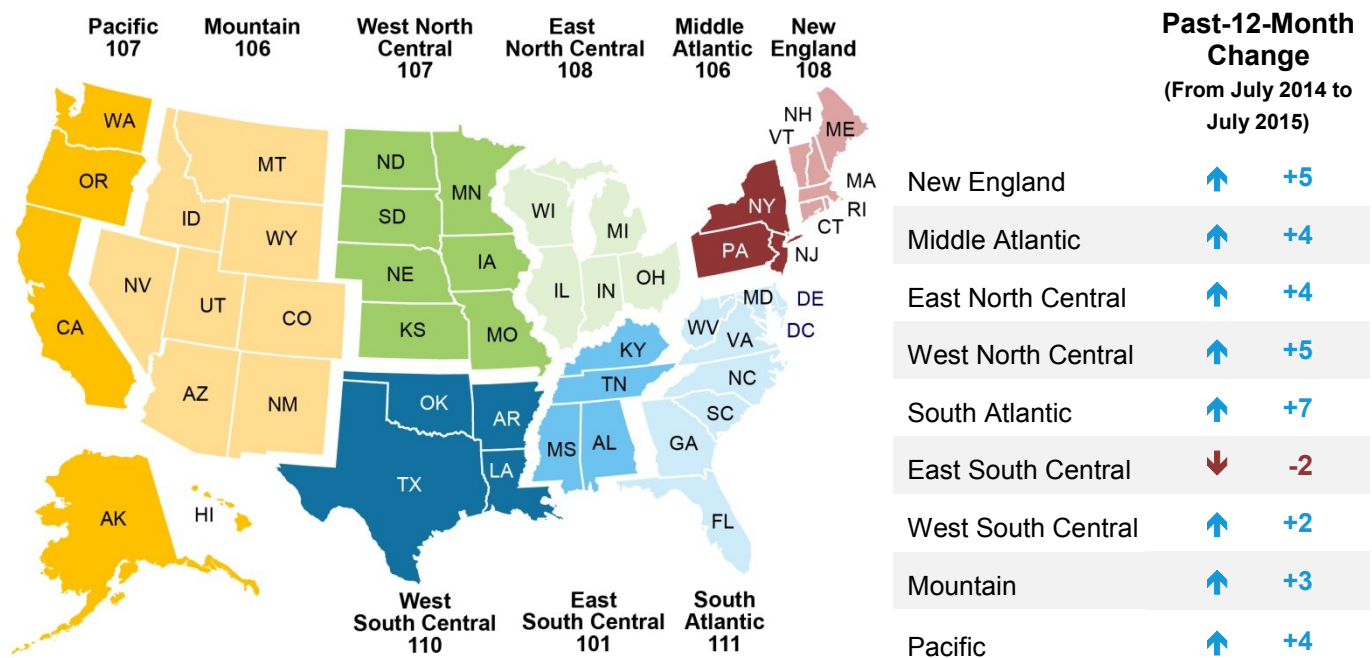


Decision Analyst Economic Index United States Census Divisions

July 2015

Arlington, Texas— The South Atlantic Census Division had an Economic Index score of **111 for July 2015**, which is an increase of 7 points over the past-12-months. The East South Central Census Division has the lowest Economic Index score of **101 for July 2015**; even with the lowest Index score, the East South Central still increased 3 points in the past-12-months.

United States Census Divisions Economic Index July 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.



