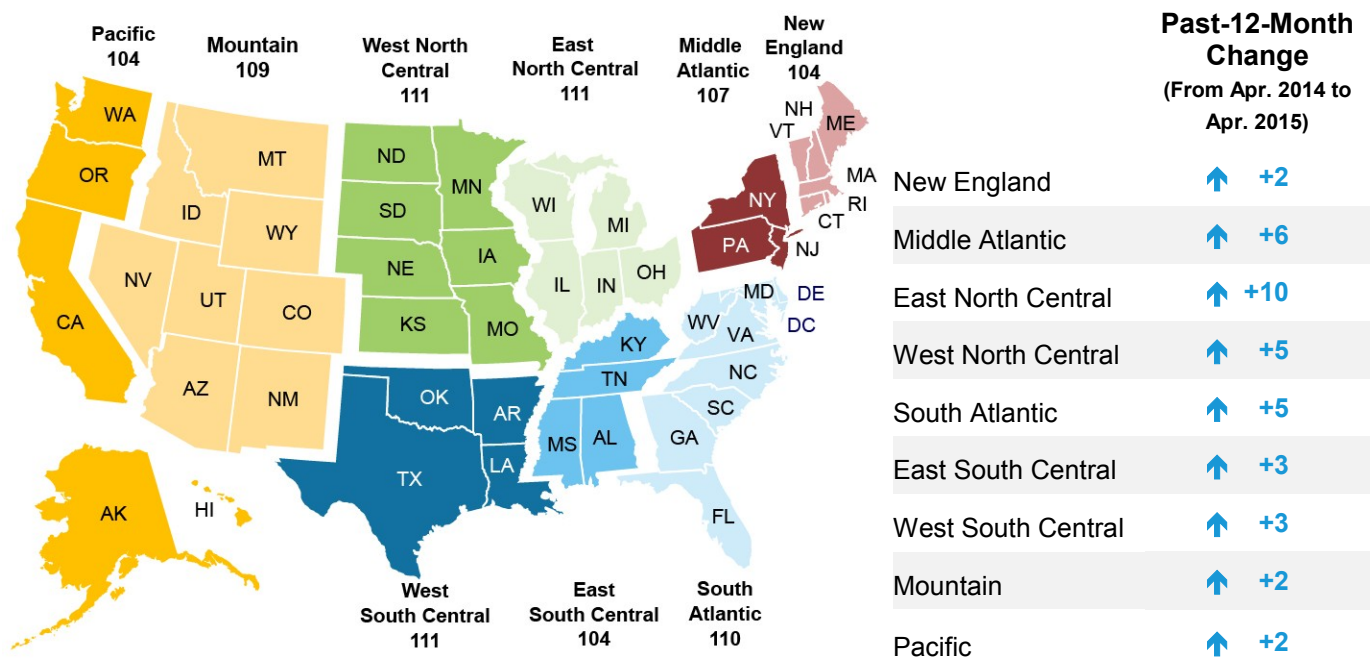# Decision Analyst Economic Index
# United States Census Divisions
*May 2015*

Arlington, Texas—The East North Central, West North Central, and West South Central Census Divisions each had an Index score of **111 for May 2015** (they are tied for highest Index of all the U.S. Census Divisions).  The Pacific, East South Central, and the New England Census Divisions each have an Economic Index of **104 for May 2015** (they are tied for lowest Index of all the U.S. Census Divisions).

