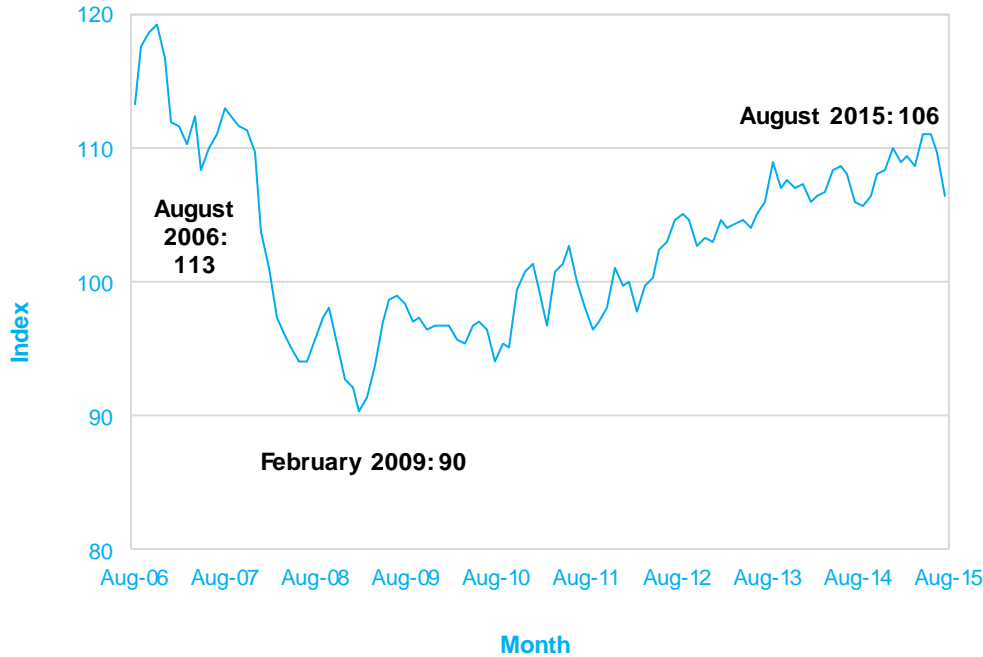


**Past-12-Month
Change**
(From August 2014 to
August 2015)



*East South Central
Census Division
includes Alabama,
Kentucky, Mississippi,
and Tennessee*

West South Central Census Division Economic Index* August 2015

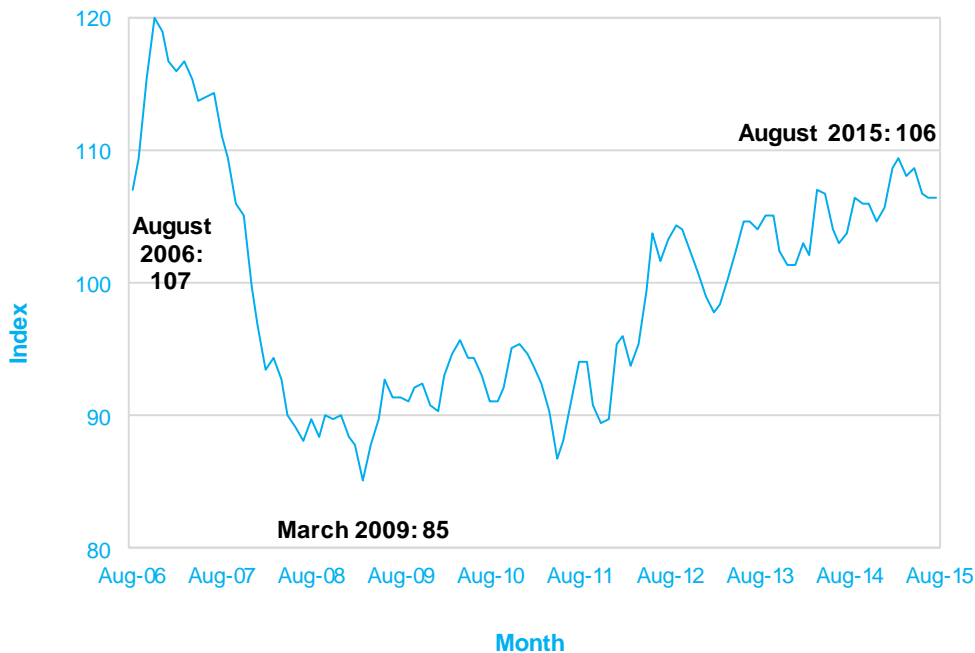


Past-12-Month Change
(From August 2014 to August 2015)



