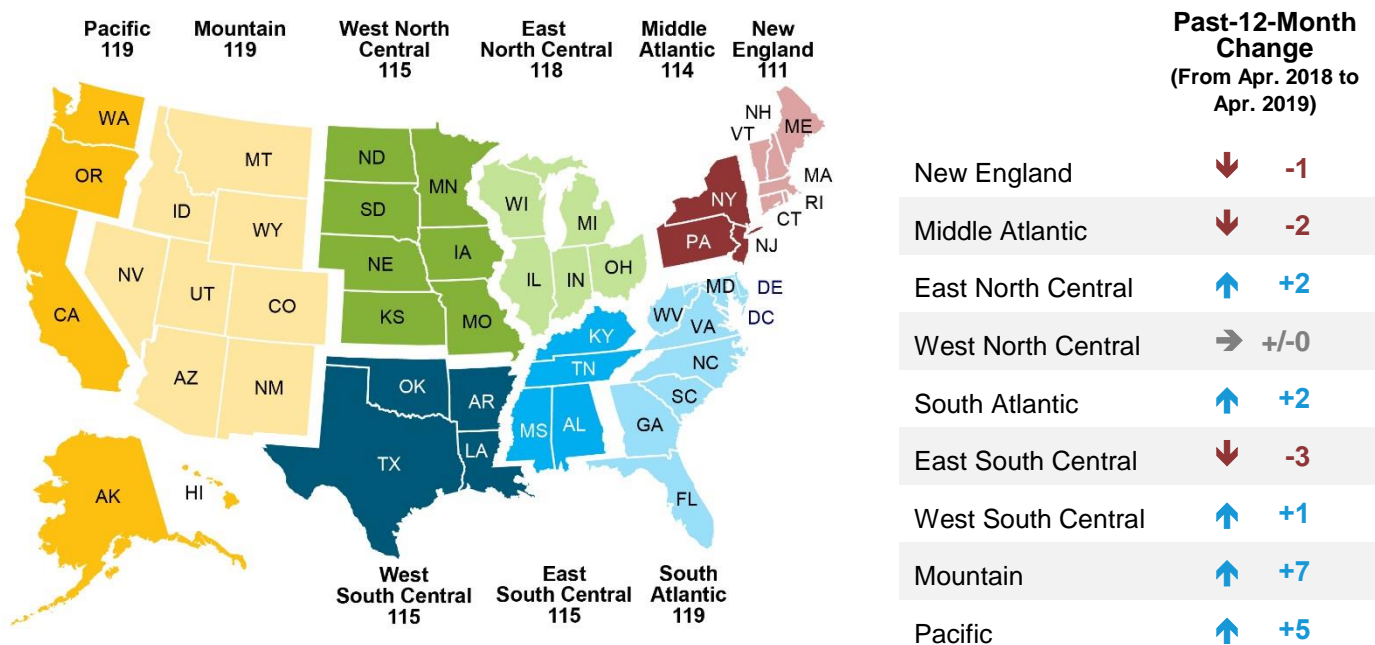


Decision Analyst Economic Index United States Census Divisions

April 2019

Arlington, Texas—The Mountain Census Division increased 7 points in the past 12 months, followed closely by the Pacific Census Division with an increase of 5 points. Meanwhile, the East South Central Census Division declined 3 points in the past 12 months and the Middle Atlantic Census Division declined 2 points. The West North Central Census Division remains unchanged over the past 12 months

