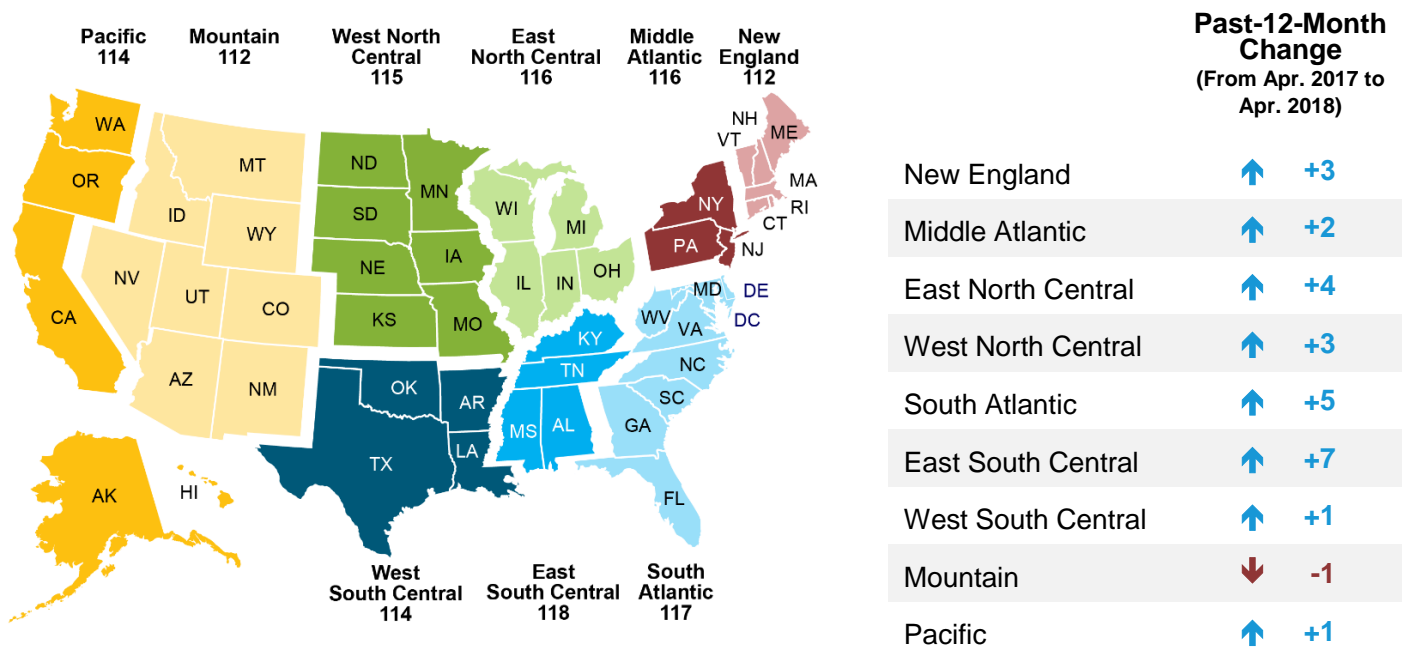# Decision Analyst Economic Index
United States Census Divisions
April 2018

Arlington, Texas— The Mountain Census Division was the only division to see a decline in the past 12 months; all other divisions saw an increase. The East South Central Census Division had the highest score in April 2018 with a **118**, which was an increase of 7 points in the past 12 months. The South Atlantic Census Division had an Index of **117**, which was an increase of 5 points in the past 12 months. The New England and Mountain Census Divisions tied for the lowest score in April 2018, each with a score of **112**.

