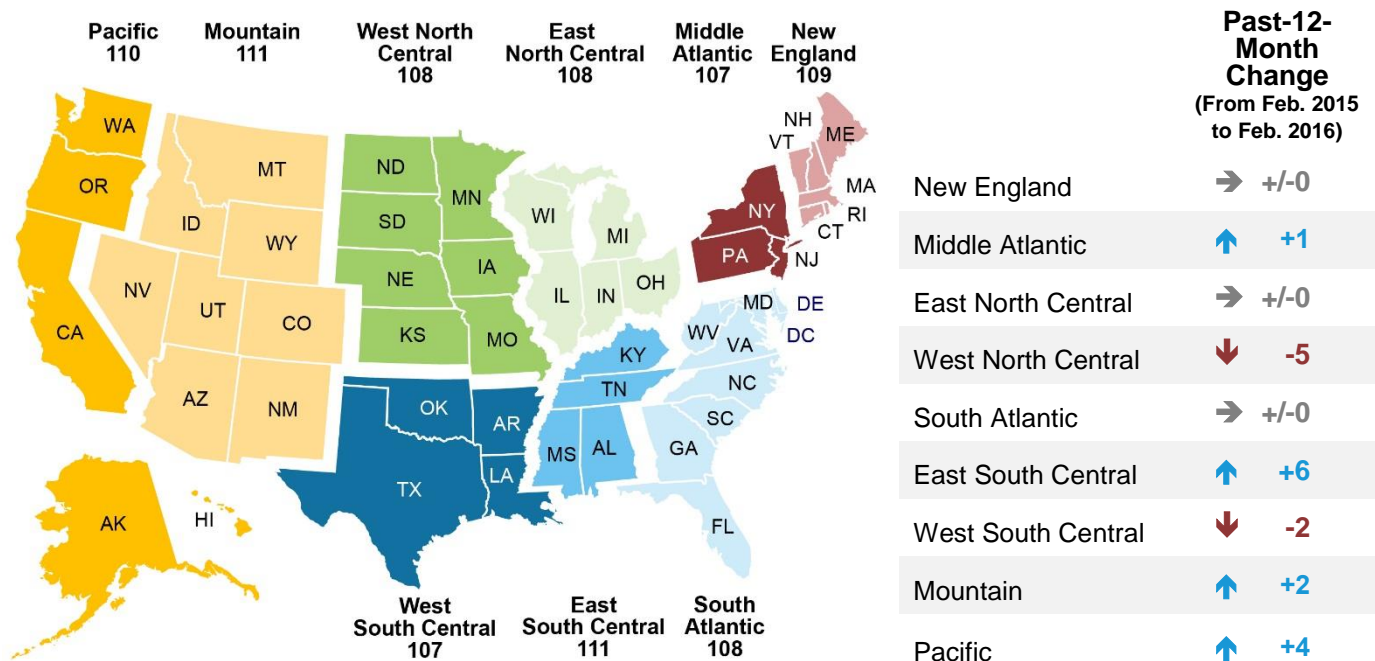


# Decision Analyst Economic Index United States Census Divisions

February 2016

Arlington, Texas—The U.S. Census Divisions are not all moving in the same direction. In the past 12 months the East South Central Census Division increased 6 points, from 105 in February 2015 to **111 in February 2016**. The Pacific Division increased from 106 in February 2015 to **110 in February 2016**. Both the West North Central and the West South Central Divisions saw declines over the past 12 months, probably related to the declining prices of energy. The West North Central Division decreased from 113 in February 2015 to **108 in February 2016**, while the West South Central Division decreased from 109 in February 2015 to **107 in February 2016**.

## United States Census Divisions Economic Indices February 2016\*



\* 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.



