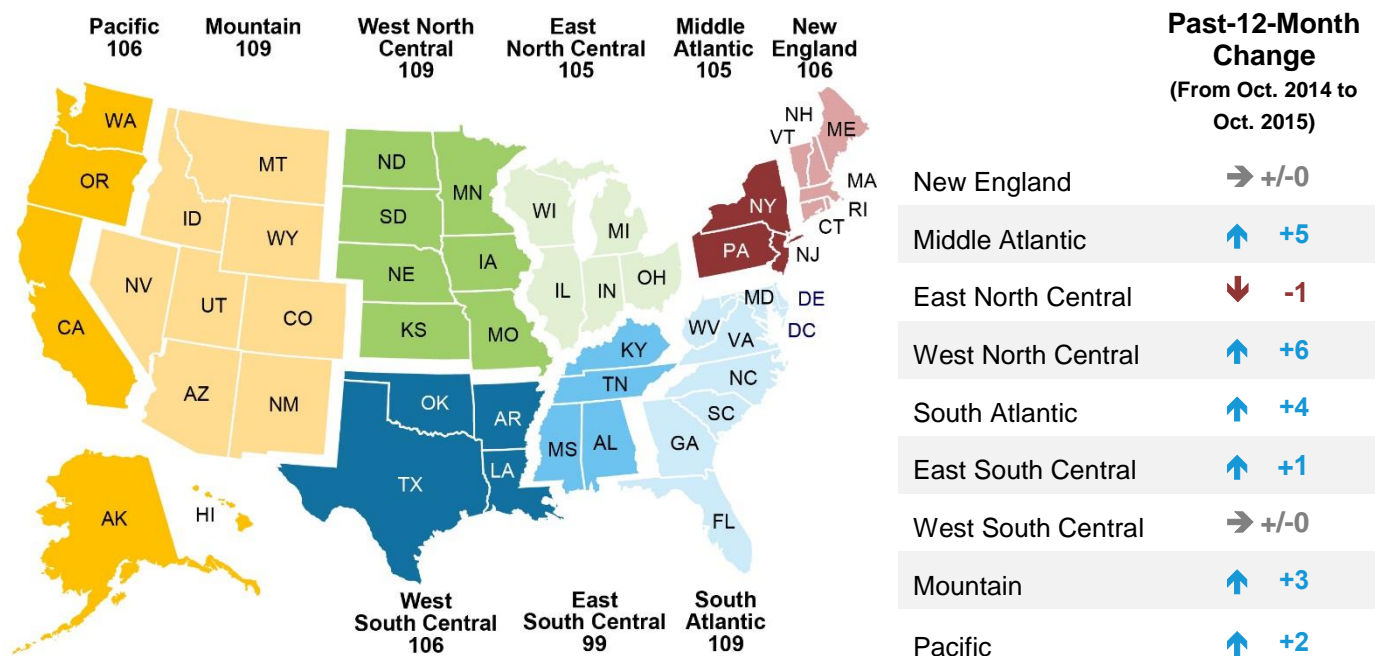# Decision Analyst Economic Index
United States Census Divisions
October 2015

Arlington, Texas—In the past 12 months the West North Central Division has gained the most of all the U.S. Census Divisions, increasing 6 points from 103 in October 2014 to **109 in October 2015**. The East North Central Census Division is the only division to decline in the past 12 months, decreasing from 106 in October 2014 to **105 in October 2015**.

United States Census Divisions Economic Index
October 2015*

Past-12-Month Change (From Oct. 2014 to Oct. 2015)		
New England	→	+/-0
Middle Atlantic	↑	+5
East North Central	↓	-1
West North Central	↑	+6
South Atlantic	↑	+4
East South Central	↑	+1
West South Central	→	+/-0
Mountain	↑	+3
Pacific	↑	+2