## United States Census Divisions Economic Index
## May 2015*

| Past-12-Month Change | | |
|---|---|---|
| **(From Apr. 2014 to Apr. 2015)** | | |
| New England | ↑ | +2 |
| Middle Atlantic | ↑ | +6 |
| East North Central | ↑ | +10 |
| West North Central | ↑ | +5 |
| South Atlantic | ↑ | +5 |
| East South Central | ↑ | +3 |
| West South Central | ↑ | +3 |
| Mountain | ↑ | +2 |
| Pacific | ↑ | +2 |

Map labels:
Pacific 104 · Mountain 109 · West North Central 111 · East North Central 111 · Middle Atlantic 107 · New England 104 · West South Central 111 · East South Central 104 · South Atlantic 110

*  *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.*
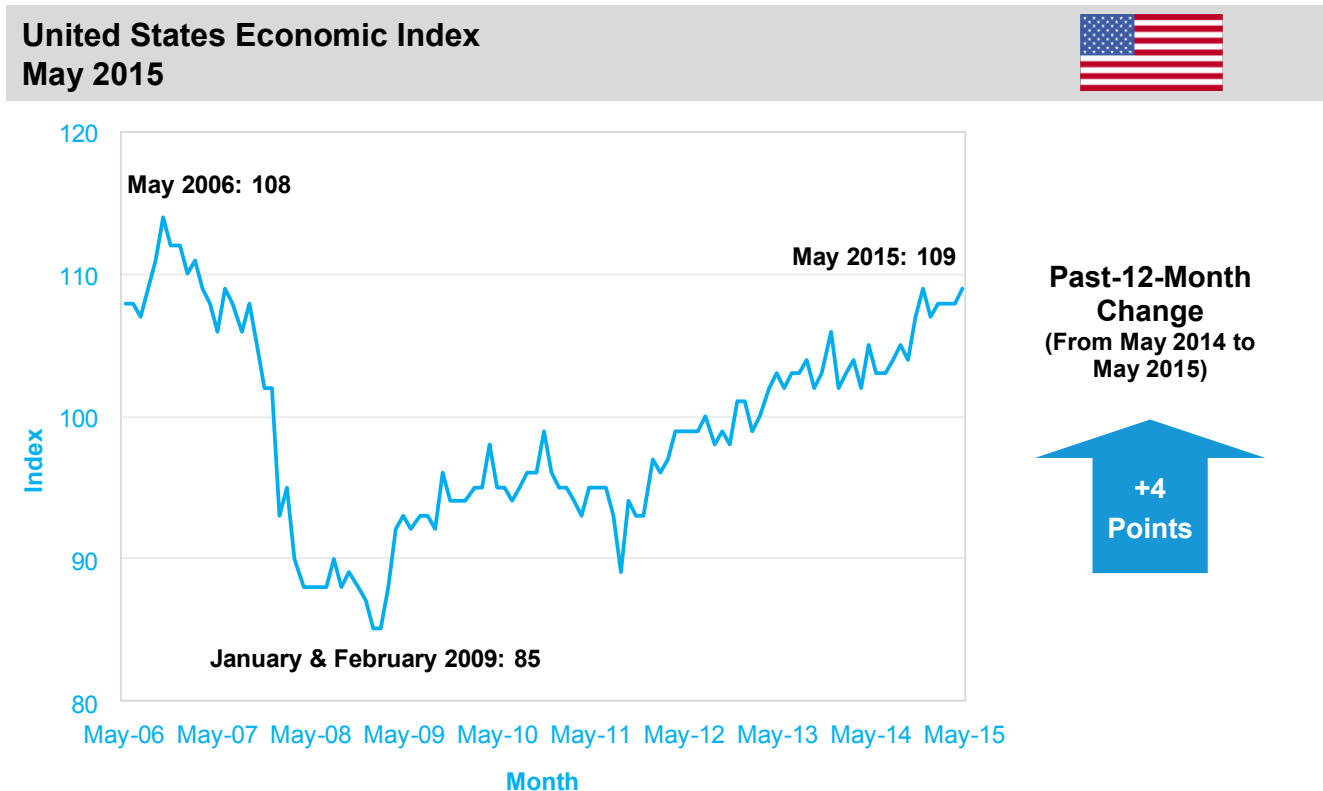
*Decision Analyst*

*Strategic Research ▪ Analytics ▪ Modeling ▪ Optimization*

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# United States Economic Index

The Decision Analyst U.S. Economic Index registered **109 in May 2015**.  This is a 1-point increase from April 2015 and a 4-point increase over the past 12 months.  The U.S. Economic Index continues to signal future economic growth, although the pace of that growth is likely to be feeble.  The Economic Index tends to lead U.S. economic activity by 6 to 12 months.  The U.S. Economic Index's history is shown below.