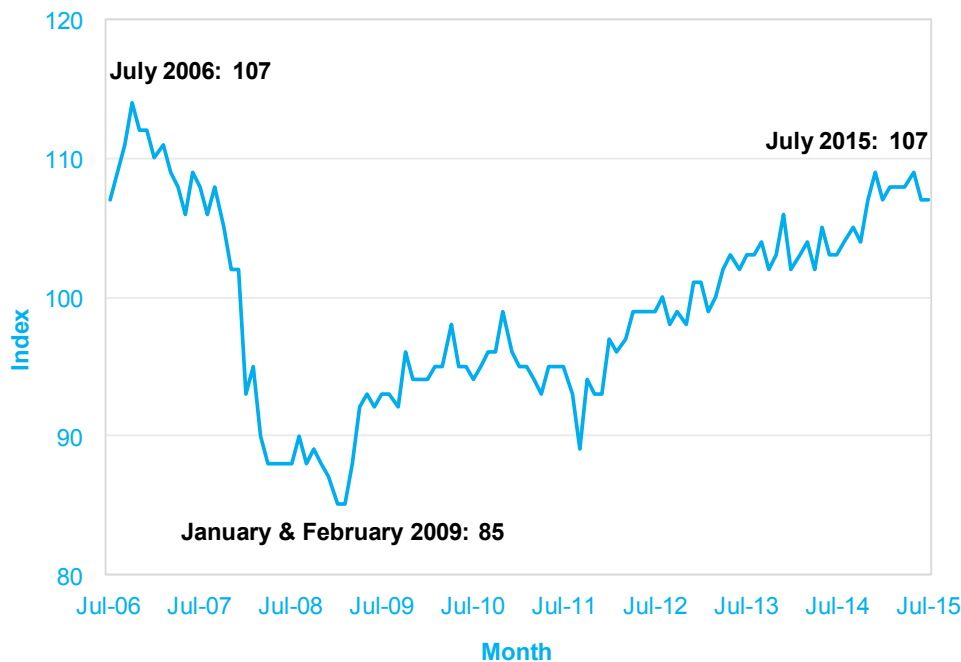
Strategic Research ■ Analytics ■ Modeling ■ Optimization

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United States Economic Index

The Decision Analyst U.S. Economic Index registered **107 in July 2015**, the same score as June 2015, but a 4-point increase over the past-12 months. The U.S. Economic Index for July continues to signal economic growth—but slow growth. 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 July 2015