Map labels:
Pacific 106 · Mountain 109 · West North Central 109 · East North Central 105 · Middle Atlantic 105 · New England 106 · West South Central 106 · East South Central 99 · 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.*
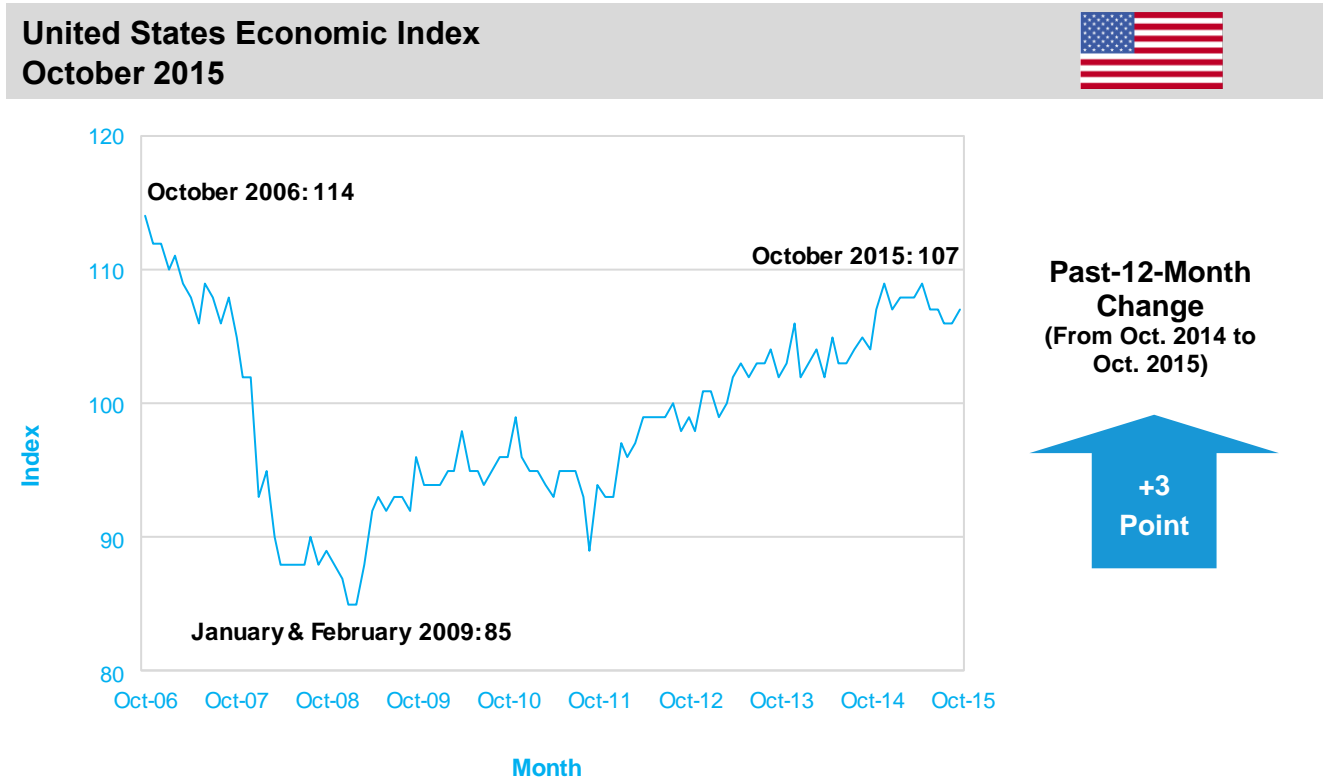
Decision Analyst

Strategic Research ▪ Analytics ▪ Modeling ▪ Optimization

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United States Economic Index