**United States Economic Index
May 2015**

May 2006: 108

May 2015: 109

January & February 2009: 85

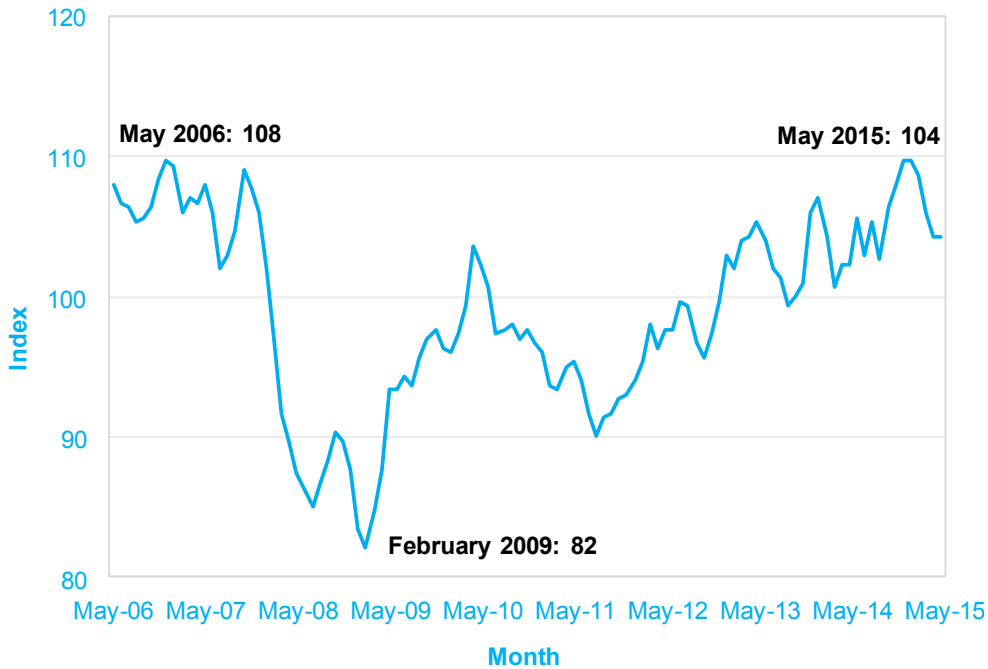**Past-12-Month Change**
(From May 2014 to May 2015)

**+4 Points**

"The slow pace of the U.S. economic recovery is quite disappointing, but it may prove to be the new reality we have to live with for the foreseeable future.  An aging population, a declining share of adults who are employed, and a growing burden of corporate and governmental debt are huge drags on the U.S. economy, not to mention the lack of any meaningful efforts by Washington to address structural issues that are retarding U.S. economic growth," said Jerry W. Thomas, President/CEO of Decision Analyst.

"Another factor in slow growth might be the tremendous flow of speculative capital into high-tech firms and startups, where rates of return are increasingly questionable.  The flow of monies into private equity and venture capital firms is probably a neutral to negative net influence on the U.S. economy," said Thomas.  "Given all these factors, economic expansion in the U.S. will continue to be tepid for the balance of 2015.  In Europe, the Economic Index is indicating likely expansion of the European economy during the balance of 2015, although at a modest pace.  Debt problems in Greece and military struggles in Ukraine could derail the European economy, however, if things spin out of control."