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

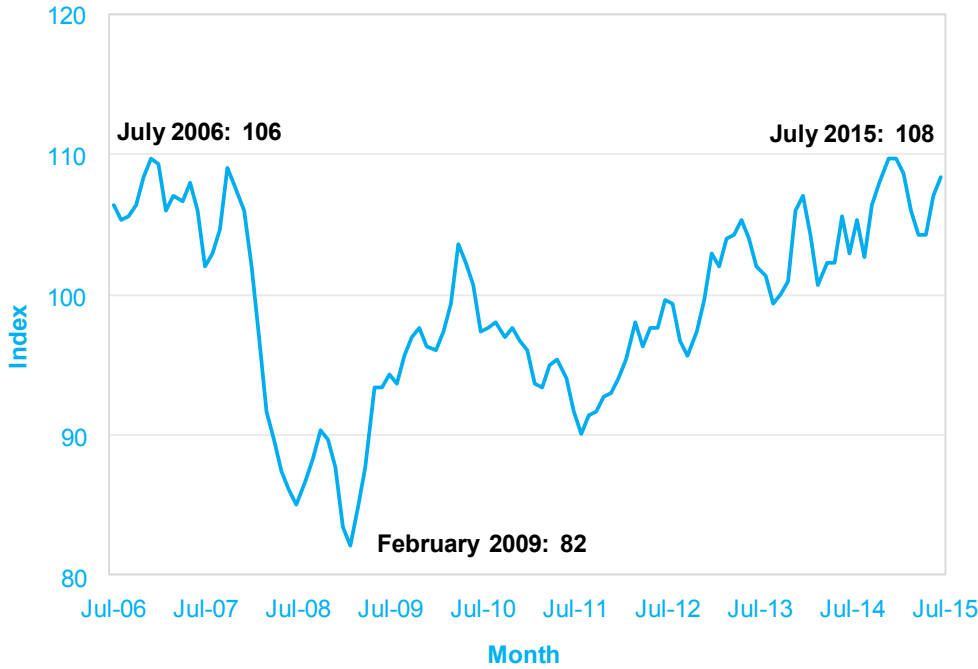


“The U.S. Economic Index has been relatively flat over the past 9 months, a signal of slow economic growth in the U.S. for the balance of 2015 and into 2016,” said Jerry W. Thomas, President/CEO of Decision Analyst. The ongoing decline in the price of commodities is hurting some countries and some industries, but it will tend to be a stimulus to the overall world economy in coming months. Economic weakness in China and parts of Europe, however, are negative for the world economy and negative for the U.S. since the U.S. is a major exporter to these regions. The strength of the dollar is also slowing U.S. exports, a negative on the U.S. economy. Without a major focus on economic growth by policy makers, the U.S. (and perhaps the world economy) are trapped in a slow-growth mode for the foreseeable future,” said Thomas.