United States Census Divisions Economic Indices April 2019*

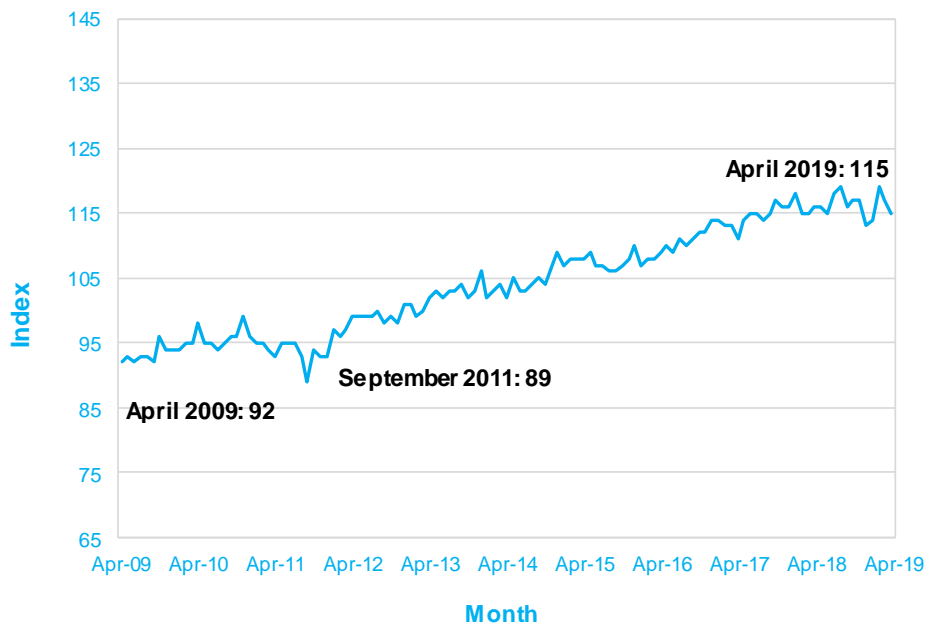


* The Index scores for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index score for each division averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stands at **115 for April 2019**, a 1-point decline over the past year, from April 2018. The Index is down 2 points from last month. The overall long-term trend of the Economic Index over the past 2 years is relatively flat, an indication of slowing economic growth as 2019 unfolds. 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 2019



**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)

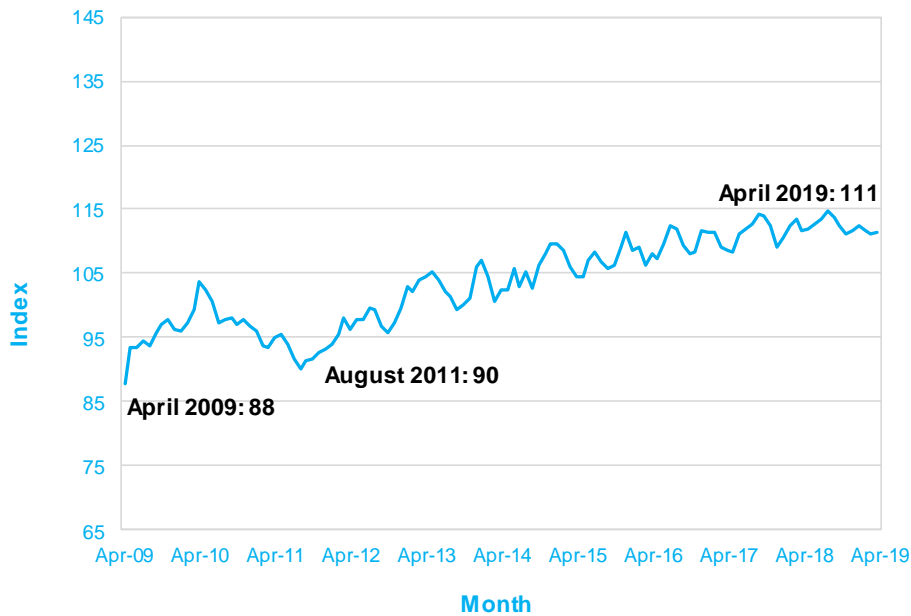
**-1
Point**

“The overall pattern of the U.S. Economic Index over the past 24 months is suggesting a topping out of the current economic expansion. U.S. GDP growth in 2018 will come in close to 3%, once all the revisions are completed, but GDP growth in 2019 is likely to come in closer to 2%. Decisions coming out of Washington, D.C., are disrupting and dampening U.S. economic activity. Tariffs, trade disputes, immigration crackdowns, hostility toward other countries, and governmental chaos tend to increase uncertainty for consumers and businesses, encouraging both groups to go slowly and avoid major financial commitments. Major corporations are doing their part to create economic weakness by not investing sufficiently in new products, research and development, or new plant and equipment--as they squander the tax cut by buying back their own stocks,” said Jerry W. Thomas, CEO/President of Decision Analyst. “Weakness in Europe and China are also dark shadows hanging over the U.S. economy.”