# Index History

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

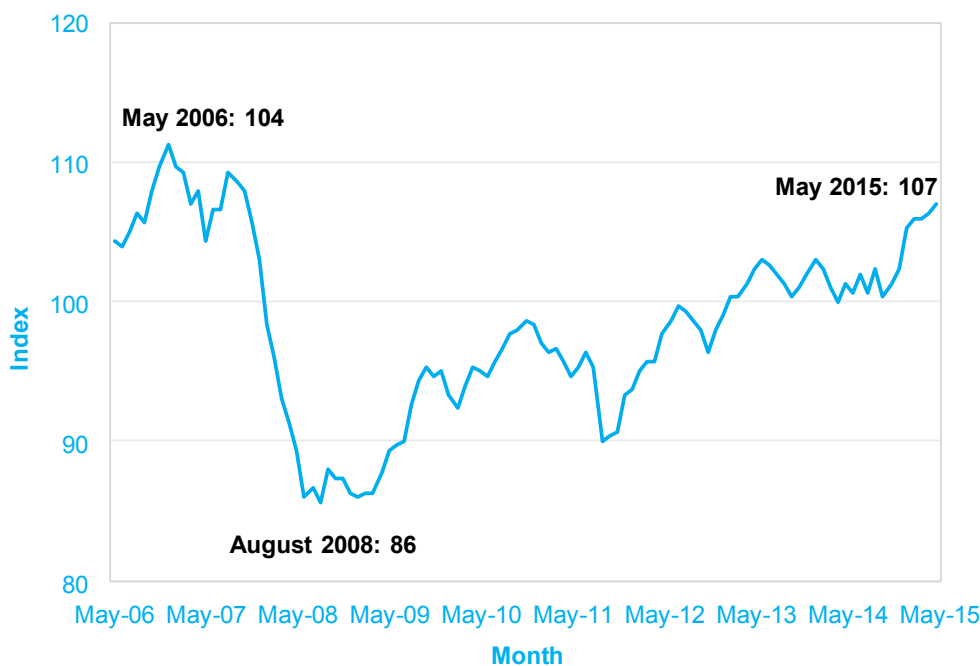## New England Census Division Economic Index*
## May 2015



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

**+2 Points**

*New England Census Division includes: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.*
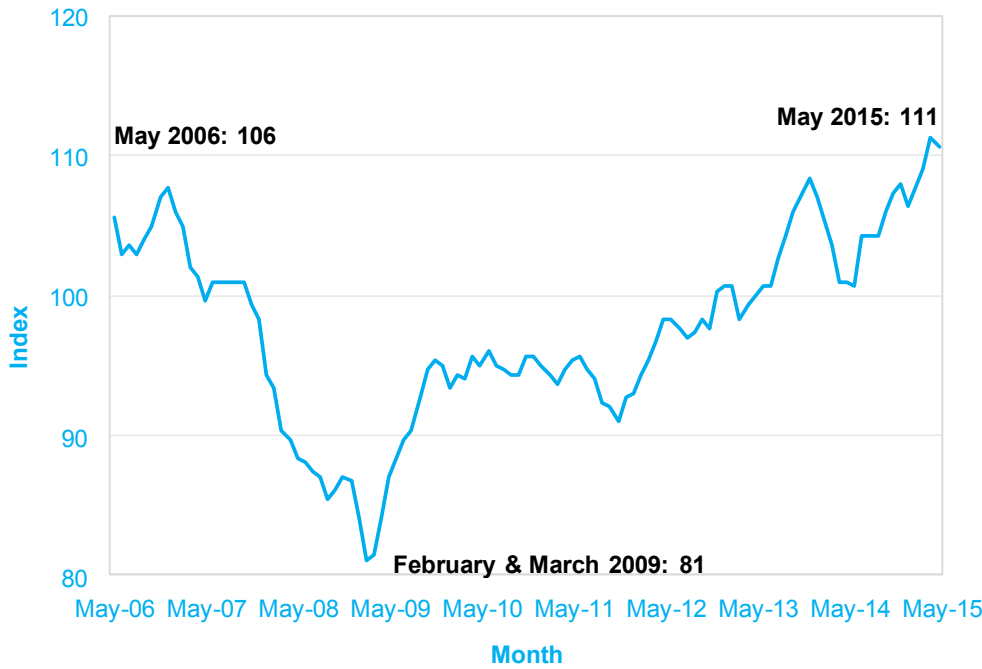
## Middle Atlantic Census Division Economic Index*
## May 2015



