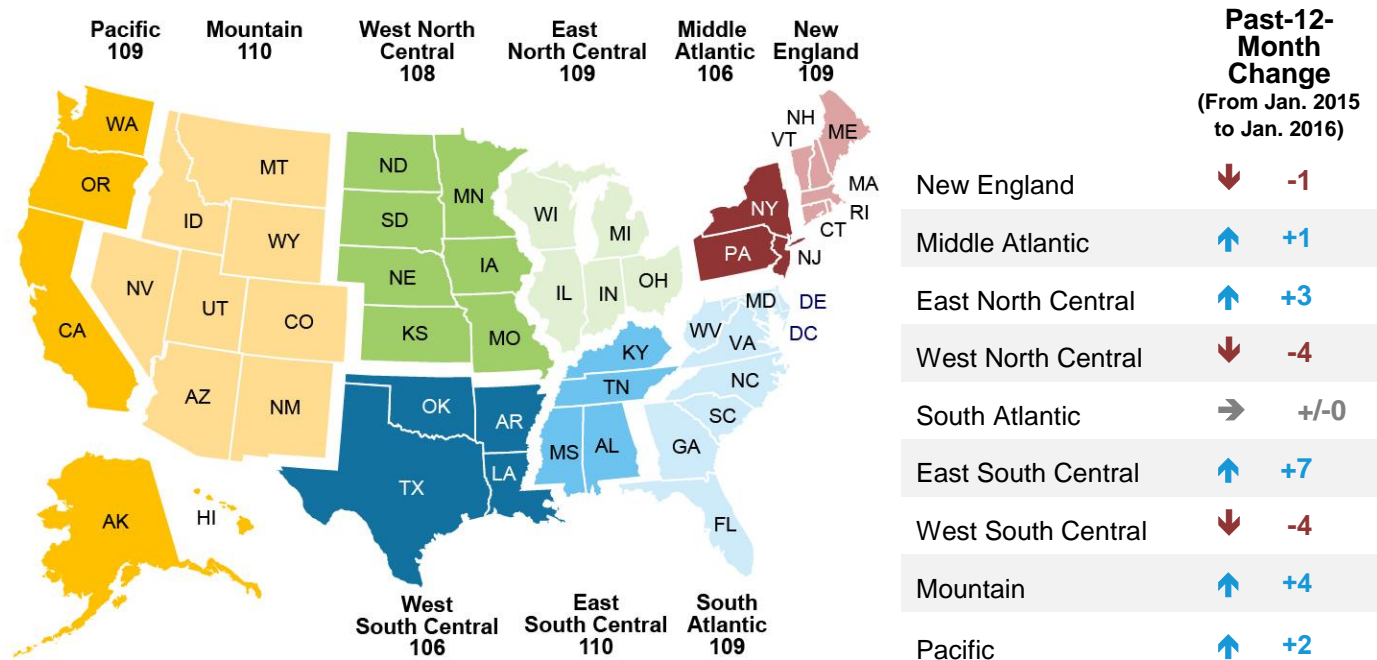# Decision Analyst Economic Index
United States Census Divisions
January 2016

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 7 points, from 103 in January 2015 to **110 in January 2016**. The Mountain Division increased from 106 in January 2015 to **110 in January 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 112 in January 2015 to **108 in January 2016**, while the West South Central Division decreased from 110 in January 2015 to **106 in January 2016**.

United States Census Divisions Economic Indices
January 2016*

Past-12-Month Change (From Jan. 2015 to Jan. 2016)		
New England	↓	-1
Middle Atlantic	↑	+1
East North Central	↑	+3
West North Central	↓	-4
South Atlantic	→	+/-0
East South Central	↑	+7
West South Central	↓	-4
Mountain	↑	+4
Pacific	↑	+2

Map labels:
- Pacific 109
- Mountain 110
- West North Central 108
- East North Central 109
- Middle Atlantic 106
- New England 109
- West South Central 106
- East South Central 110
- South Atlantic 109