United States Census Divisions Economic Indices
April 2018*

Pacific 114 **Mountain** 112 **West North Central** 115 **East North Central** 116 **Middle Atlantic** 116 **New England** 112

West South Central 114 **East South Central** 118 **South Atlantic** 117

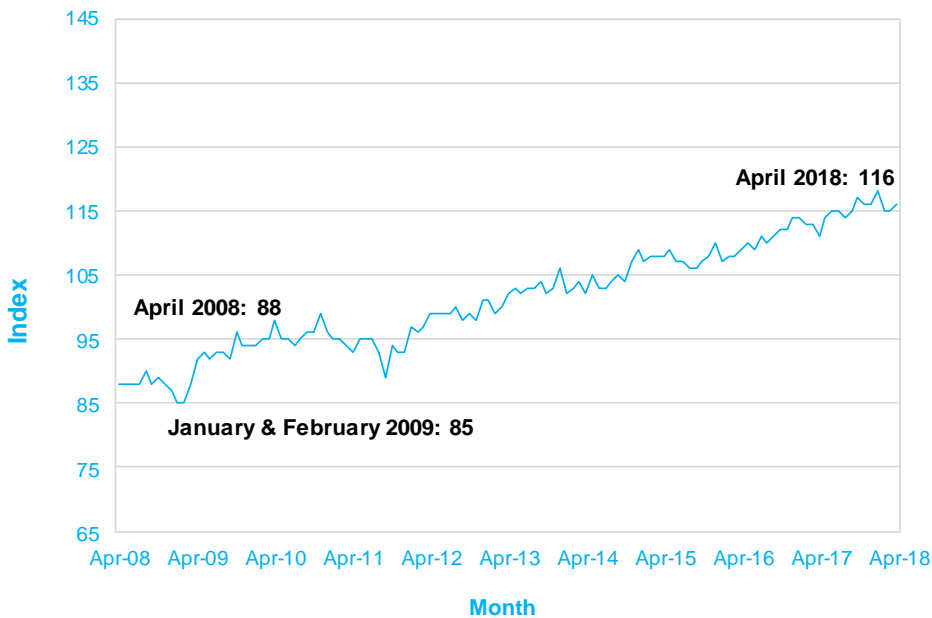| Past-12-Month Change (From Apr. 2017 to Apr. 2018)		
New England	↑	+3
Middle Atlantic	↑	+2
East North Central	↑	+4
West North Central	↑	+3
South Atlantic	↑	+5
East South Central	↑	+7
West South Central	↑	+1
Mountain	↓	-1
Pacific	↑	+1

*   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 for each division averages the current month with the previous 2 months.

Decision Analyst
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United States Economic Index

The Decision Analyst U.S. Economic Index stands at **116 in April 2018**, an increase of 1 point from the previous month. The Economic Index is up 5 points from April 2017. The overall trend of the Economic Index indicates continued near-term economic expansion in the U.S., but the pace of growth is likely to be modest. The Economic Index tends to lead overall 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 2018**

April 2018: 116

April 2008: 88

January & February 2009: 85

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+5 Points

Index

Apr-08   Apr-09   Apr-10   Apr-11   Apr-12   Apr-13   Apr-14   Apr-15   Apr-16   Apr-17   Apr-18
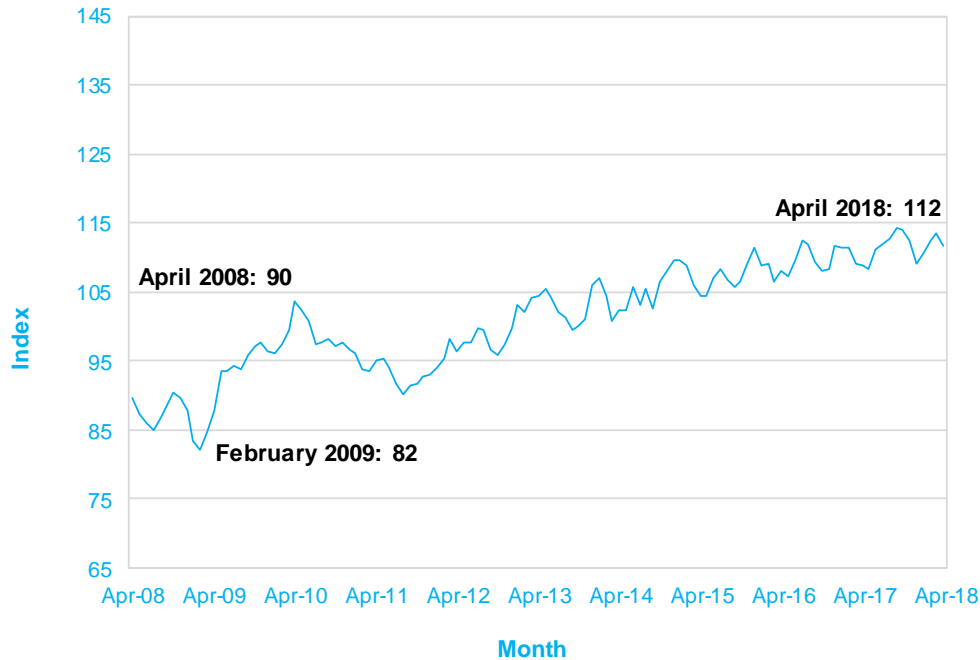
Month