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

**+6 Points**

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

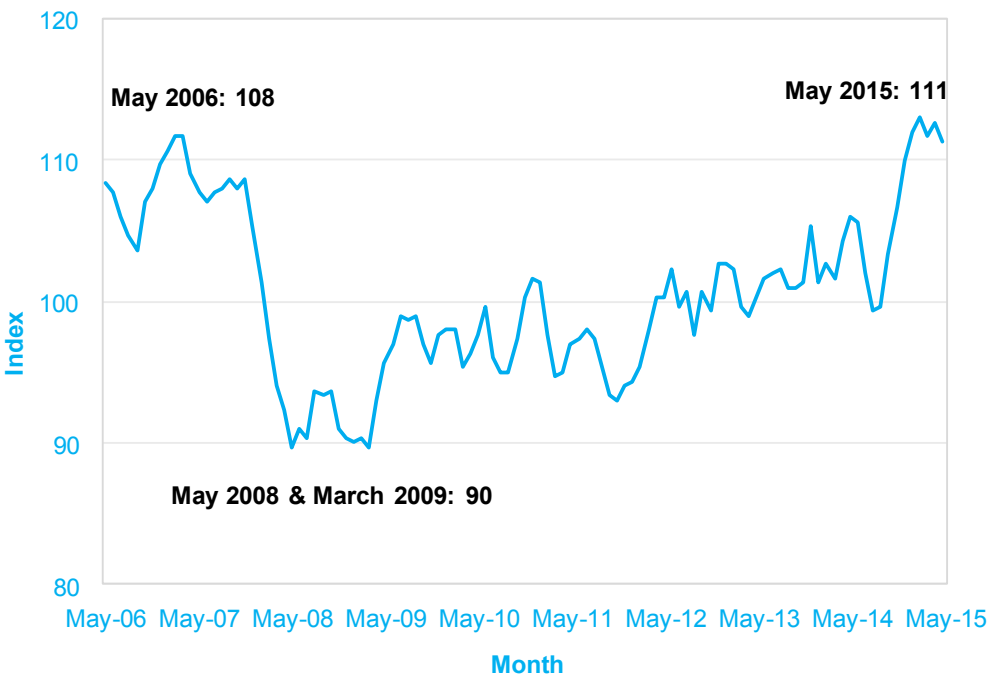## East North Central Census Division Economic Index*
## May 2015

May 2006: 106

May 2015: 111

February & March 2009: 81

**Index**

**Month**

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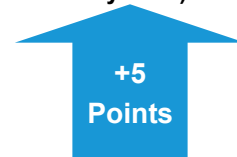(From May 2014 to May 2015)