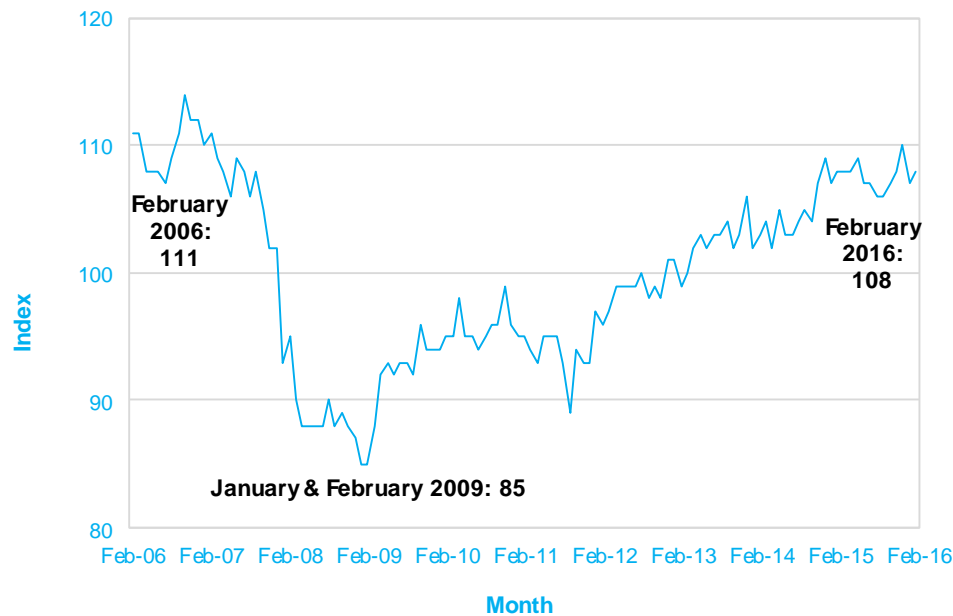
Strategic Research ■ Analytics ■ Modeling ■ Optimization

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## United States Economic Index

The Decision Analyst U.S. Economic Index registered **108 in February 2016**, a 1-point increase from the January 2016 Index of 107. The U.S. Economic Index in February 2016 is the same as it was in February 2015, suggesting that 2016 will be another year of slow economic expansion. 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 February 2016