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* July 2015

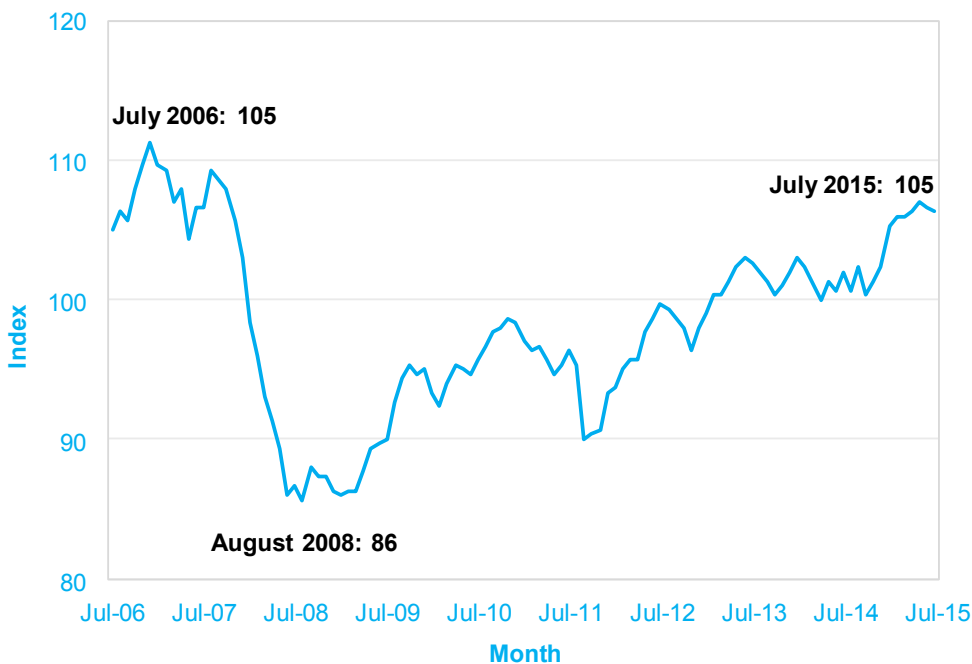


**Past-12-Month
Change**
(From July 2014 to
July 2015)



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

Middle Atlantic Census Division Economic Index* July 2015

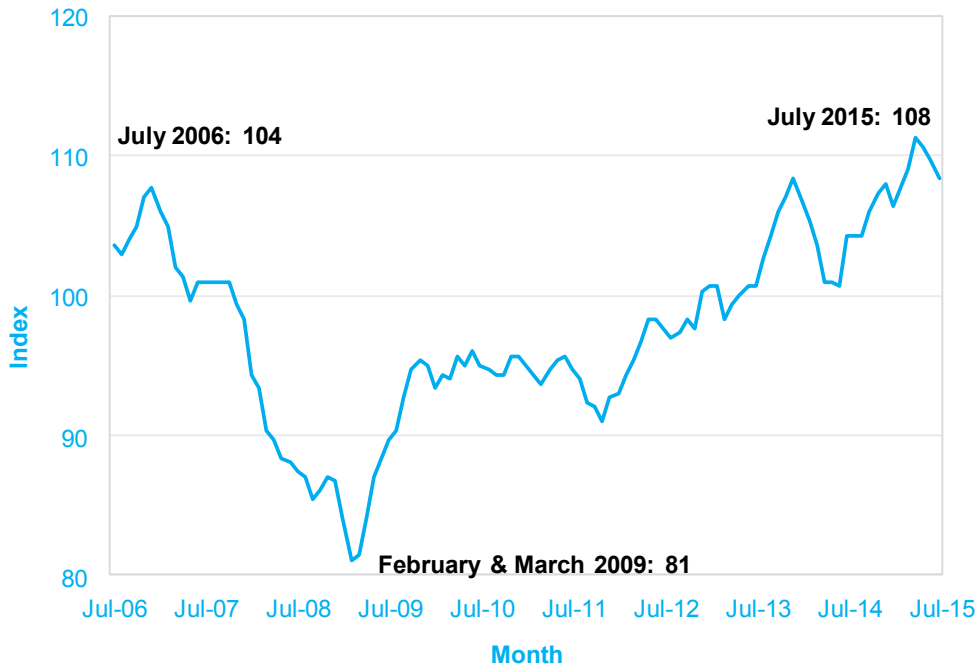


**Past-12-Month
Change**
(From July 2014 to
July 2015)



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

**East North Central Census Division Economic Index*
July 2015**