**+10 Points**

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

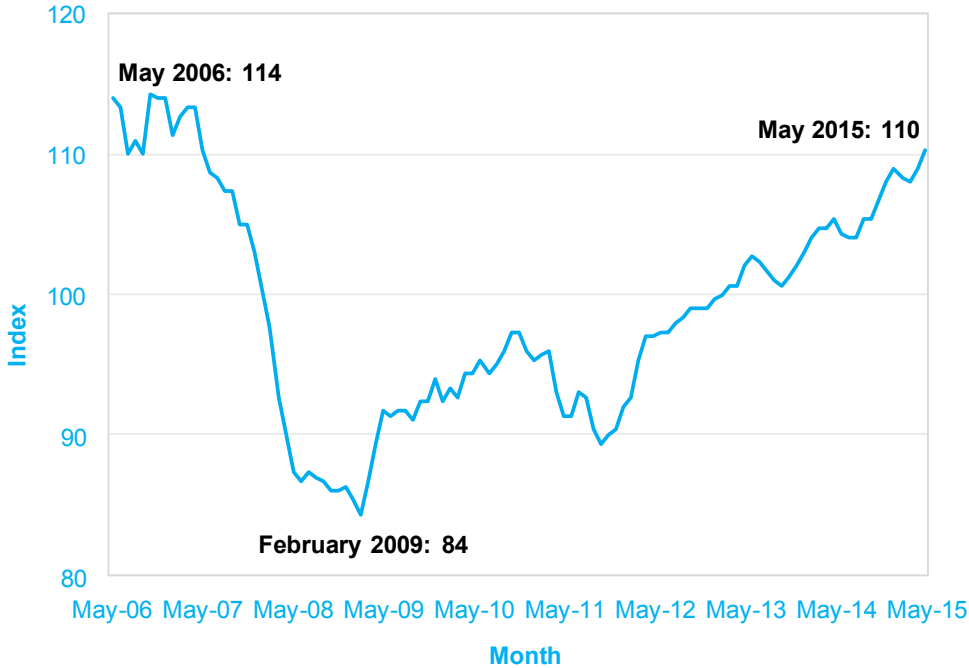## West North Central Census Division Economic Index*
## May 2015

May 2006: 108

May 2015: 111

May 2008 & March 2009: 90

**Index**

**Month**

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

**+5 Points**

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

    

## South Atlantic Census Division Economic Index*
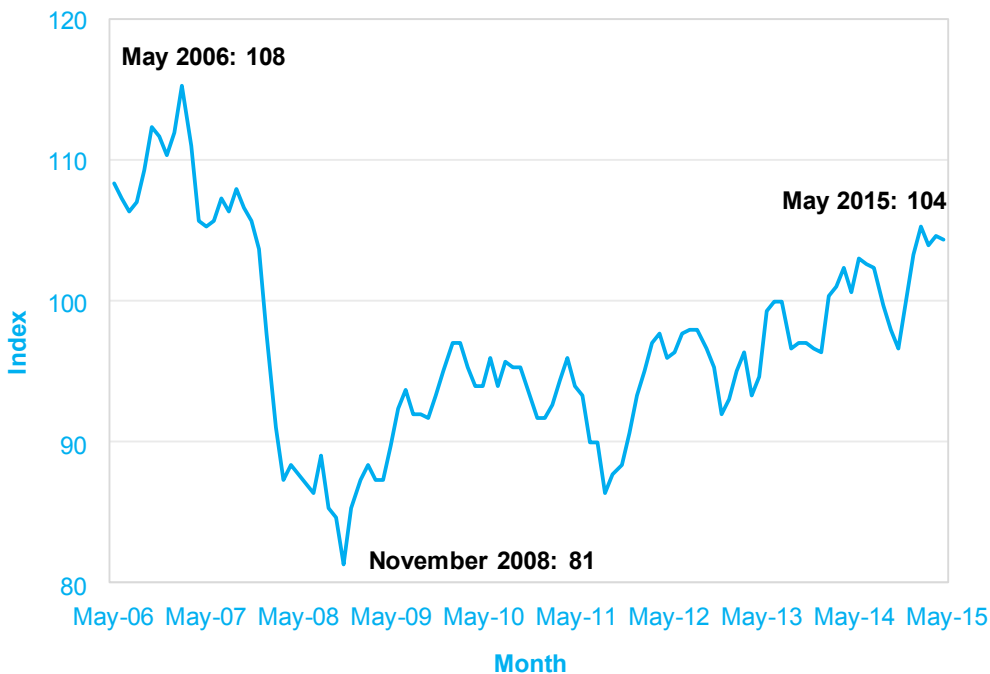## May 2015

May 2006: 114

May 2015: 110

February 2009: 84

**Index**

May-06  May-07  May-08  May-09  May-10  May-11  May-12  May-13  May-14  May-15

**Month**

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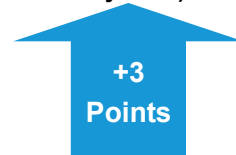(From May 2014 to May 2015)