* 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.
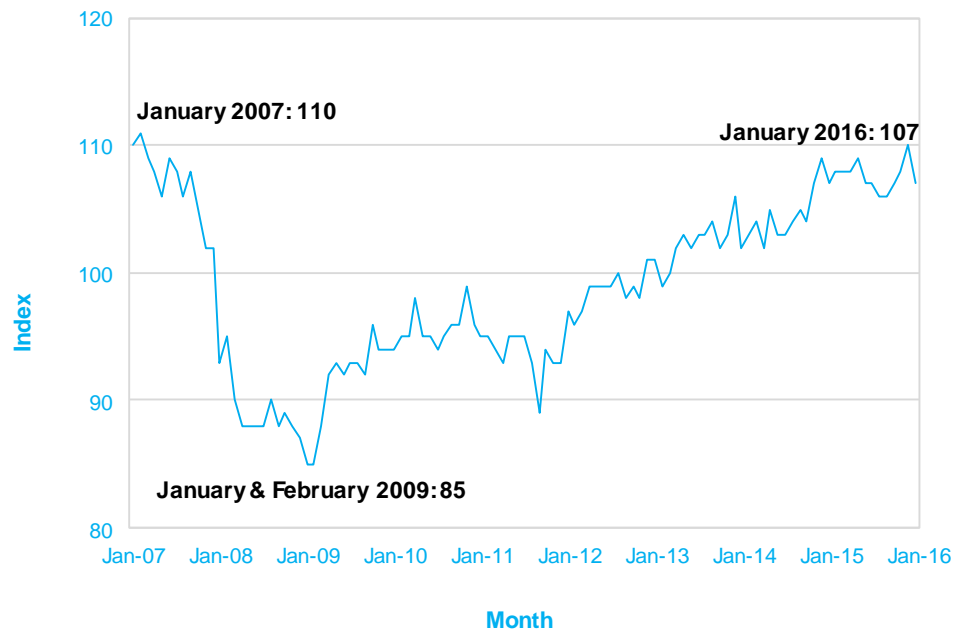
Decision Analyst

Strategic Research ▪ Analytics ▪ Modeling ▪ Optimization

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United States Economic Index

The Decision Analyst U.S. Economic Index registered **107 in January 2016**, a 3-point decline from December 2015. The U.S. Economic Index in January 2016 is the same as it was in January 2015, suggesting that 2016 will be another year of slow or no 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
January 2016**

January 2007: 110

January 2016: 107

January & February 2009: 85

Index

Month

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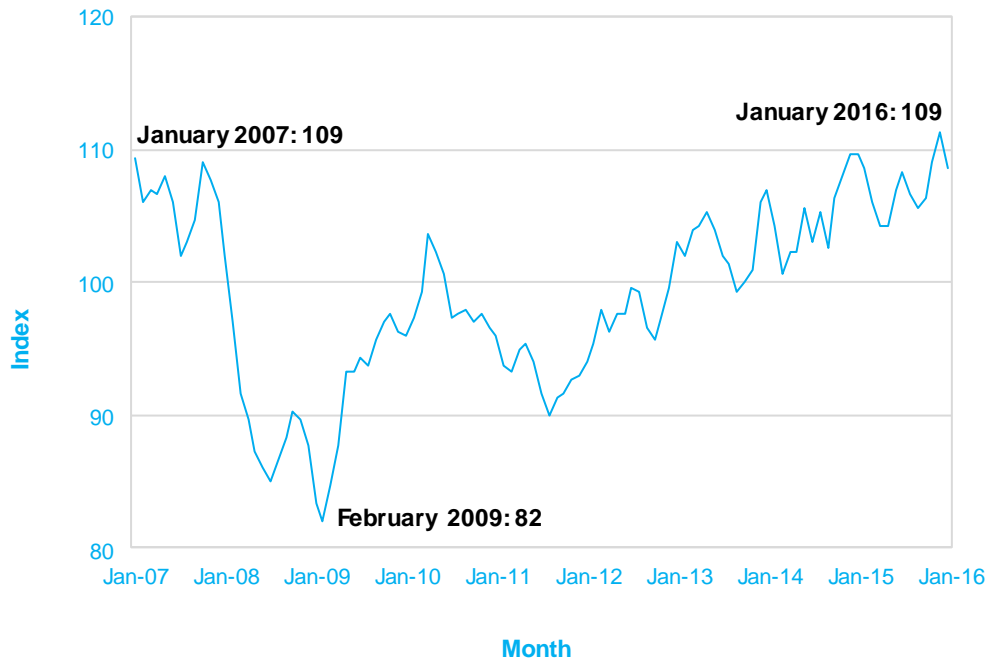**(From Jan. 2015 to Jan. 2016)**