**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)

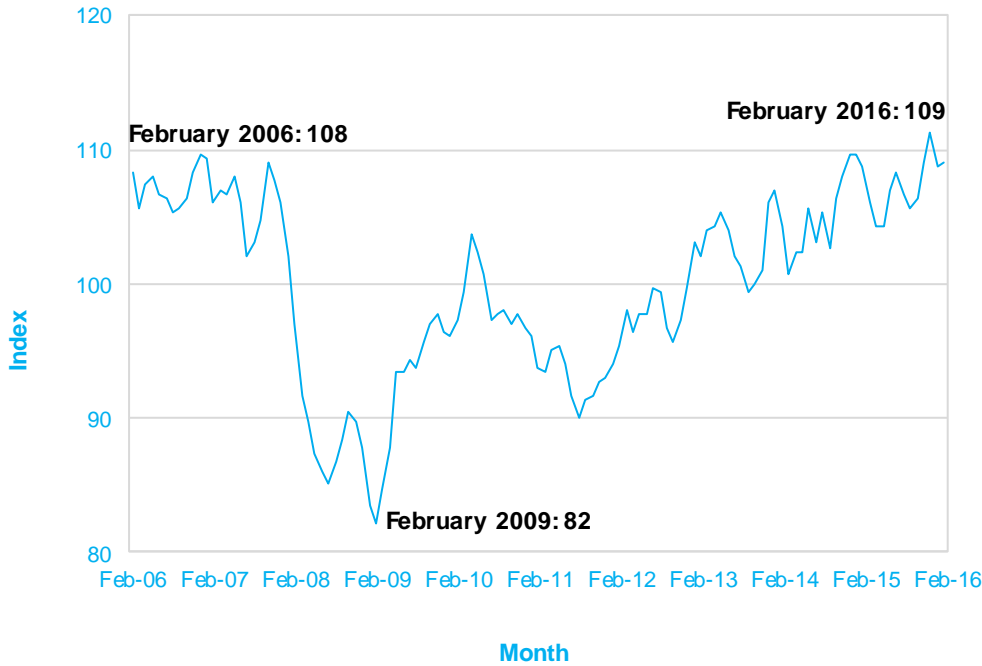


“The U.S. Economic Index has moved sideways over the past year, ending the year exactly where it started, at 108 on average. Reduced energy costs, on balance, act as a stimulus to the U.S. consumer economy. Households have more cash to spend on groceries, restaurants, clothing, and other consumer goods. Low energy costs lead to improved profitability in energy-intensive industries like airlines, trucking, food processing, and many manufacturing companies,” said Jerry W. Thomas, President/CEO of Decision Analyst, a global marketing research and analytical consulting firm. “On the other side of the ledger, the rising mountain of debt of all types is a growing risk to the U.S. economy. The low interest-rate policies of the Federal Reserve encourage consumers, governments, and businesses to take on even more debt. The low interest rates are creating bubbles in the U.S. economy, but we can’t see them because bubbles are transparent—until they pop and the damage becomes visible. Economic weakness in Canada, Mexico, China, Brazil, and the European Union is exerting some downward pressure on the U.S. economy. A U.S. recession in 2016 is a possibility, but the odds continue to favor slow economic growth in the U.S. in 2016.