**+5 Points**

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

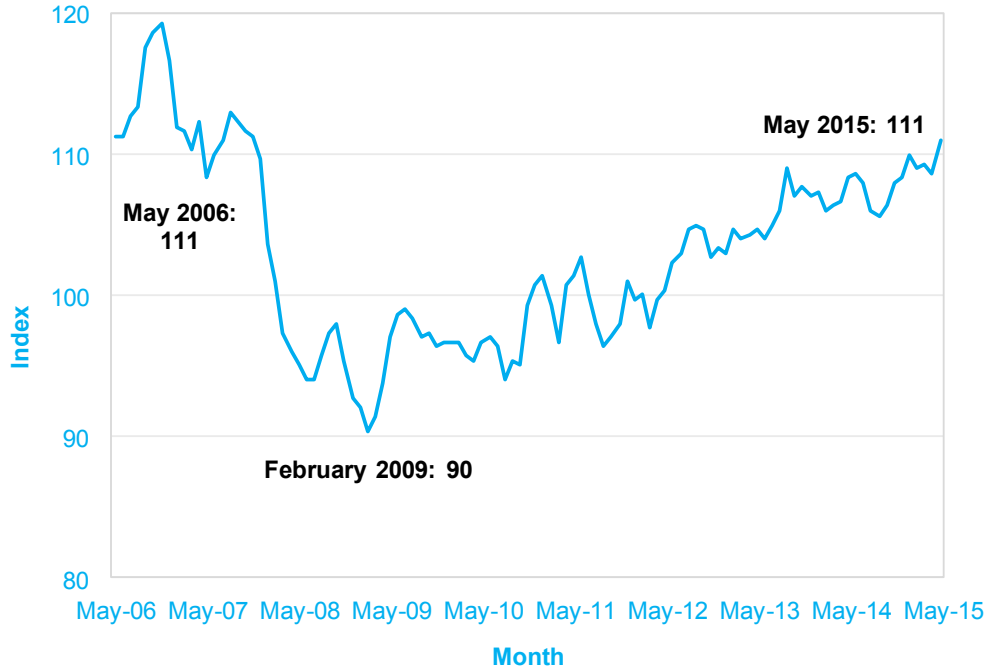## East South Central Census Division Economic Index*
## May 2015

May 2006: 108

May 2015: 104

November 2008: 81

**Index**

May-06  May-07  May-08  May-09  May-10  May-11  May-12  May-13  May-14  May-15

**Month**

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

**+3 Points**

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

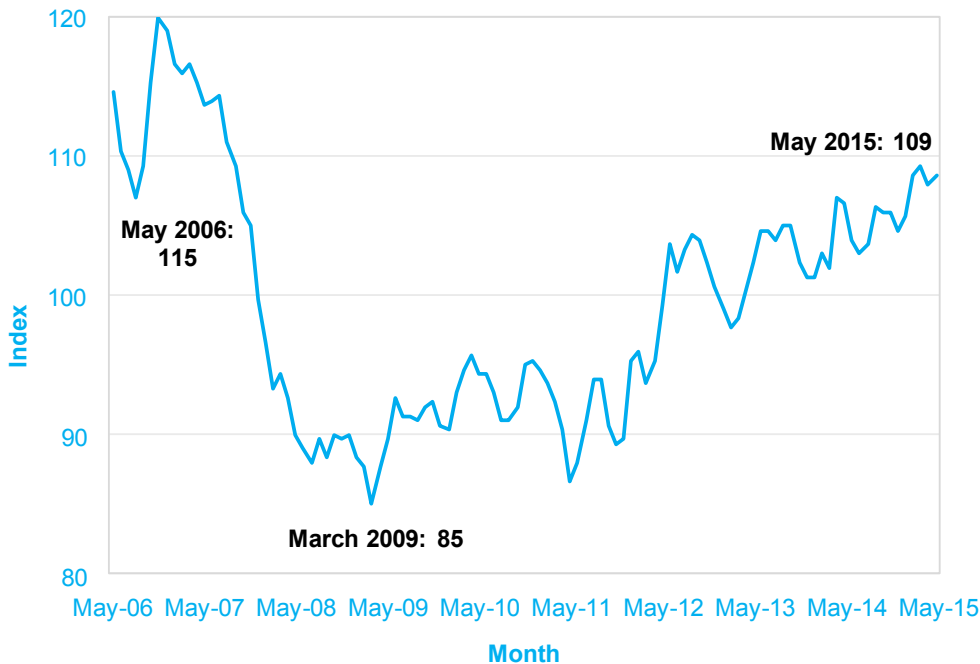## West South Central Census Division Economic Index*
## May 2015