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 2019

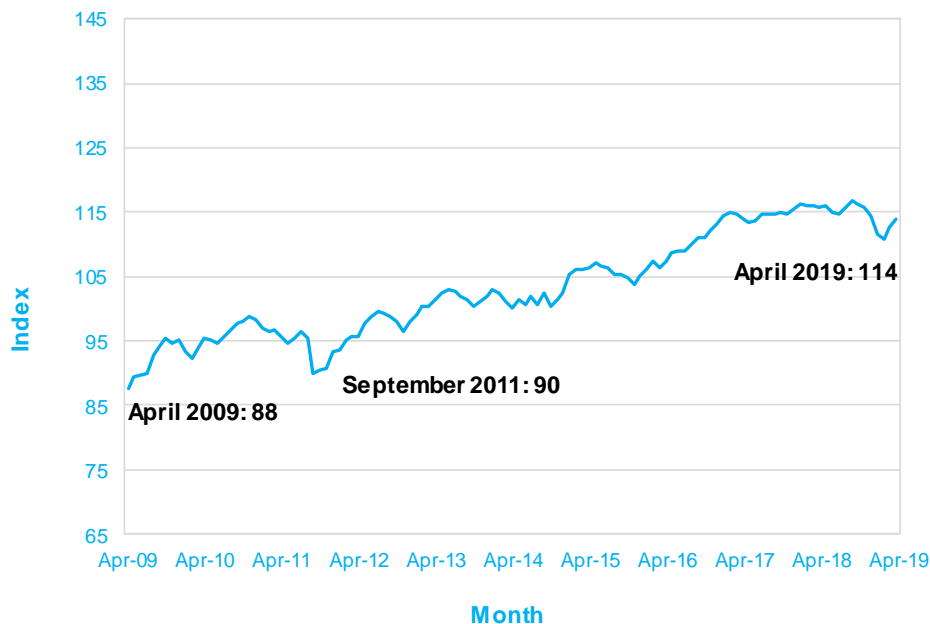


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)



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

Middle Atlantic Census Division Economic Index* April 2019

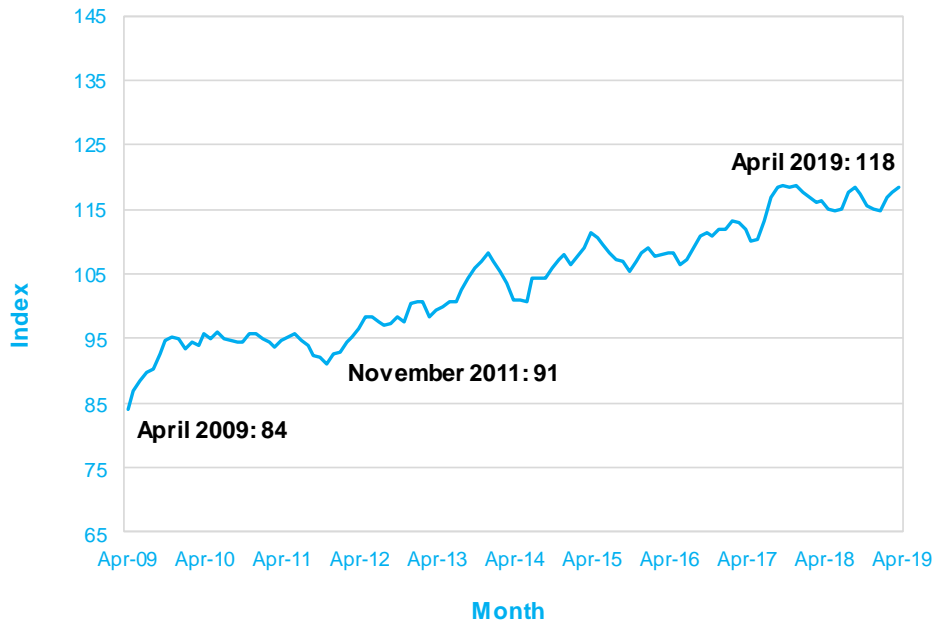


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)

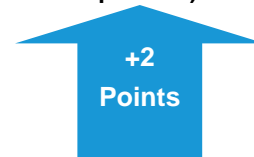


*Middle Atlantic Census
Division includes
New Jersey,
New York,
and Pennsylvania*