The Decision Analyst U.S. Economic Index registered **107 in October 2015**, a 1-point increase from September 2015. Over the past few months the U.S. Economic Index has trended downward, suggesting that the risk of a recession is growing. 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.
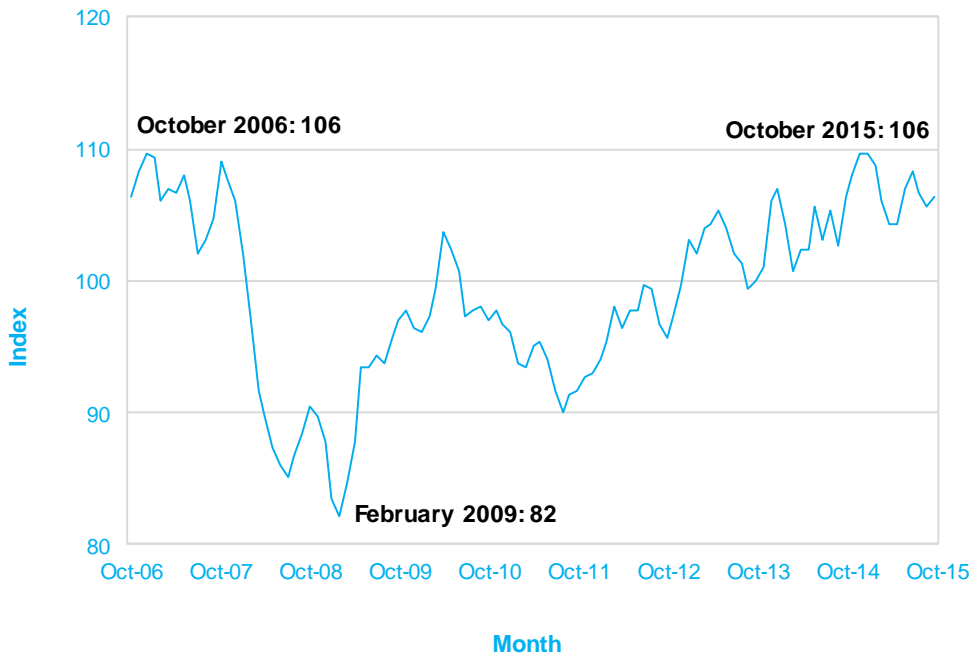
**United States Economic Index
October 2015**

October 2006: 114

October 2015: 107

January & February 2009: 85

Index

Month

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+3 Point

"The U.S. economy continues to muddle along, and the U.S. Economic Index forecasts more of the same slow growth in coming months. One of the fundamental problems in the U.S. economy is the stagnation of median household incomes since the year 2000. A majority of U.S. households are earning less in real dollars than they were 15 years ago, and this is creating a *demand deficit*. The mass retailers, such as Walmart and Target, are finding it extremely difficult to grow nominal sales (actual sales in current dollars). A declining share of U.S. adults are participants in the workforce, another factor reducing average household incomes," said Jerry W. Thomas, President/CEO of Decision Analyst. "The U.S. appears to be locked in a pattern of slow to no growth. Weaknesses in the European Union's economy and the Chinese economy add more uncertainty to future economic prospects. China, in particular, is a major risk factor, since its great real estate and construction bubble is coming to a close. An extended period of economic stagnation looms ahead for the world economy and the U.S.," said Thomas.

History

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

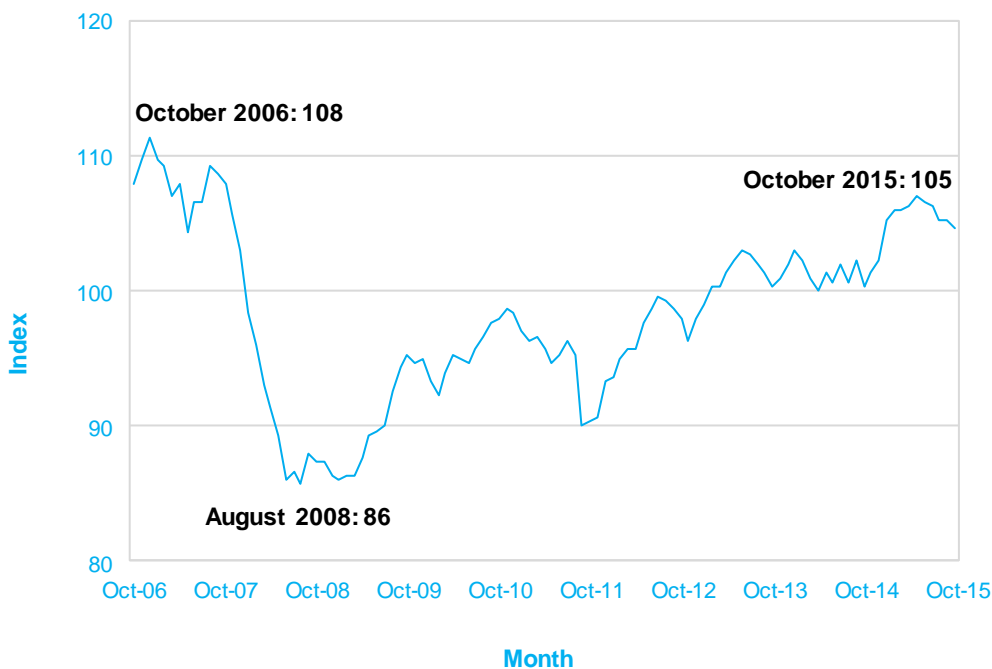**New England Census Division Economic Index***
October 2015