"The U.S. Economic Index is up 5 points over the past 12 months, an indicator of continued economic expansion in the U.S. throughout 2018," said Jerry W. Thomas, President/CEO of Decision Analyst. "The greatest risks to the U.S. economy in coming months appear to be political, especially the danger of rising trade tariffs and the potential disruption of existing trade agreements such as NAFTA. Another growing risk factor is rising inflation, which would sap consumer purchasing power, and rising inflation would surely spur the Federal Reserve to stick to its promised interest rate increases in 2018. Rising rates would dampen some economic activity. Asset bubbles (and there are several major ones) could burst and exert downward pressure on the U.S. economy. On the other side of the ledger, the recently enacted tax cut and the recently approved fiscal stimulus will stimulate the economy. The risks of recession are increasing, however," said Thomas.

History

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

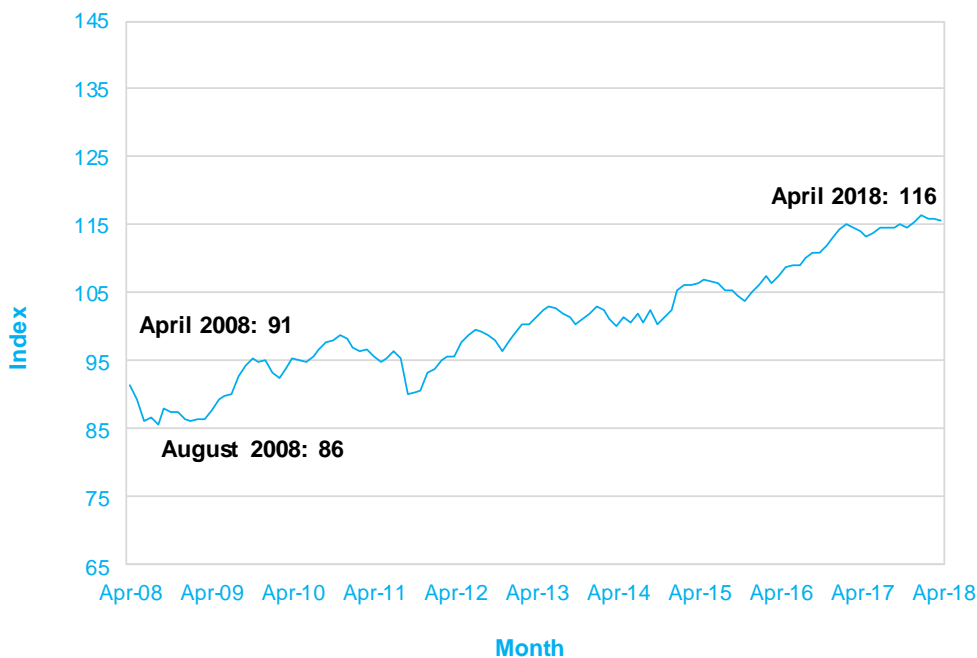**New England Census Division Economic Index***
April 2018

Past-12-Month Change
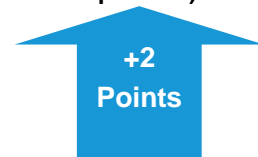(From Apr. 2017 to Apr. 2018)