## 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\* February 2016

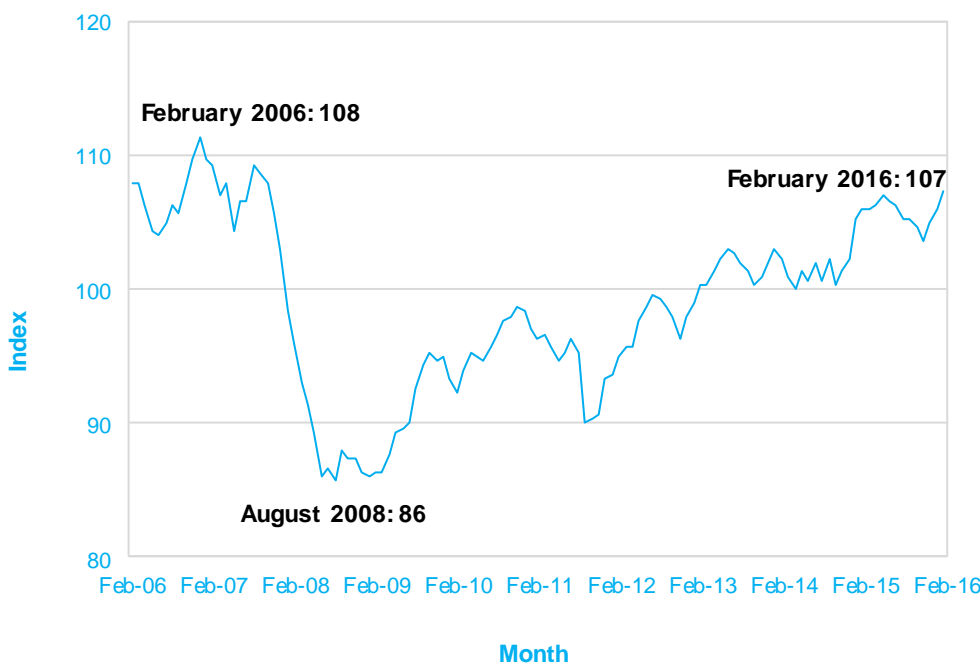


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

### Middle Atlantic Census Division Economic Index\* February 2016

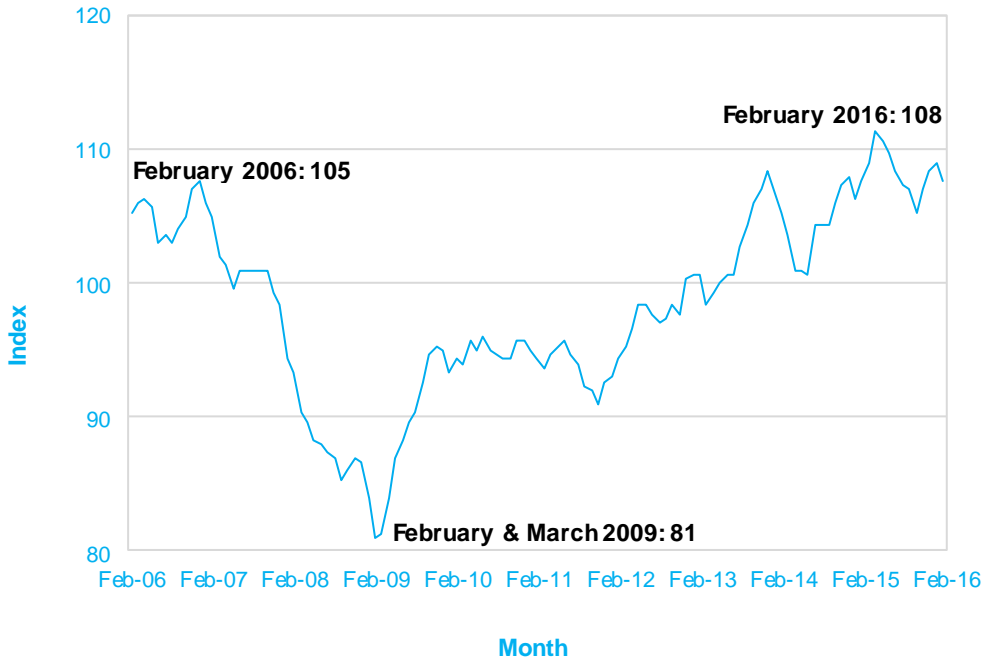


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

### East North Central Census Division Economic Index\* February 2016

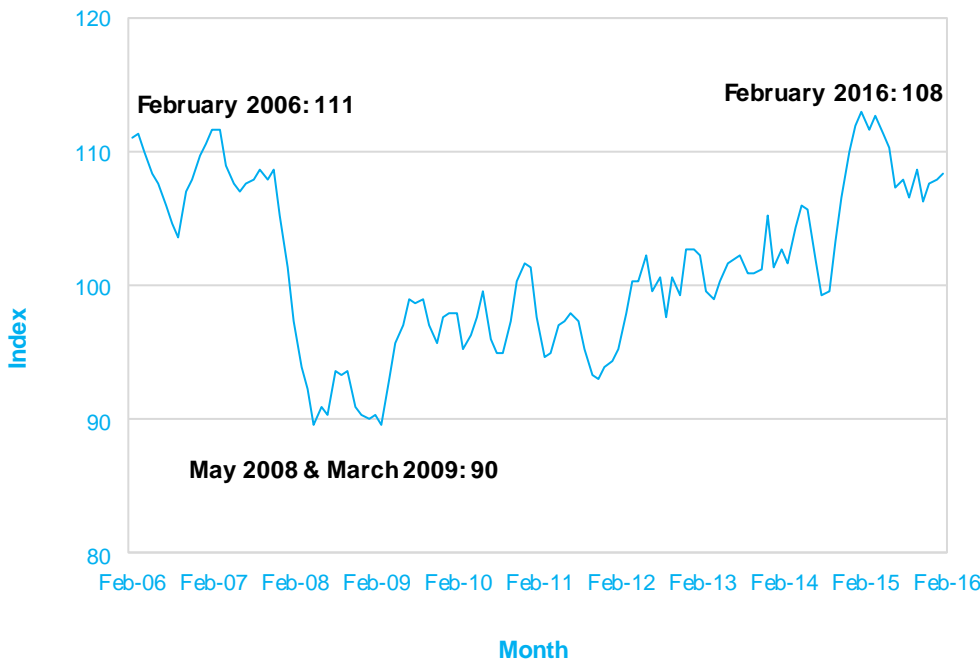