East North Central Census Division Economic Index* April 2019

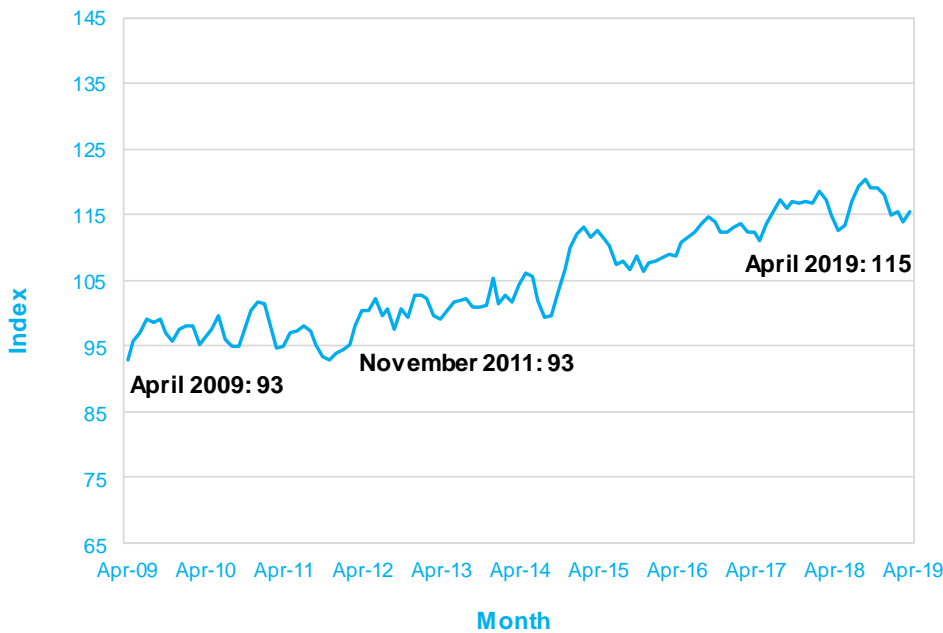


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)



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

West North Central Census Division Economic Index* April 2019

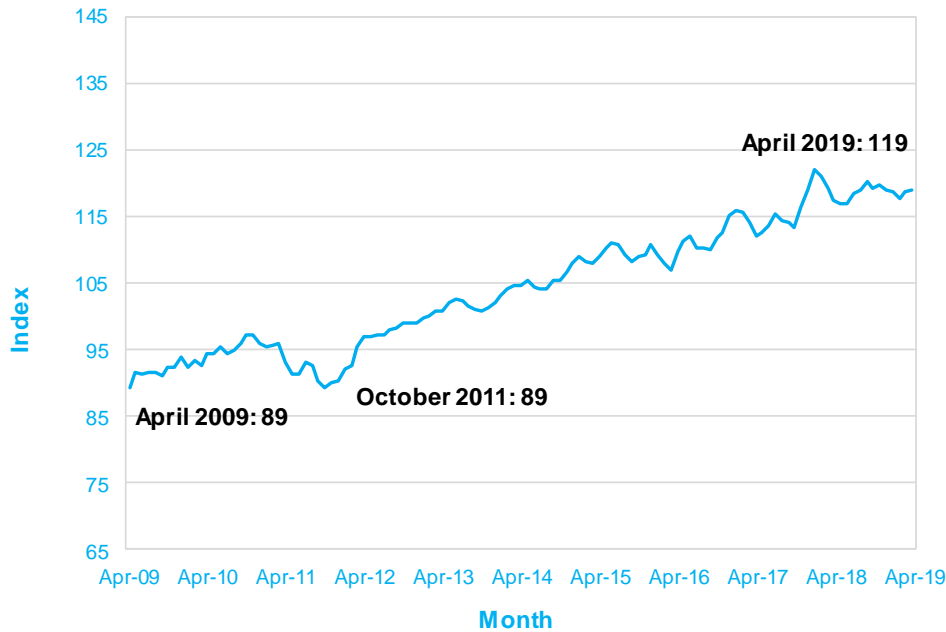


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)