+3 Points

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

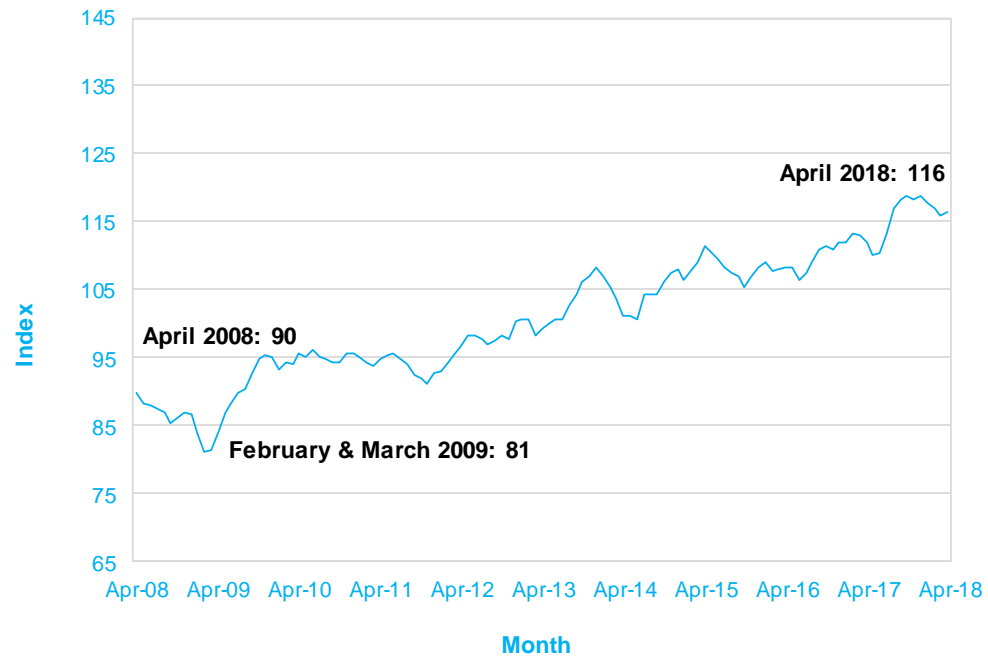**Middle Atlantic Census Division Economic Index***
April 2018

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+2 Points

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

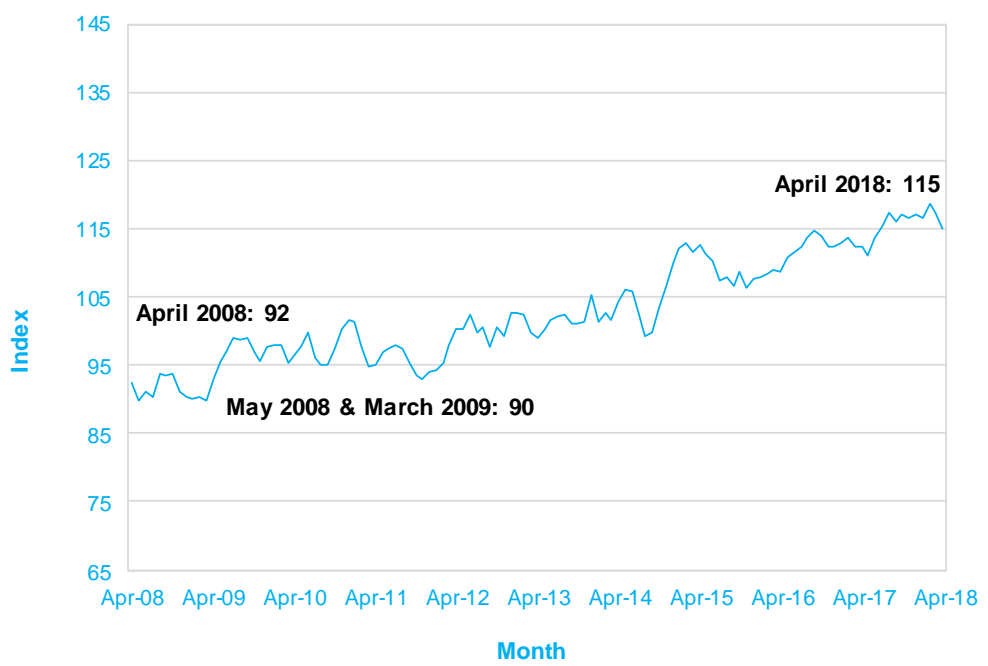## East North Central Census Division Economic Index*
April 2018