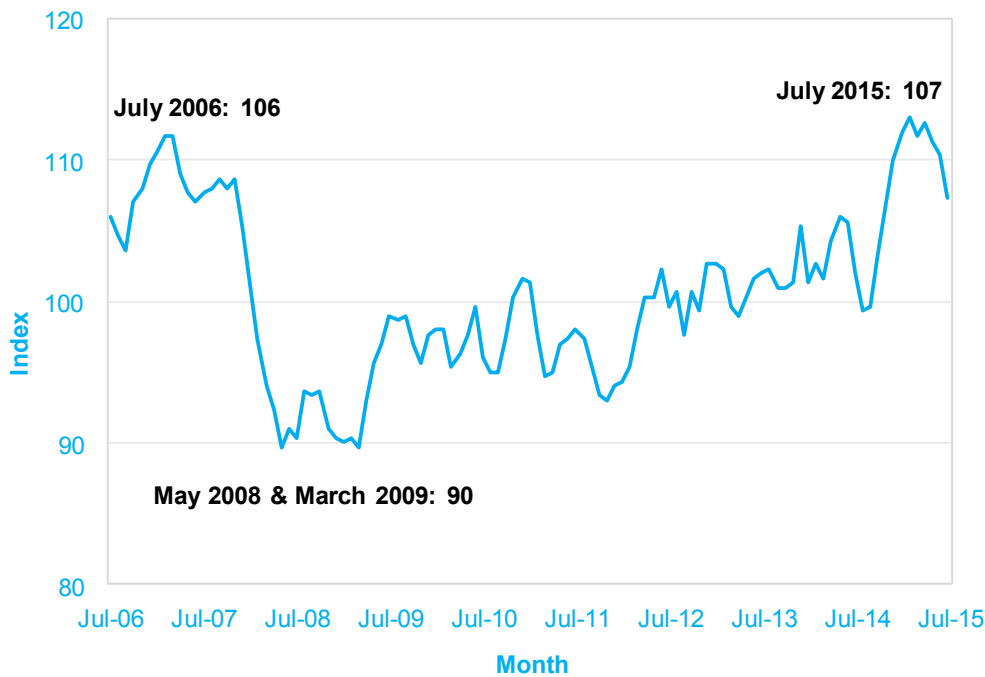


**Past-12-Month
Change**
(From July 2014 to
July 2015)



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

**West North Central Census Division Economic Index*
July 2015**

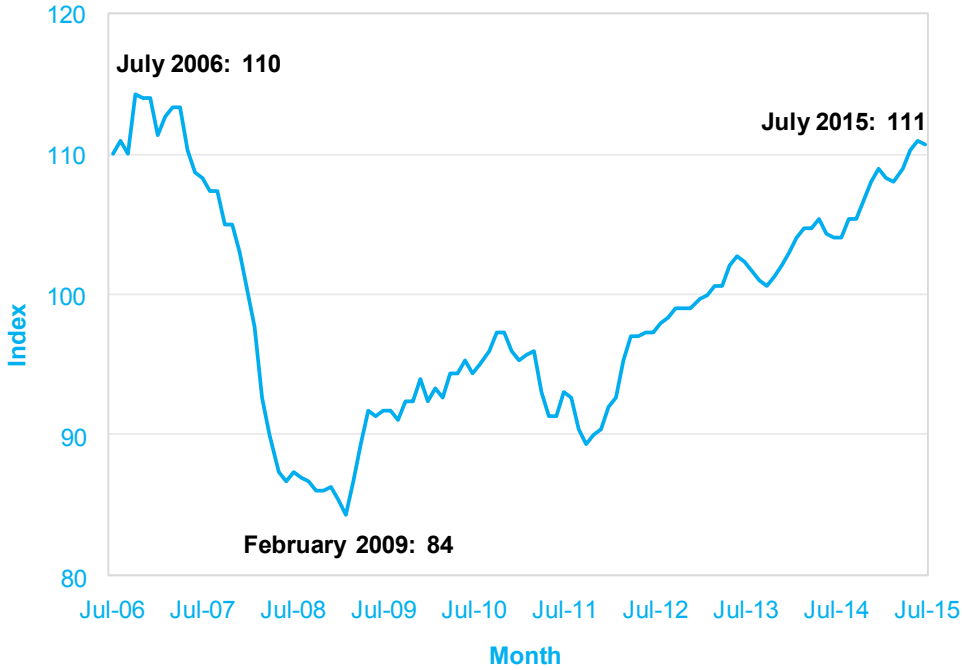


**Past-12-Month
Change**
(From July 2014 to
July 2015)



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

South Atlantic Census Division Economic Index* July 2015

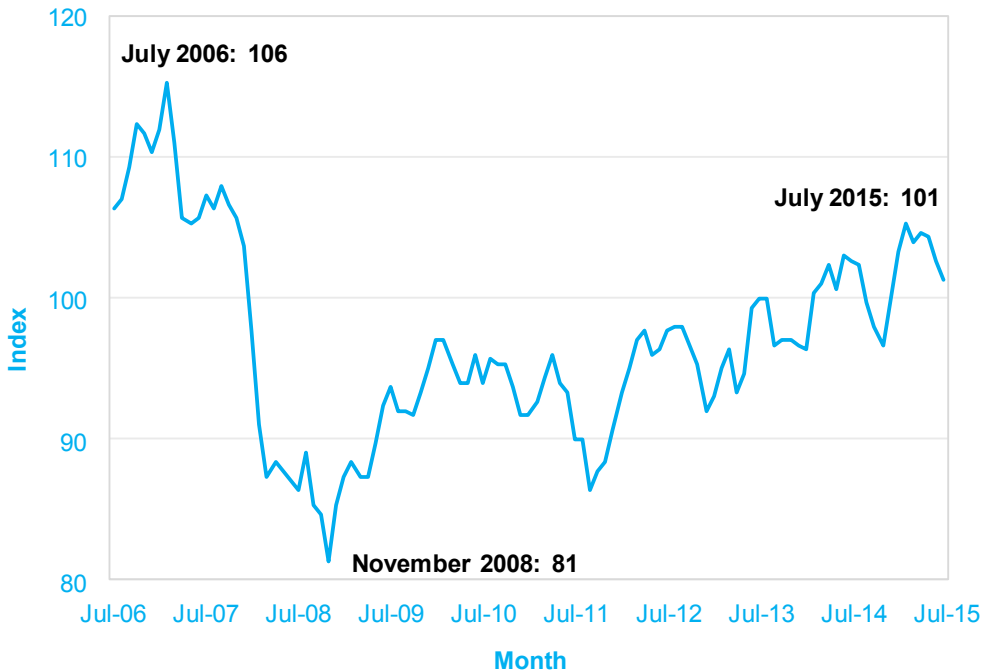