+/-0 Point

"The U.S. Economic Index increased sharply during the last three months of 2015 as the costs of oil, gasoline, and natural gas remained low. Reduced energy costs are, on balance, a stimulus to the U.S. consumer economy because households have more cash in hand to spend on groceries, eating out, clothing, and other consumer goods. Low energy costs lead to improved profitability in most energy-intensive industries, such as airlines, transportation and shipping, 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 equation, the rising tide of debt of all types, the difficulty many small firms face in raising adequate amounts of money from the banking system in the U.S., and economic weakness in China, Russia, Brazil, and many emerging economies are exerting downward pressure on the U.S. economy. A U.S. recession in 2016 is not out of the question, but the odds continue to favor economic growth in the U.S. in 2016, albeit at a very modest pace."

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*
January 2016

January 2007: 109

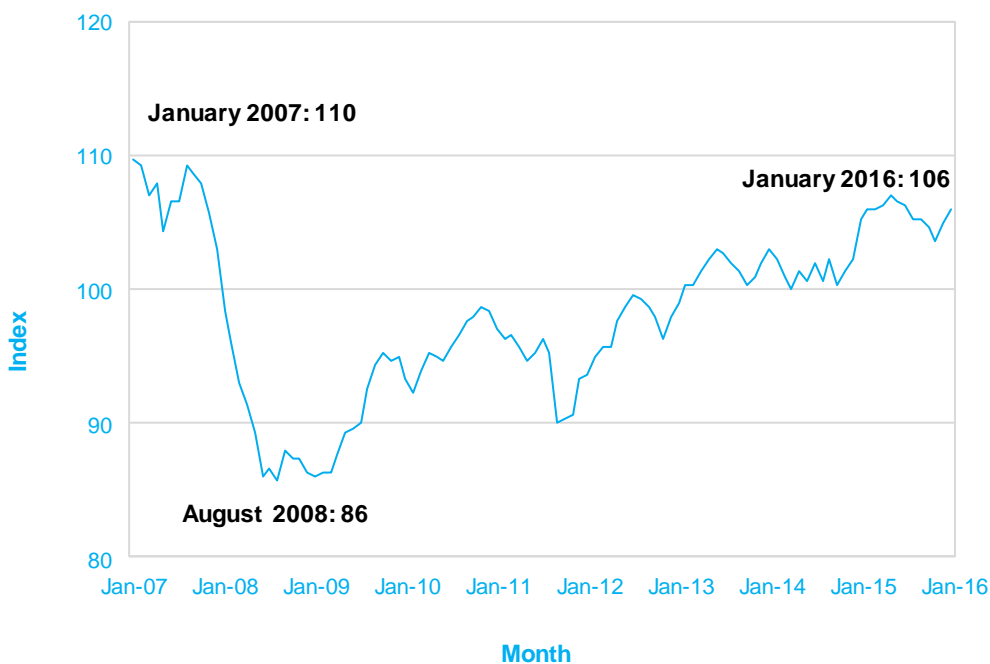January 2016: 109

February 2009: 82

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

-1 Point

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

Month

Middle Atlantic Census Division Economic Index*
January 2016

January 2007: 110
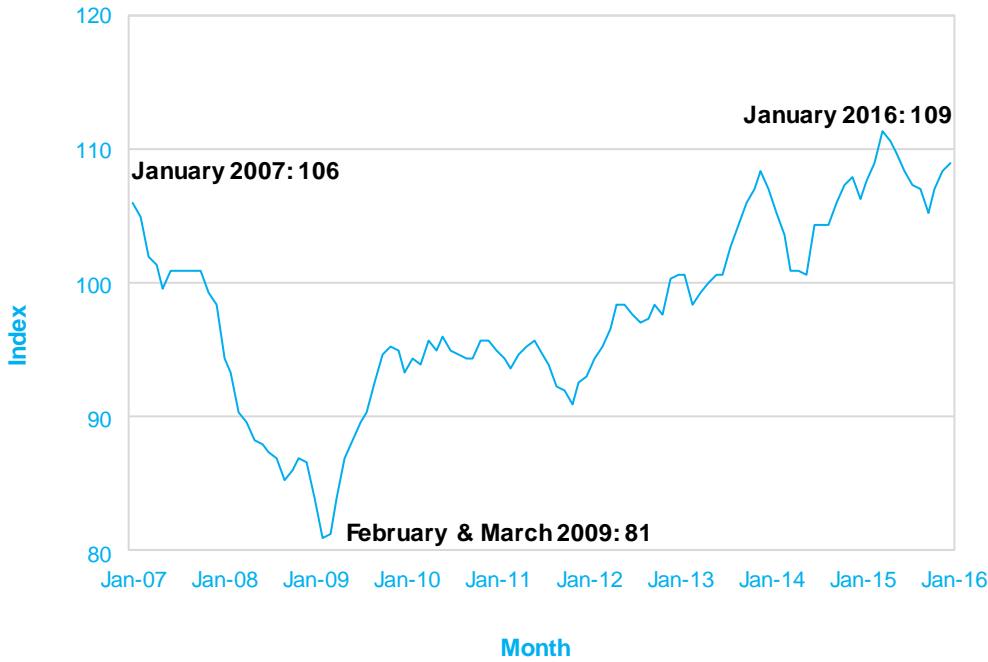
January 2016: 106

August 2008: 86

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

+1 Point