April 2018: 116

April 2008: 90

February & March 2009: 81

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+4 Points

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

Month

West North Central Census Division Economic Index*
April 2018

April 2018: 115

April 2008: 92

May 2008 & March 2009: 90
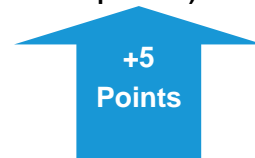
Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+3 Points

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

Month

South Atlantic Census Division Economic Index*
April 2018

April 2018: 117
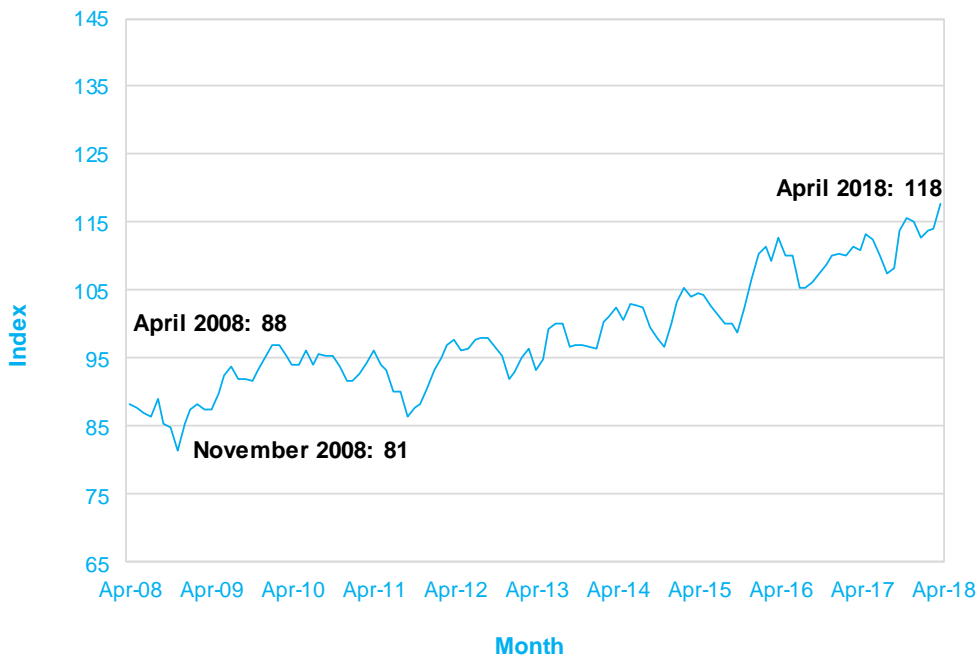
April 2008: 90

February 2009: 84

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+5 Points
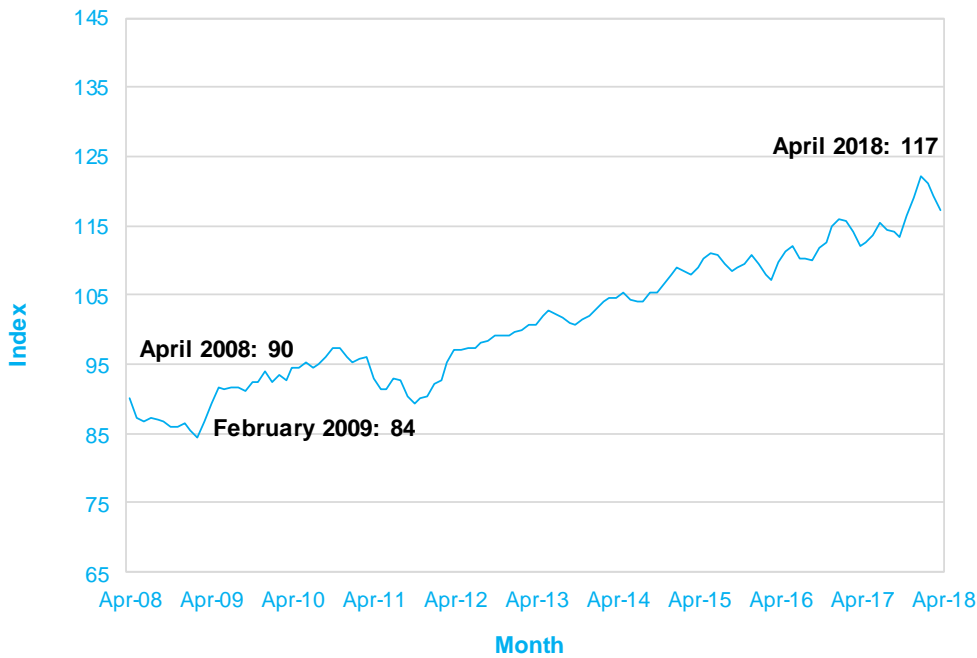
South Atlantic Census Division includes Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia

East South Central Census Division Economic Index*
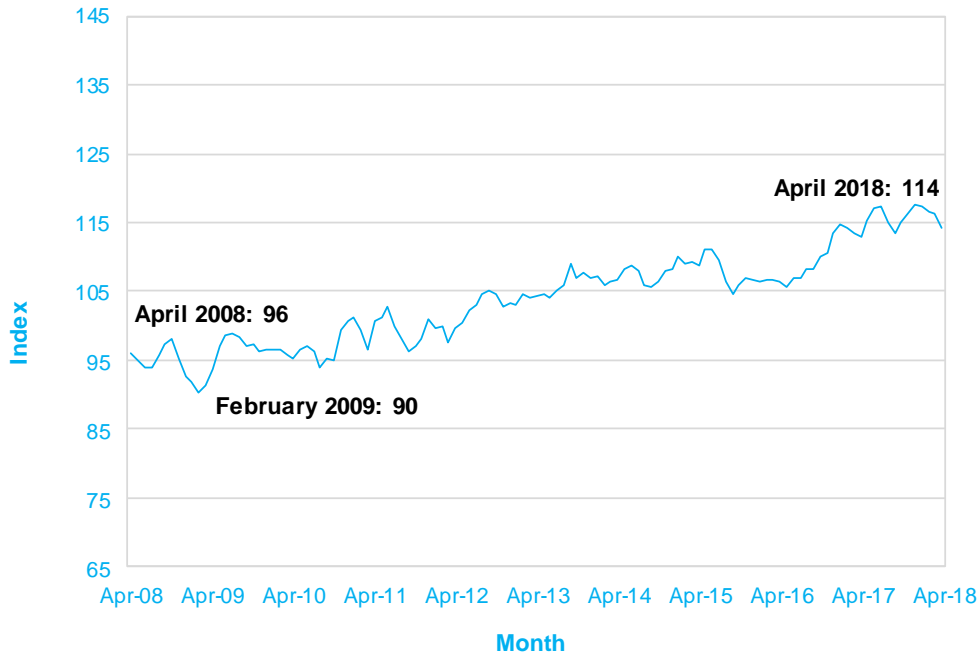## April 2018

April 2018: 118

April 2008: 88

November 2008: 81

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+7 Points

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

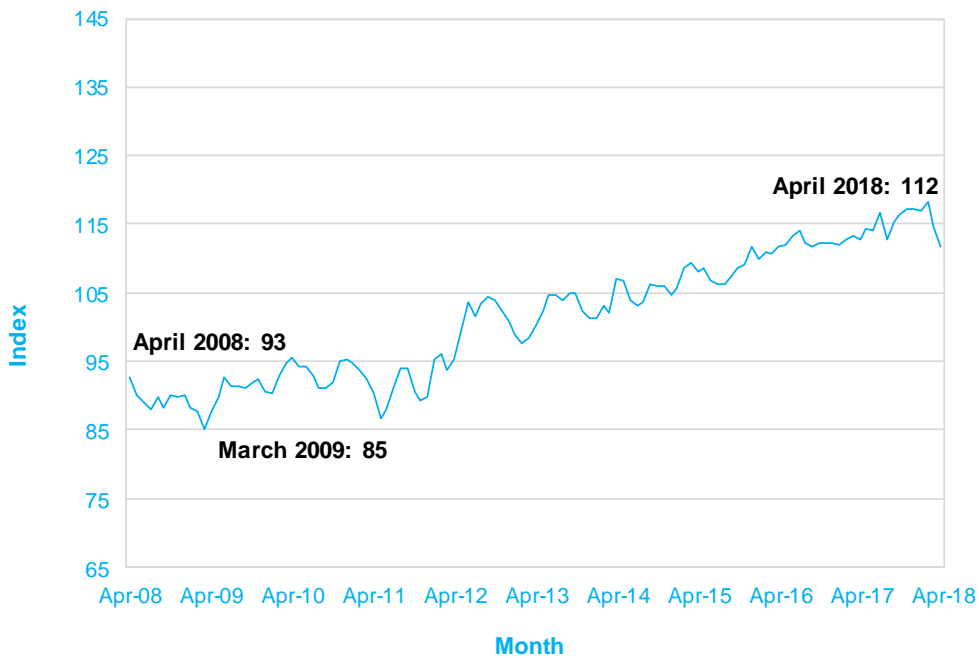## West South Central Census Division Economic Index*
April 2018