May 2006: 111

February 2009: 90

May 2015: 111

**Index**

**Month**

May-06  May-07  May-08  May-09  May-10  May-11  May-12  May-13  May-14  May-15

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

**+3 Points**

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

## Mountain Census Division Economic Index*
## May 2015



May 2006: 115

March 2009: 85

May 2015: 109

**Index**

**Month**

May-06  May-07  May-08  May-09  May-10  May-11  May-12  May-13  May-14  May-15

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

**+2 Points**

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

**Pacific Census Division Economic Index\***
**May 2015**



**May 2006: 109**

**May 2015: 104**

**February & March 2009: 85**

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

**+2 Points**
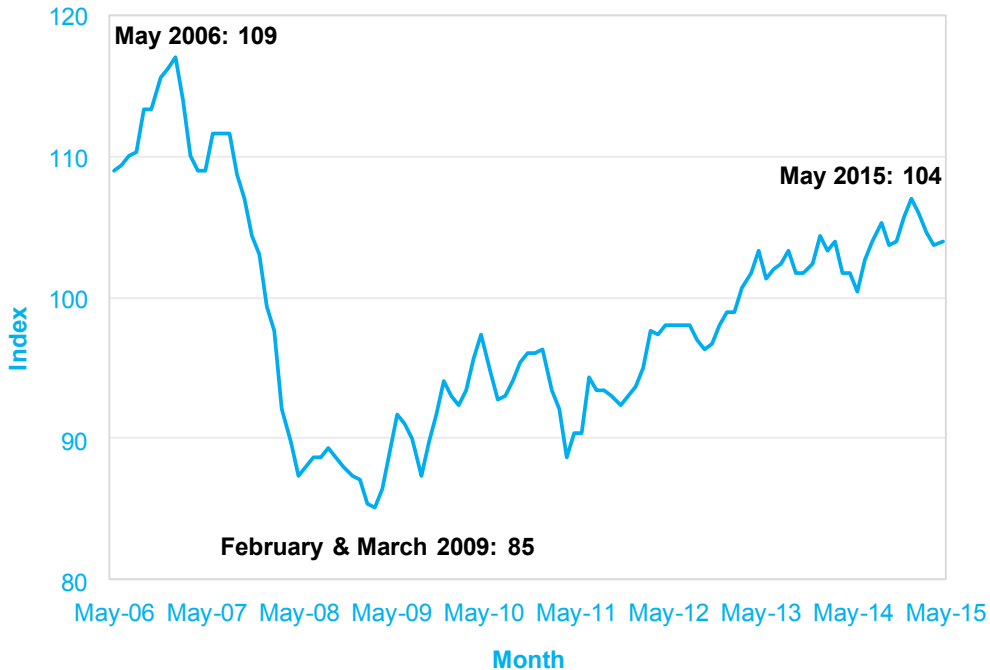
*Pacific Census Division includes: Alaska, California, Hawaii, Oregon, and Washington.*

## *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 the consumer packaged goods, high technology, retail, medical, automotive, and other industries.