**Past-12-Month
Change**
(From July 2014 to
July 2015)



*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* July 2015

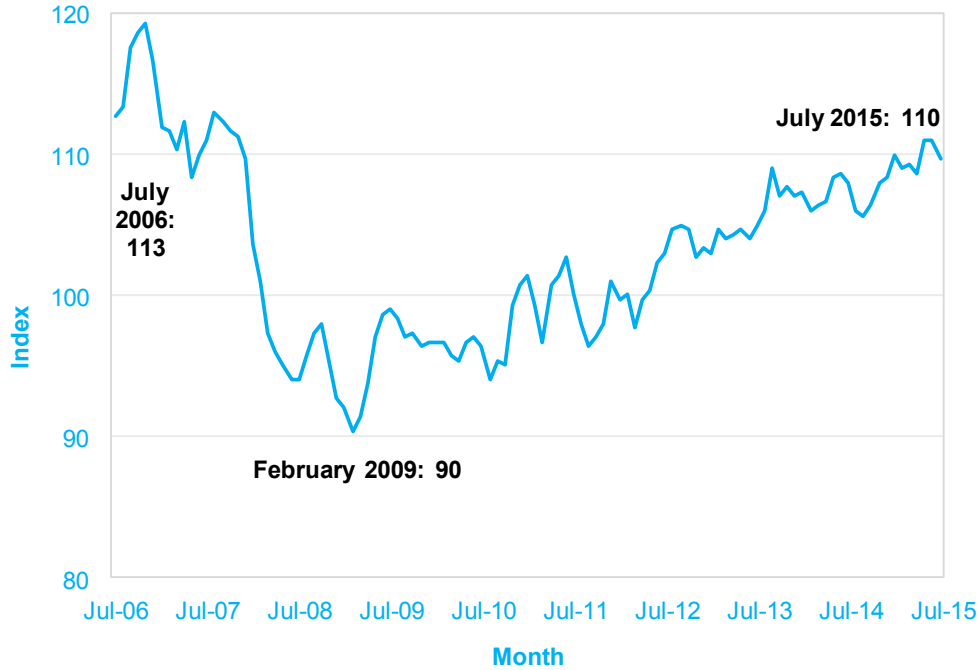


**Past-12-Month
Change**
(From July 2014 to
July 2015)



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

West South Central Census Division Economic Index* July 2015

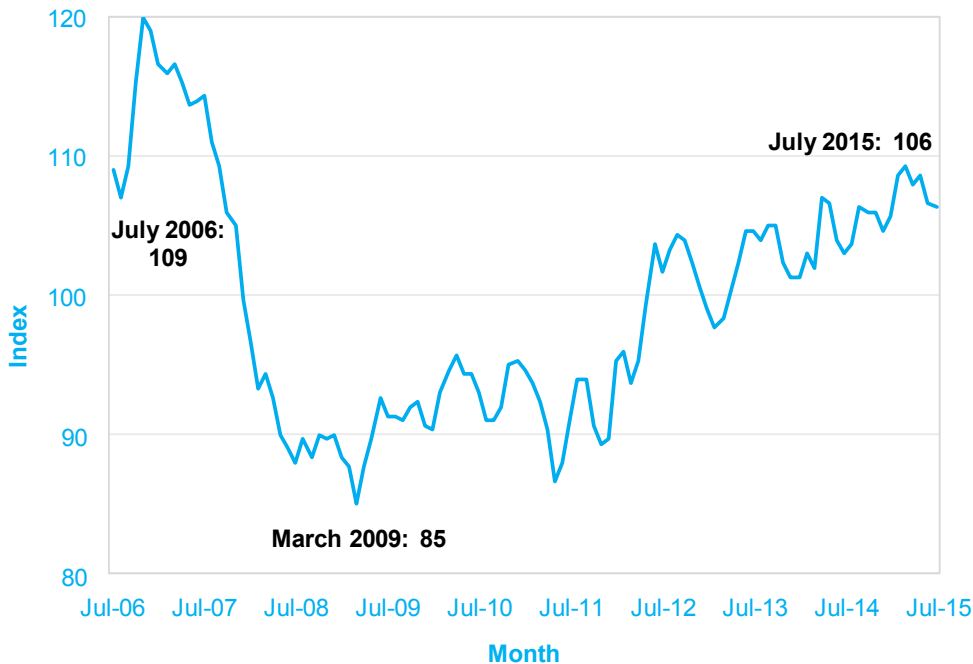


**Past-12-Month
Change**
(From July 2014 to
July 2015)



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