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+/-0 Points

October 2006: 106

October 2015: 106

February 2009: 82

Index

Month

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

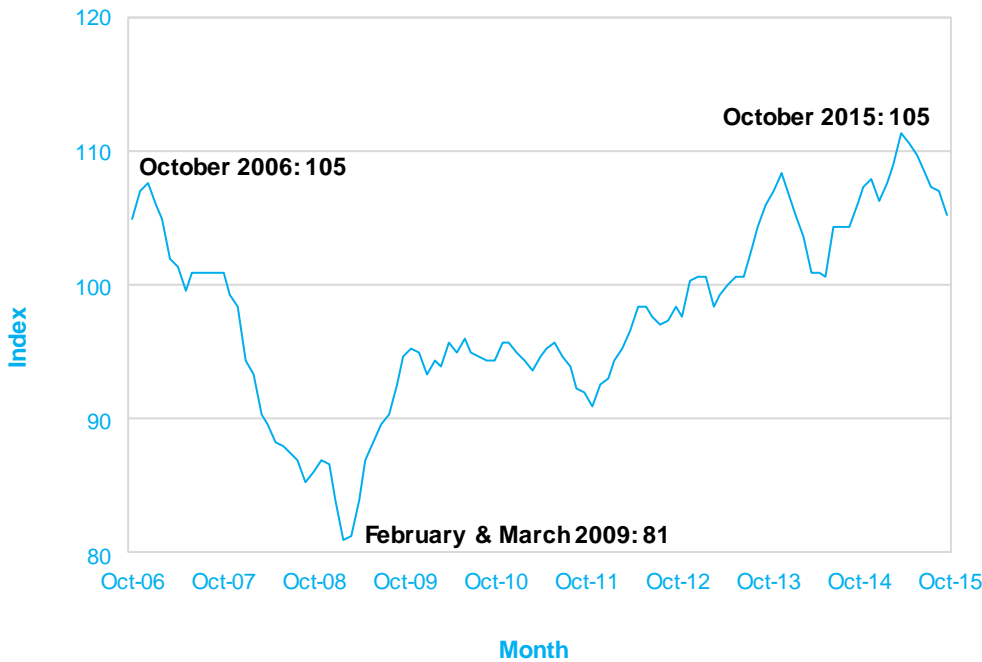**Middle Atlantic Census Division Economic Index***
October 2015

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+5 Points

October 2006: 108

October 2015: 105

August 2008: 86

Index

Month

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

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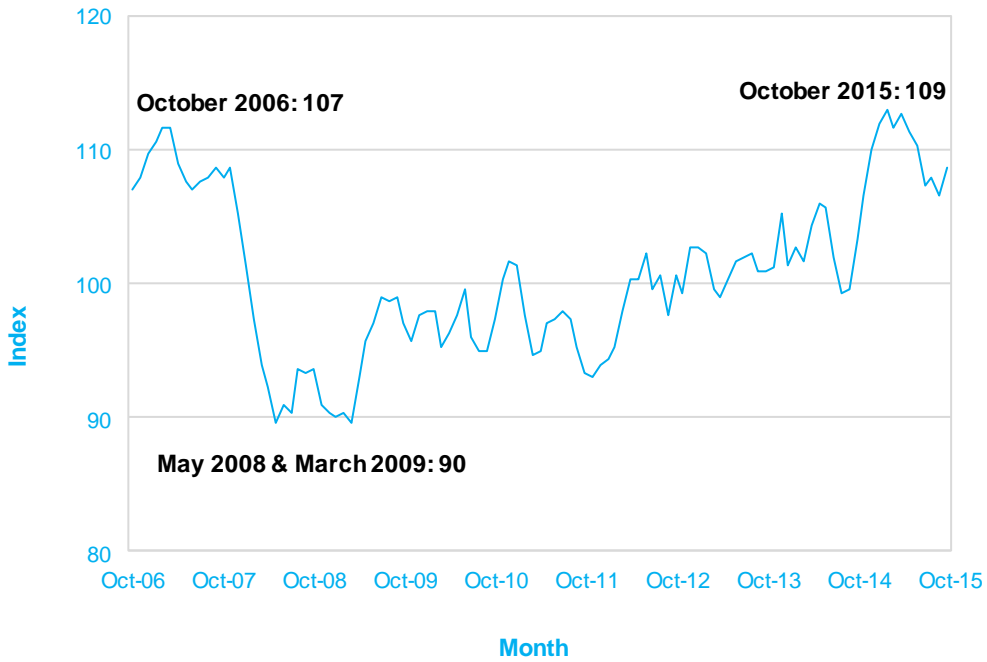## October 2015