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

### West North Central Census Division Economic Index\* February 2016

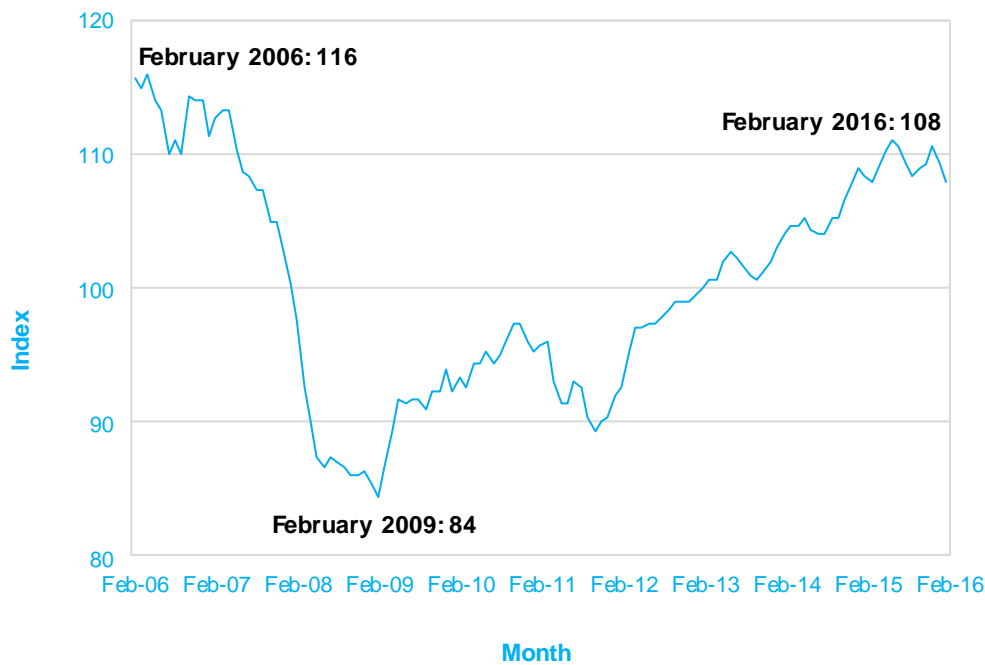


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

### South Atlantic Census Division Economic Index\* February 2016

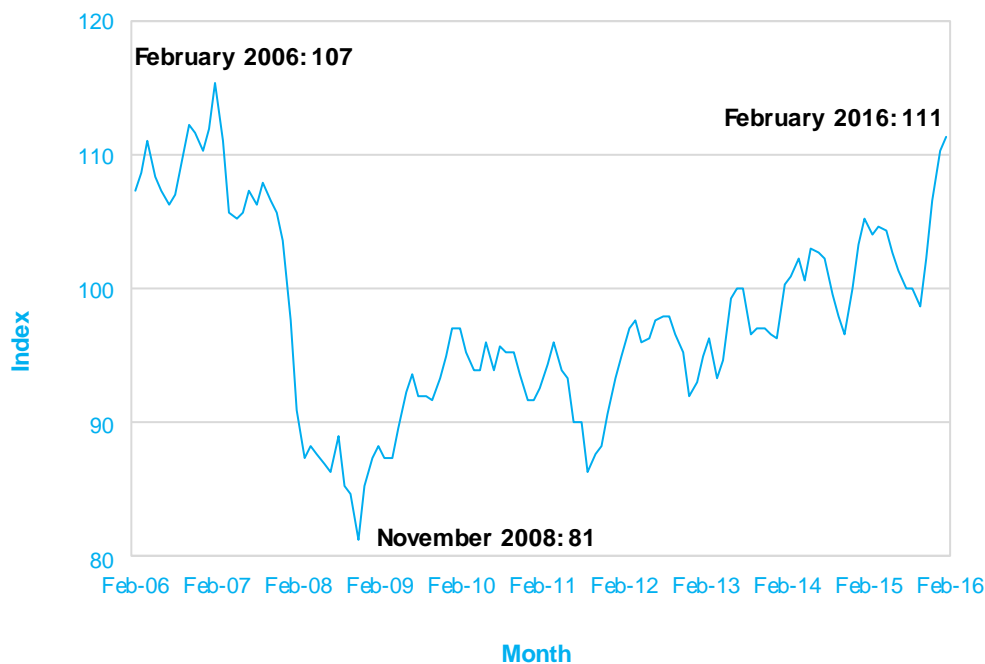


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