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

South Atlantic Census Division Economic Index* April 2019

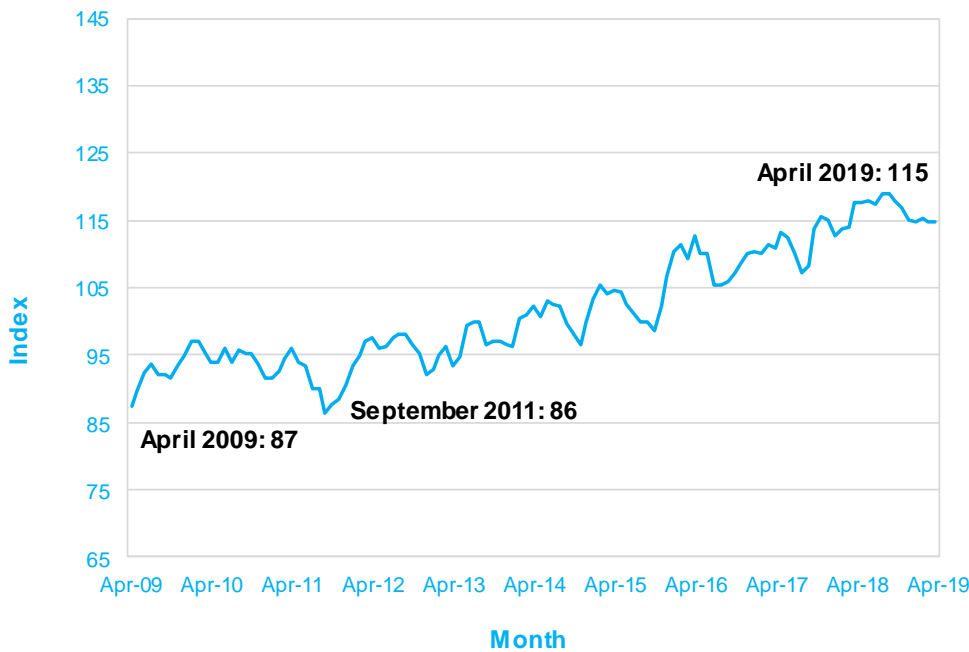


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)

**+2
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 2019

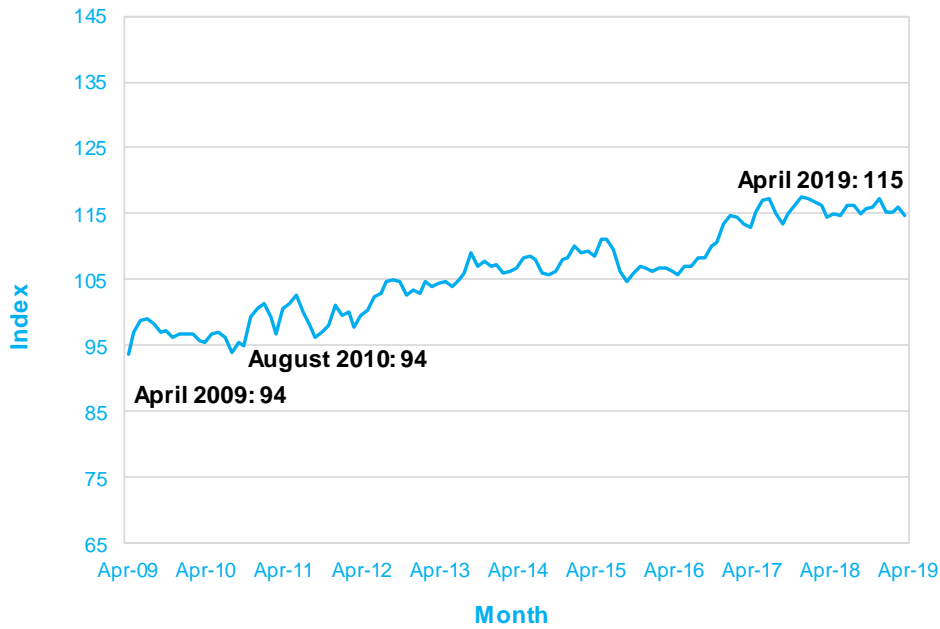


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)