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

-1 Point

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

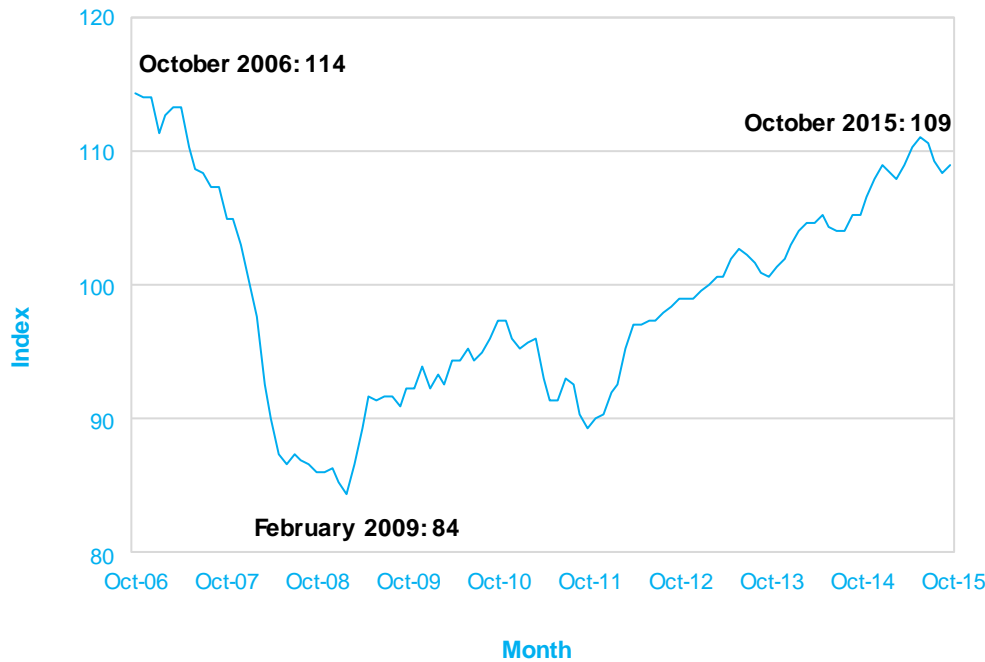## West North Central Census Division Economic Index*
October 2015