*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\* February 2016

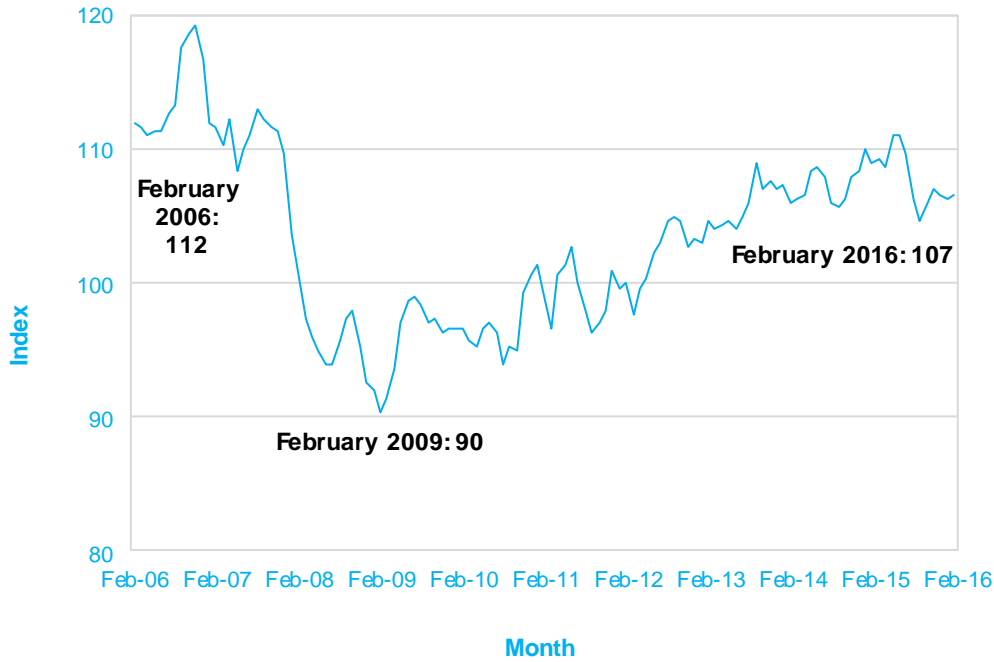


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

### West South Central Census Division Economic Index\* February 2016

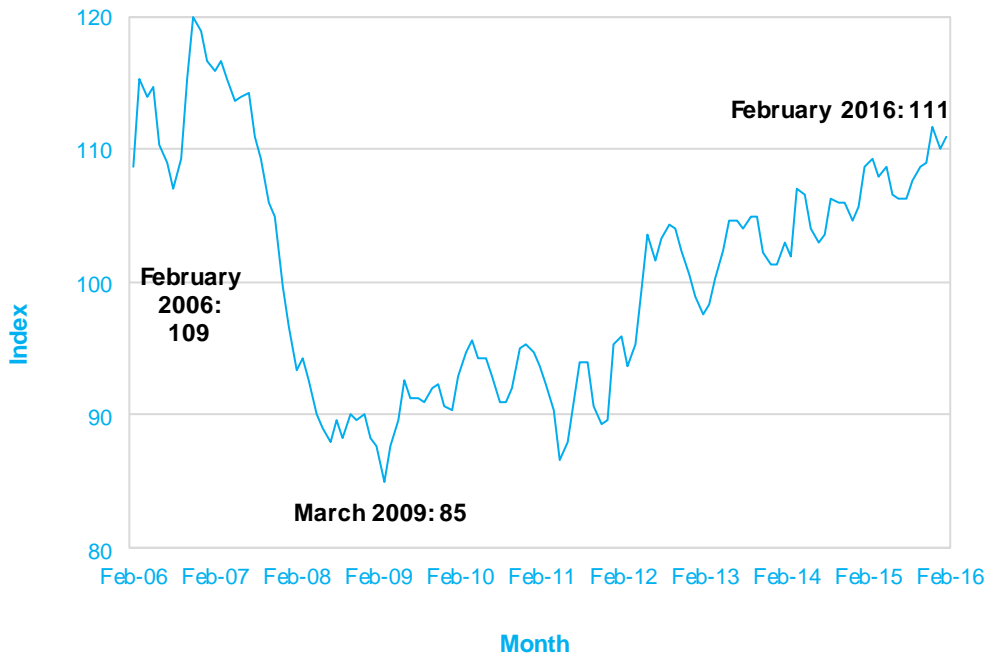


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

### Mountain Census Division Economic Index\* February 2016

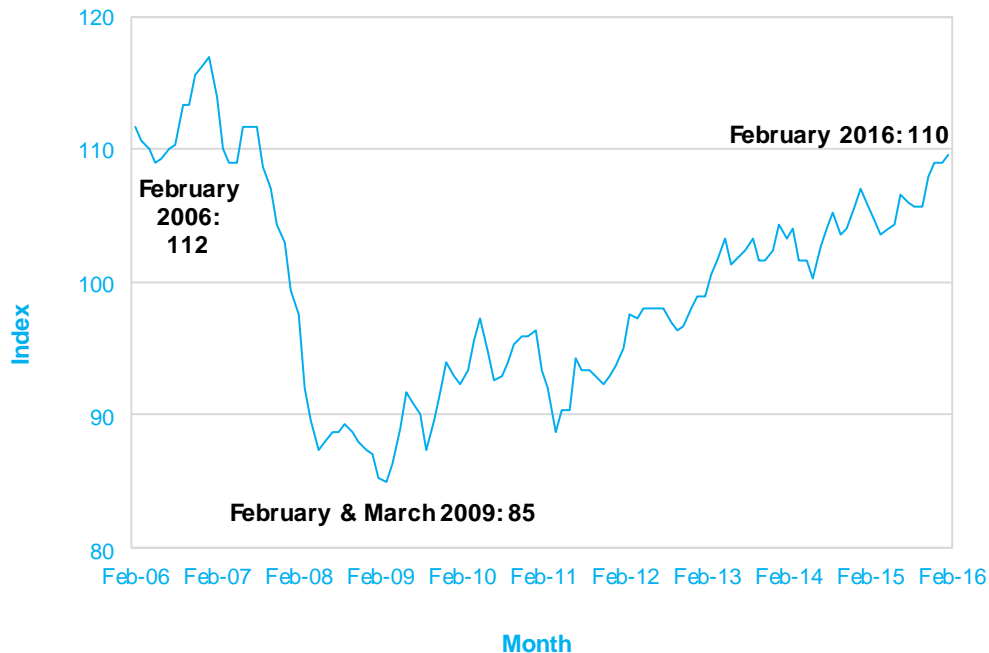


**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)



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

## Pacific Census Division Economic Index\* February 2016



**Past-12-Month  
Change**  
(From Feb. 2015 to  
Feb. 2016)

**+4  
Points**

*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](http://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 consumer packaged goods, high technology, retail, medical, automotive, and other industries.