

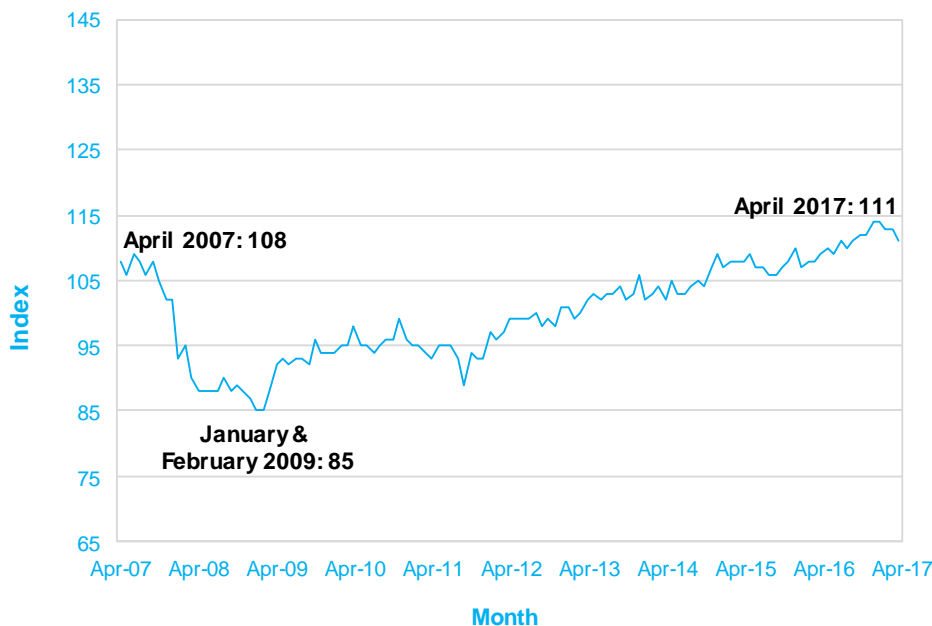
Decision Analyst Economic Index

April 2017

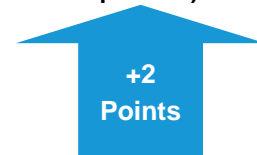
U.S. Economy Showing Signs of Fatigue, According To Decision Analyst's Economic Index

Arlington, Texas—The Decision Analyst U.S. Economic Index stood at **111 in April 2017**, a decrease from its December 2016-January 2017 level of 114. This four-month decline in the Index may only be a statistical aberration—and nothing to worry about. Or, the recent decline in the Index could be a harbinger of a coming economic downturn. It will take another couple of months to know for sure what the Index's decline means. 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 April 2017



Past-12-Month Change
(From Apr. 2016 to
Apr. 2017)



















“What’s interesting is the correlation between the arrival of the Trump Administration and the decline of the U.S. Economic Index,” said Jerry W. Thomas, President/CEO of Decision Analyst. “It might only be a spurious correlation, but then again some of the actions of the new administration might be negatively affecting the economy. More aggressive enforcement of immigration laws carries the risk of reduced spending by immigrant groups, and the declining availability of immigrant labor might reduce productivity in some U.S. industries. Attempts to curtail travel from some countries might reduce travel-related spending. Protectionist trade policies and pronouncements might increase the risks that our trading partners would reduce spending on U.S. goods—and raise their own trade barriers. Possible disruption of the healthcare industry related to efforts to repeal the

Affordable Care Act also carries economic risks,” said Thomas. “It’s too early to tell if the Trump Administration is negatively affecting the economy, but it’s clearly a risk factor.”

Global Indices

The following chart compares Decision Analyst’s U.S. Economic Index to its Economic Indices for other countries. Globally, South America is moving in a positive direction, while a few countries in Europe are starting to look hesitant. Brazil increased 13 points in the past 12 months, while Argentina increased 10 points. In Europe, The Russian Federation increased 11 points, and France increased 6 points. The United Kingdom, powered by Brexit, dropped 13 points, and Germany fell 4 points.