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+6 Points

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

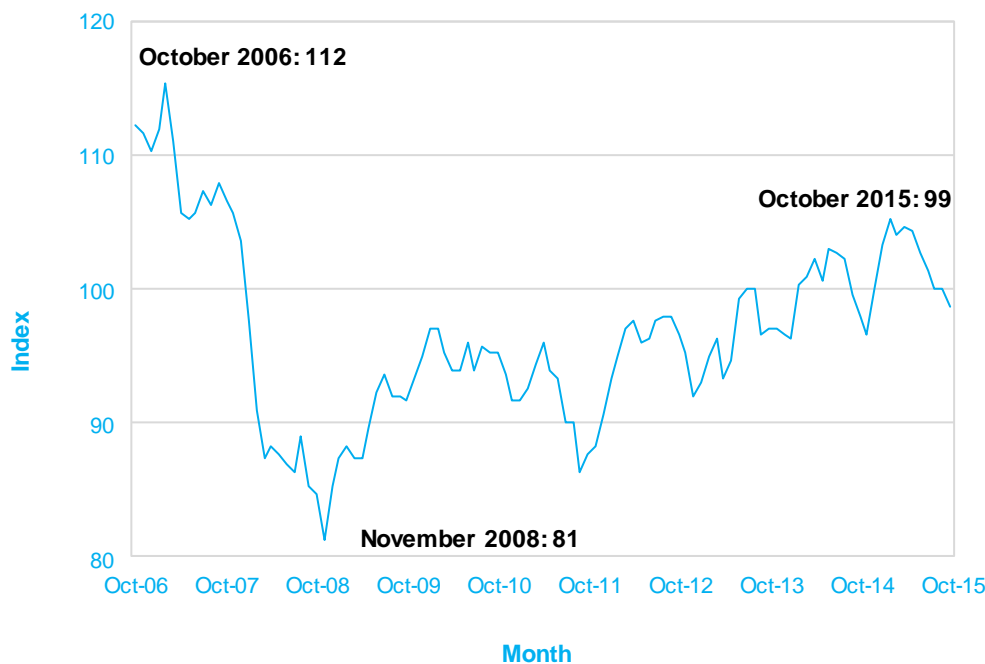## South Atlantic Census Division Economic Index*
October 2015

October 2006: 114

October 2015: 109

February 2009: 84

Index

Month

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+4 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*
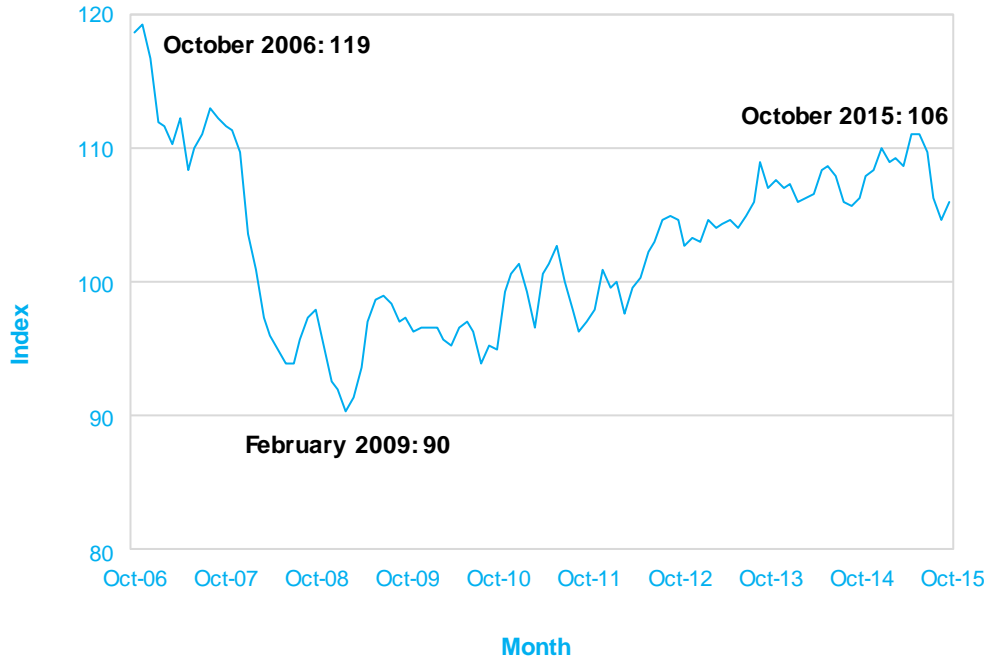## October 2015