West South Central Census Division includes Arkansas, Louisiana, Oklahoma, and Texas

Mountain Census Division Economic Index* August 2015

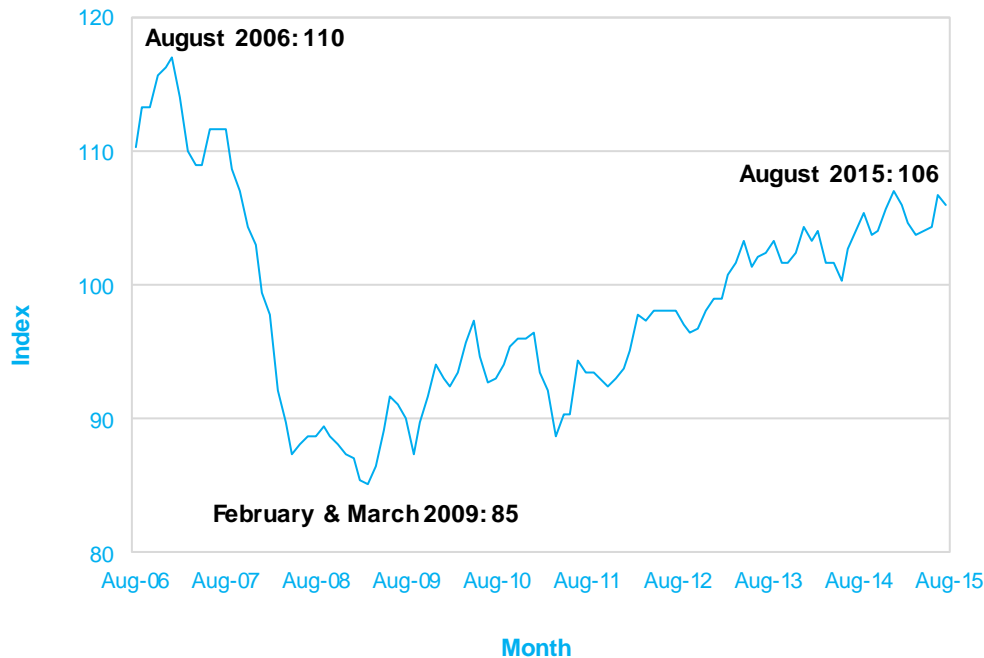


Past-12-Month Change
(From August 2014 to August 2015)



Mountain Census Division includes Arizona, Colorado, Idaho, New Mexico, Montana, Nevada, Utah, and Wyoming

Pacific Census Division Economic Index* August 2015



**Past-12-Month
Change**
(From August 2014 to
August 2015)



*Pacific Census Division
includes Alaska,
California, Hawaii,
Oregon, and
Washington*

*Three-Month Moving Average

The Index numbers for U.S. Census Divisions are 3-month moving averages to smooth out month-to-month fluctuations. The reported Index number averages the current month with the 2 previous months.

Methodology

The Decision Analyst Economic Index is based on a monthly online survey of several thousand households balanced by gender, age, and geography. The scientific survey is conducted in the last 10 days of each month. The Economic Index is calculated from 9 different economic measurements using a sophisticated econometric model. The result is a snapshot of coming economic activity in each country surveyed, as seen through the eyes of representative consumers living in the respective countries.

Decision Analyst conducts its concurrent economic surveys each month in Argentina, Australia, Brazil, Canada, Chile, Colombia, France, Germany, India, Italy, Mexico, Peru, the Russian Federation, Spain, United Kingdom, and the United States. Whenever the Decision Analyst Economic Index is greater than 110, it tends to signal an expanding economy. An Index value of 90 to 110 suggests a no-growth or slow-growth economy, and near or below 90 generally indicates economic contraction. These guidelines vary by country, however.

About Decision Analyst

Decision Analyst (www.decisionanalyst.com) is a global research and analytical consulting firm specializing in strategy research, new product development, advertising testing, and advanced modeling for marketing decision optimization. For more than 35 years the firm has delivered competitive advantage to clients throughout the world in the consumer packaged goods, high technology, retail, medical, automotive, and other industries.