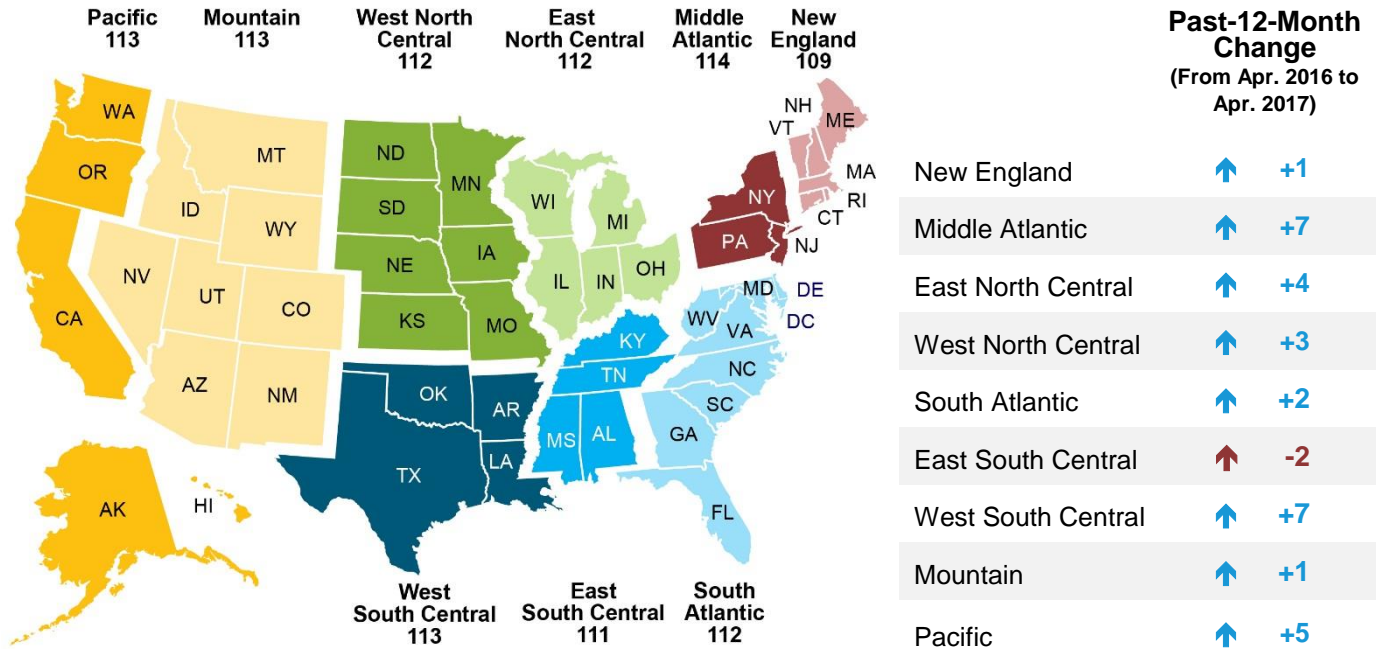
Decision Analyst Global Economic Indices April 2017			Past-12-Month Change (From Apr. 2016 to Apr. 2017)
North America	April 2017 Index		
 United States	111	↑	+2
 Canada	95	↑	+6
 Mexico*	92	↓	-1
South America			
 Argentina*	91	↑	+10
 Brazil*	97	↑	+13
 Chile*	96	↑	+5
 Colombia*	103	↑	+6
 Peru*	109	↑	+6
Europe			
 France	92	↑	+6
 Germany	101	↓	-4
 Italy	98	↓	-1
 Russian Federation*	100	↑	+11
 Spain*	99	↑	+1
 United Kingdom	97	↓	-13
Australia/Asia			
 Australia*	93	→	+/-0
 India*	123	↓	-3

* The Index numbers for Argentina, Australia, Brazil, Chile, Colombia, India, Mexico, Peru, the Russian Federation, and Spain are 3-month moving averages to smooth out month-to-month fluctuations. The reported Index number averages the current month with the previous 2 months.

U.S. Census Divisions

The Economic Indices for the U.S. Census Divisions have increased in the past 12 months. The Middle Atlantic Division had the highest score of all the Census Divisions, with an Index score of **114 for April 2017**. The West South Central, Mountain, and Pacific Divisions each scored **113 for April 2017**. The New England Division had the lowest Index score, **109 for April 2017**.

United States Census Divisions Economic Indices April 2017*



* 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.

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, the 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.