October 2006: 112

October 2015: 99

November 2008: 81

Index

Month

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+1 Point

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

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

October 2006: 119

October 2015: 106

February 2009: 90

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+/-0 Points

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

## Mountain Census Division Economic Index*
October 2015

October 2006: 115

October 2015: 109

March 2009: 85

Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+3 Points
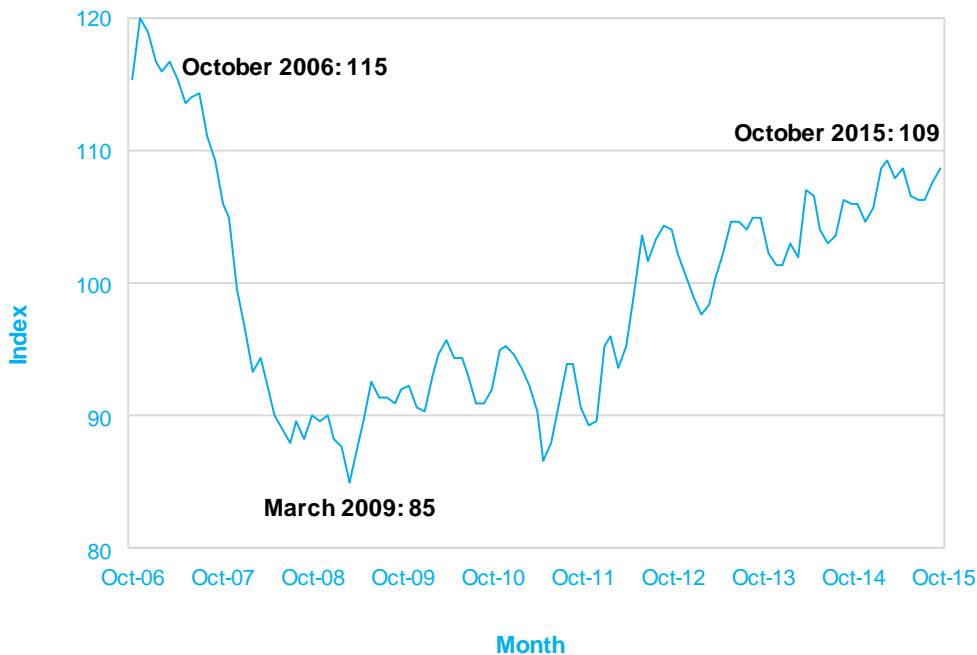
Mountain Census Division includes Arizona, Colorado, Idaho, New Mexico, Montana, Nevada, Utah, and Wyoming

Pacific Census Division Economic Index*
October 2015

October 2006: 113

October 2015: 106

February & March 2009: 85
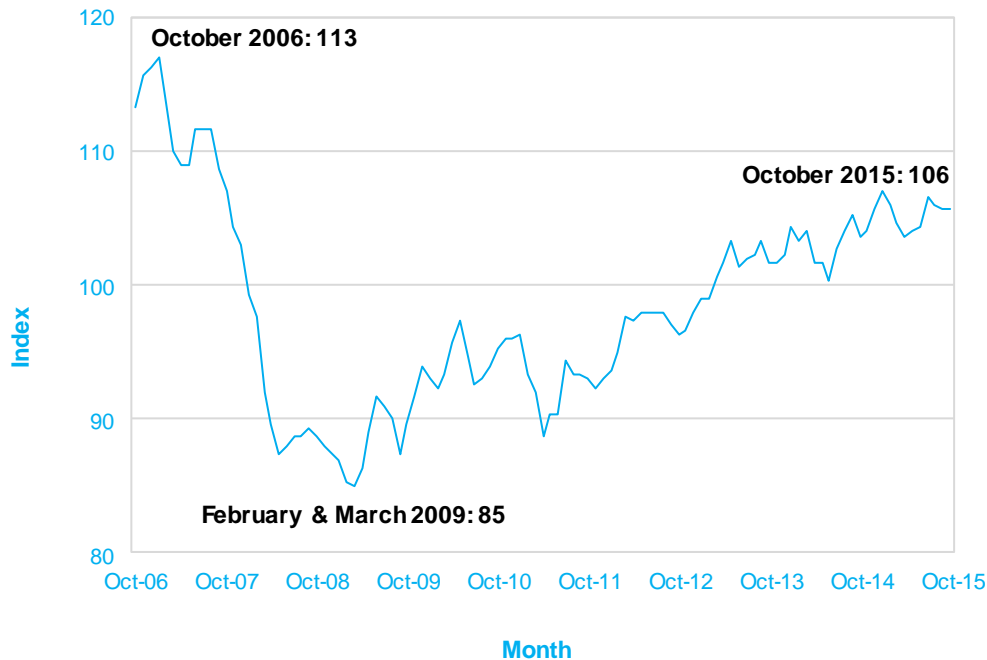
Past-12-Month Change
(From Oct. 2014 to Oct. 2015)

+2 Point

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.