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

Month

East North Central Census Division Economic Index*
January 2016

January 2016: 109

January 2007: 106

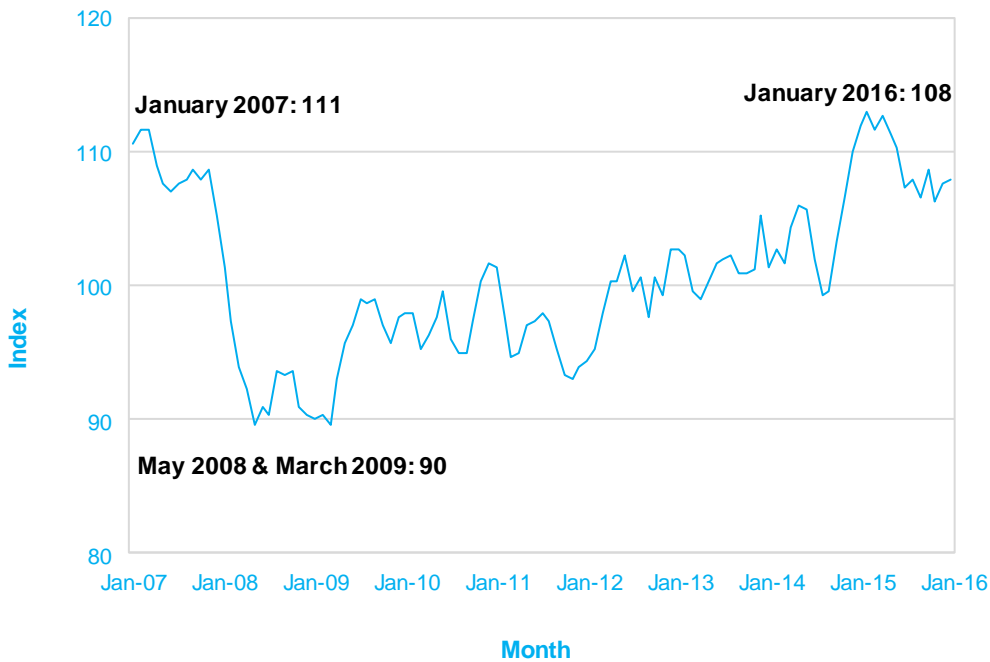February & March 2009: 81

Index

Month

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

+3 Points

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

West North Central Census Division Economic Index*
January 2016

January 2016: 108

January 2007: 111

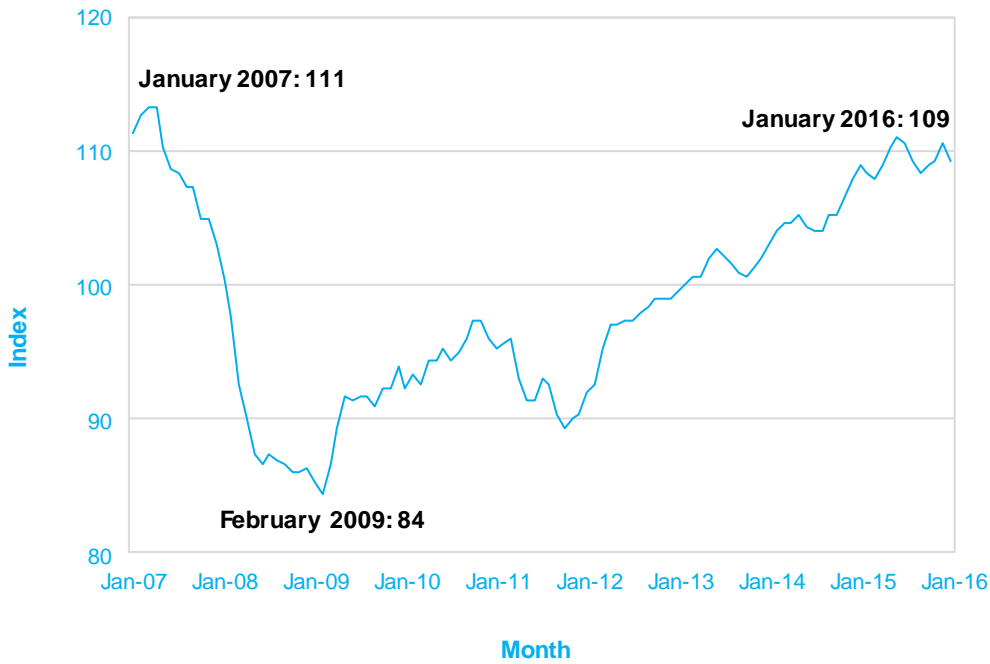May 2008 & March 2009: 90

Index

Month

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

-4 Points

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

.

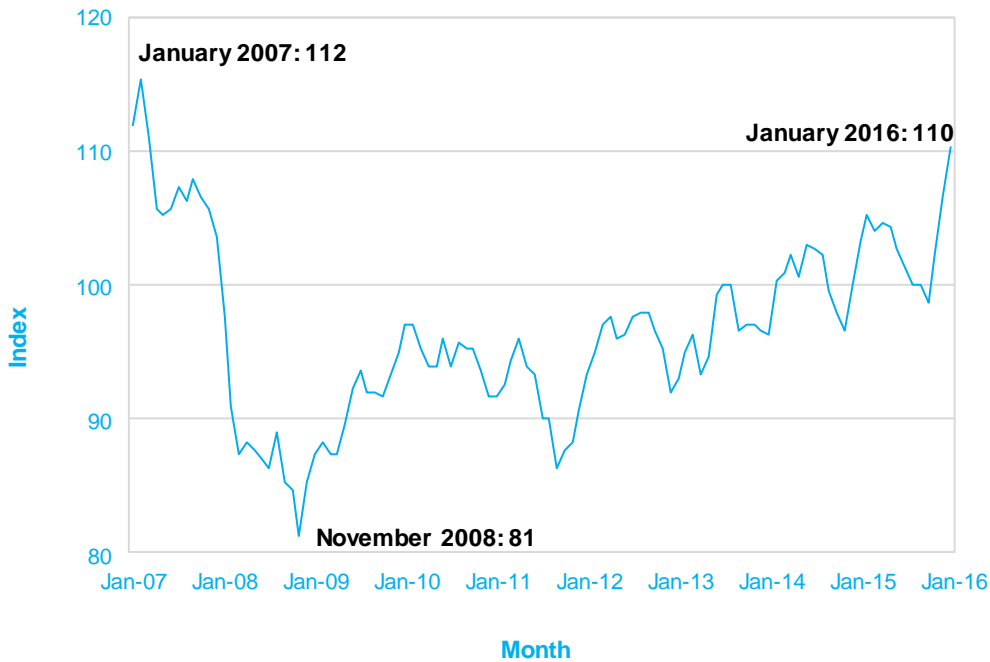## South Atlantic Census Division Economic Index*
January 2016