April 2008: 96

February 2009: 90

April 2018: 114

Index

Apr-08　Apr-09　Apr-10　Apr-11　Apr-12　Apr-13　Apr-14　Apr-15　Apr-16　Apr-17　Apr-18

Month

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+1 Point

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

Mountain Census Division Economic Index*
April 2018

April 2008: 93

March 2009: 85

April 2018: 112

Index

Apr-08　Apr-09　Apr-10　Apr-11　Apr-12　Apr-13　Apr-14　Apr-15　Apr-16　Apr-17　Apr-18

Month

Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

-1 Point

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

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Pacific Census Division Economic Index*
April 2018

April 2008: 90

February & March 2009: 85

April 2018: 114
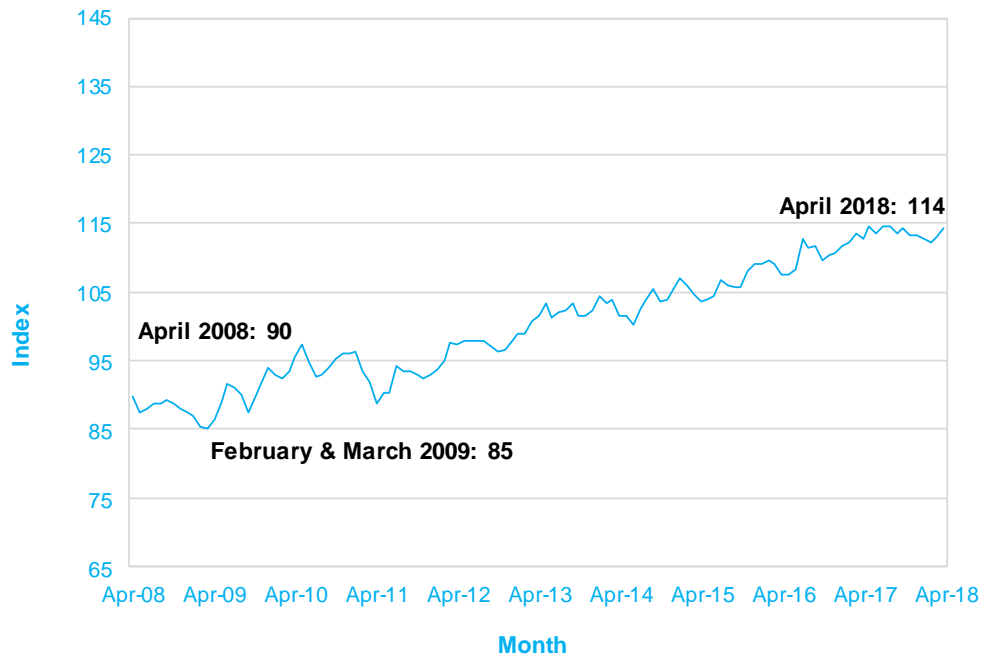
Past-12-Month Change
(From Apr. 2017 to Apr. 2018)

+1 Point

Pacific Census Division includes Alaska, California, Hawaii, Oregon, and Washington

Month

*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 for each division 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.