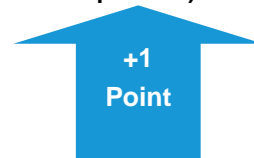
**-3
Points**

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

West South Central Census Division Economic Index* April 2019

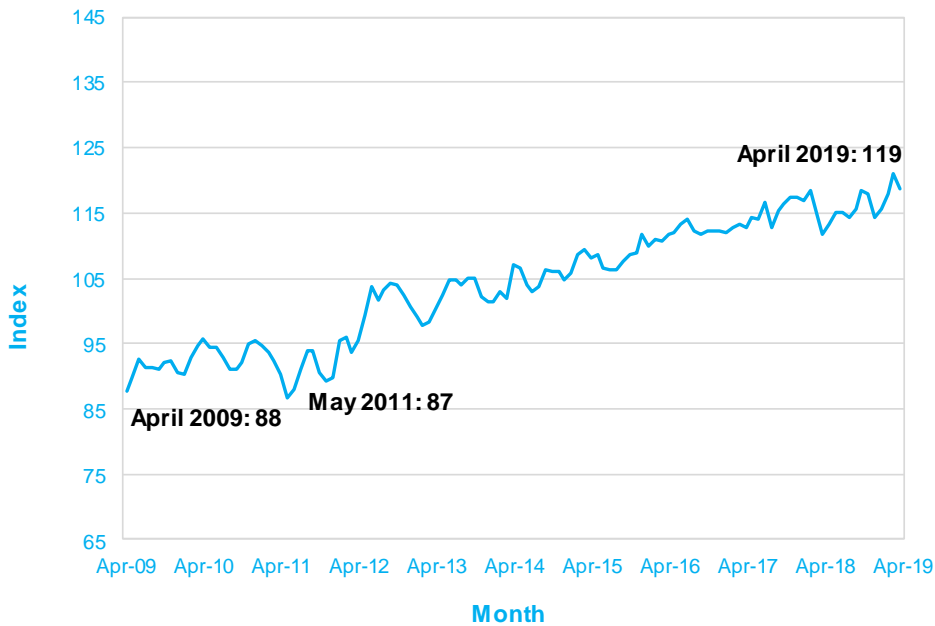


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)



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

Mountain Census Division Economic Index* April 2019

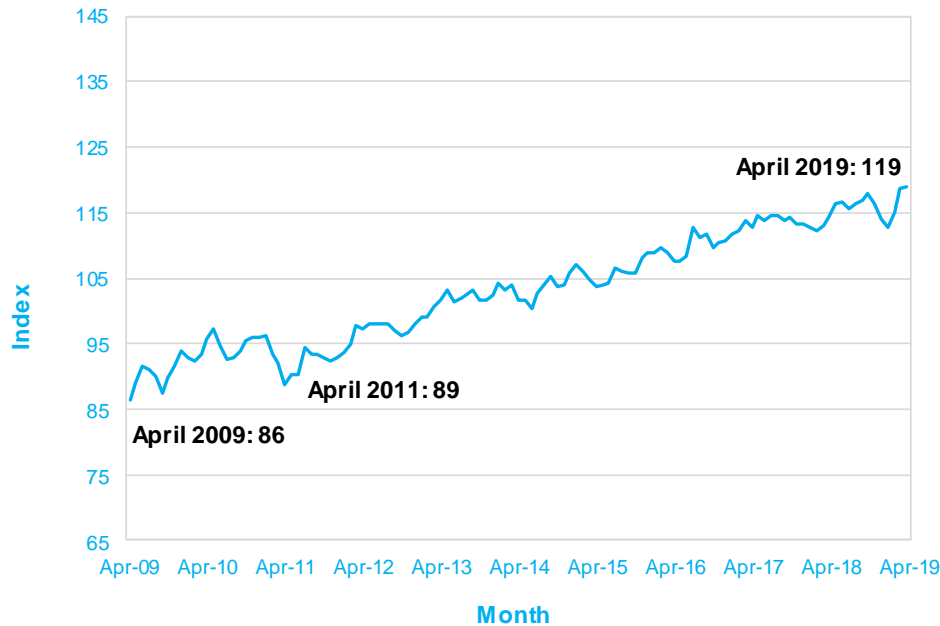


**Past-12-Month
Change**
(From Apr. 2018 to
Apr. 2019)



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

Pacific Census Division Economic Index* April 2019



**Past-12-Month
Change
(From Apr. 2018 to
Apr. 2019)**



*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 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, Brazil, Canada, Chile, Colombia, France, Germany, India, Italy, Mexico, Peru, the Russian Federation, Spain, 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 40 years the firm has delivered competitive advantage to clients throughout the world in consumer packaged goods, high technology, retail, medical, automotive, and other industries.