January 2007: 111

January 2016: 109

February 2009: 84

Index

Jan-07　Jan-08　Jan-09　Jan-10　Jan-11　Jan-12　Jan-13　Jan-14　Jan-15　Jan-16

Month

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

+/-0 Points

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*
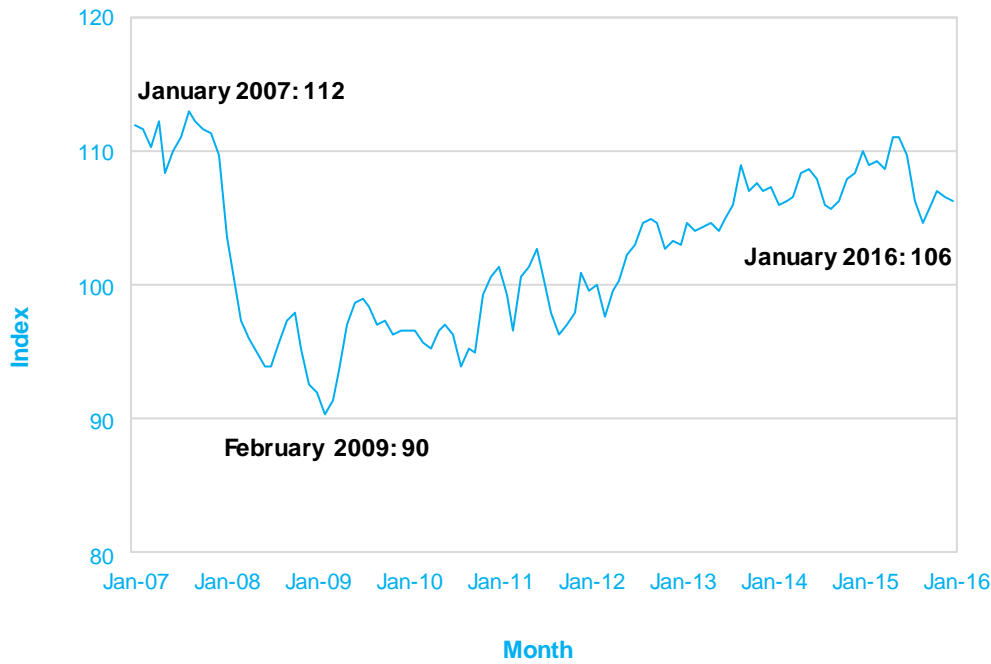## January 2016