Mountain Census Division Economic Index* July 2015

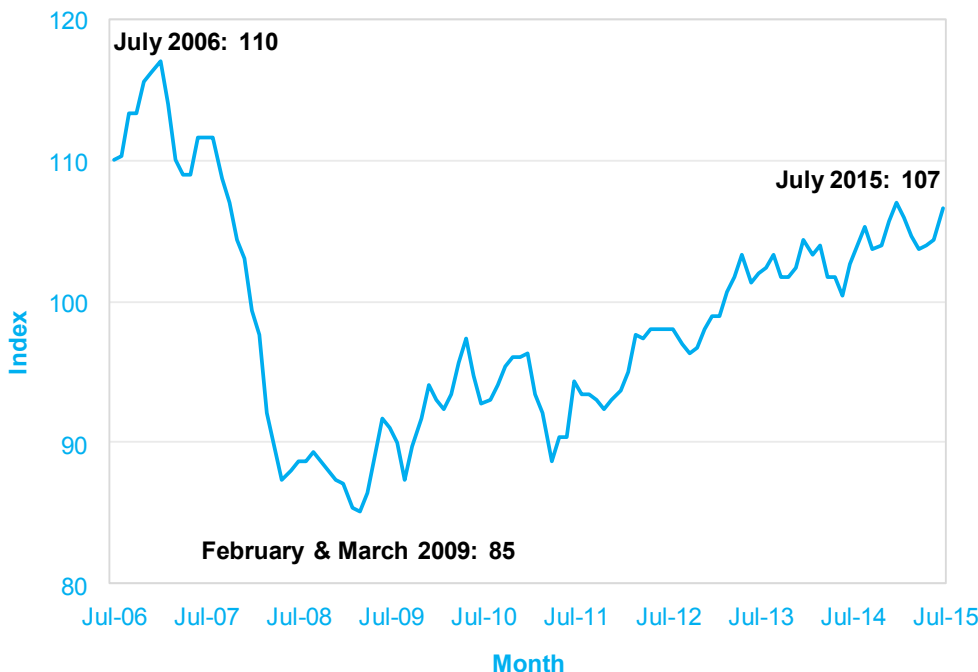


**Past-12-Month
Change**
(From July 2014 to
July 2015)

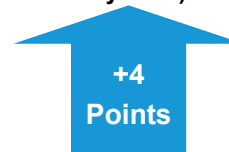


*Mountain Census
Division includes
Arizona, Colorado,
Idaho, New Mexico,
Montana, Nevada,
Utah, and Wyoming*

Pacific Census Division Economic Index* July 2015



**Past-12-Month
Change**
(From July 2014 to
July 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.