January 2007: 112

January 2016: 110

November 2008: 81

Index

Jan-07　Jan-08　Jan-09　Jan-10　Jan-11　Jan-12　Jan-13　Jan-14　Jan-15　Jan-16

Month

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

+7 Points

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

West South Central Census Division Economic Index*
January 2016

January 2007: 112

January 2016: 106

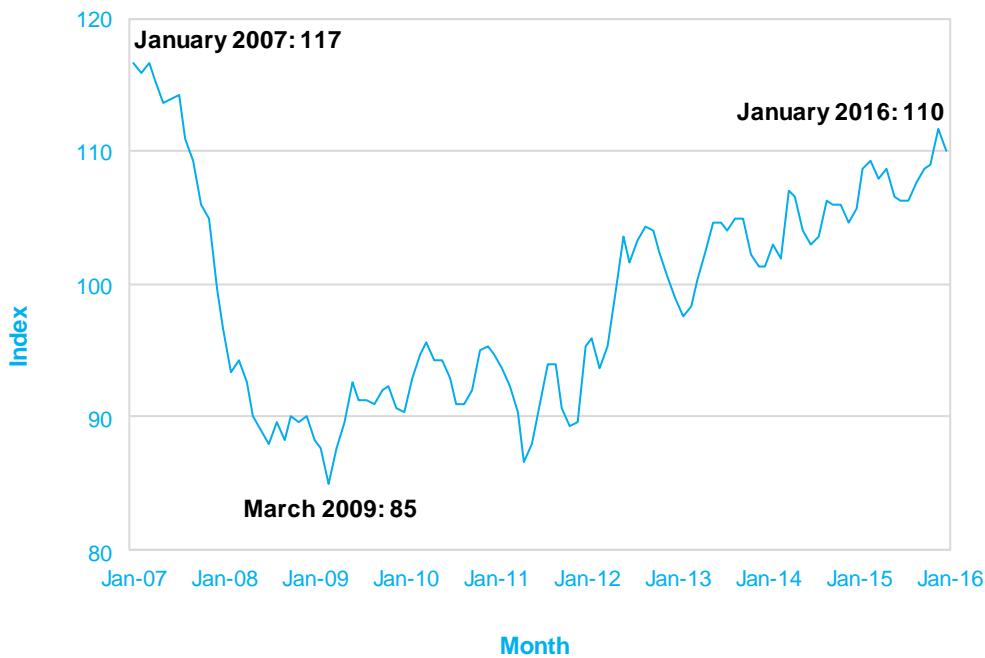February 2009: 90

Index

Month

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

-4 Points

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

Mountain Census Division Economic Index*
January 2016

January 2007: 117

January 2016: 110
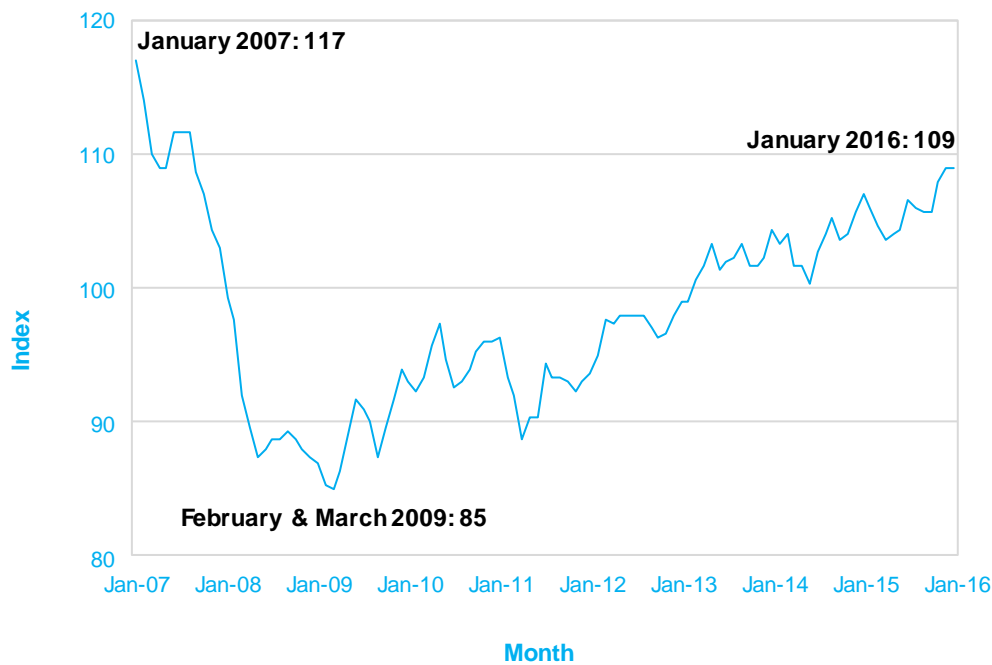
March 2009: 85

Index

Month

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

+4 Points

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

Pacific Census Division Economic Index*
January 2016

January 2007: 117

January 2016: 109

February & March 2009: 85

Index

Month

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

+2 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) 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.