

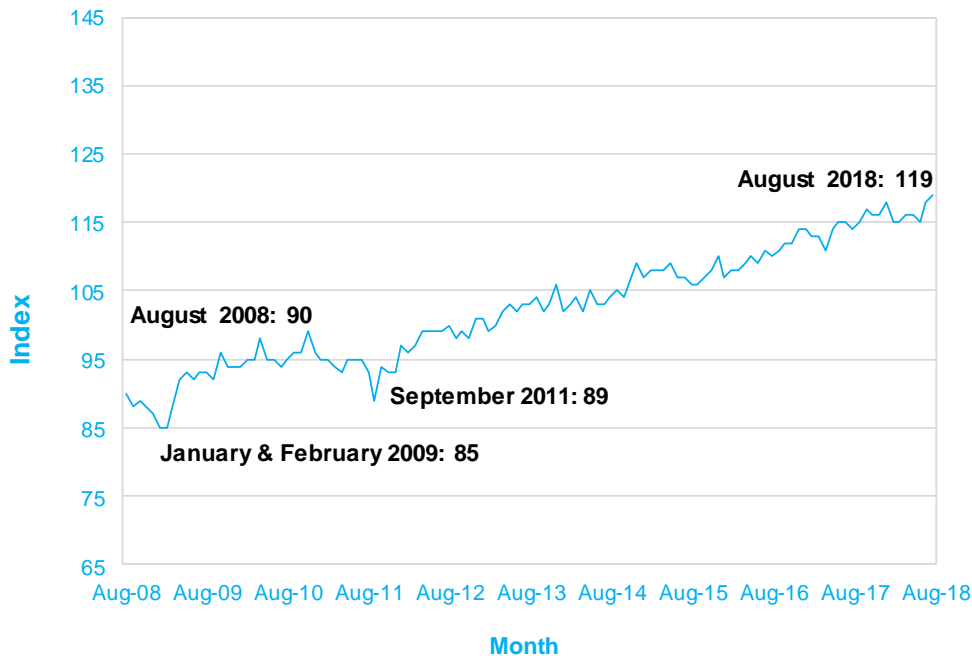
Decision Analyst Economic Index

August 2018

The U.S. Economic Index For August 2018 Suggests Continued Economic Growth

Arlington, Texas—The Decision Analyst U.S. Economic Index stands at **119 for August 2018**, a 5-point increase from the same time period a year ago. The overall trend of the Economic Index indicates continued U.S. economic growth and economic improvement in the last quarter of 2018 and the first quarter of 2019. 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 August 2018



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



“The U.S. Economic Index continues to signal future growth, but barriers and risks remain. The newly imposed tariffs and the threats of additional tariffs pose the greatest risks to future U.S. economic growth. Trading agreements are massive documents setting forth the ground rules for mutual trade. Any disruption of these agreements could quickly lead to reduced trade and reduced economic activity. Rising interest rates and the growing mountain of corporate and governmental debt are also inhibitions to higher rates of economic growth,” said Jerry W. Thomas, President/CEO of Decision Analyst. “Looking forward, the macroeconomic picture is troubled. The dangers of recession or marginal growth lurk just over the horizon.”

Global Indices

The following chart compares the U.S. Economic Index to Decision Analyst's Economic Indices for other countries. The Economic Indices for all European and South American countries are less than the U.S. Economic Index, and many countries are seeing declines in their Indices. Argentina has declined 14 points in the past 12 months, while Peru has declined 5 points. Meanwhile, Colombia has increased by 7 points in the past 12 months. In Europe, both France and Spain have each declined by 3 points in the past 12 months, while Germany has increased by 6 points. The major countries tracked by Decision Analyst are shown below.

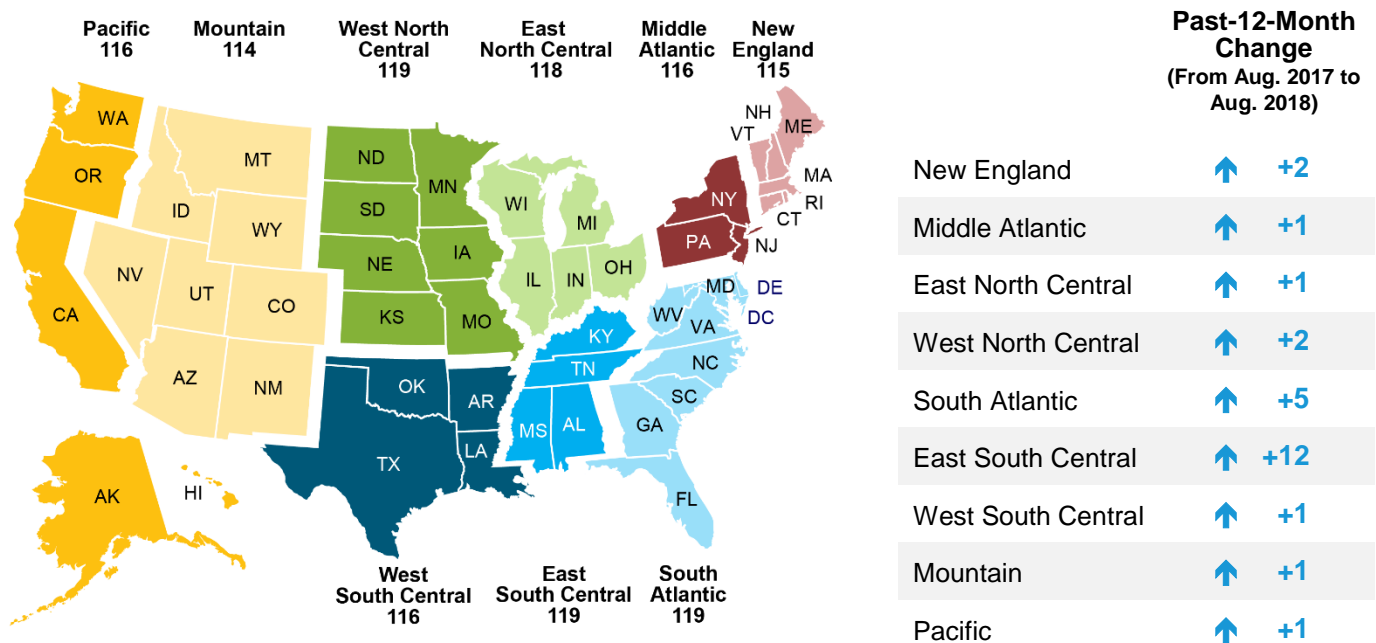
		Global Economic Indices August 2018	
		Aug. 2018 Index	Past-12-Month Change (From Aug. 2017 to Aug. 2018)
North America			
	United States	119	↑ +5
	Canada	96	↑ +3
	Mexico*	94	↓ -6
South America			
	Argentina*	74	↓ -14
	Brazil*	104	↑ +5
	Chile*	97	↓ -3
	Colombia*	102	↑ +7
	Peru*	100	↓ -5
Europe			
	France	90	↓ -3
	Germany	107	↑ +6
	Italy	99	↓ -1
	Russian Federation*	97	↓ -1
	Spain*	103	↓ -3
	United Kingdom	113	↑ +15
Australia/Asia			
	Australia*	94	↑ +1
	India*	122	↓ -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 is an average of the current month with the previous 2 months.

U.S. Census Divisions

The East South Central, the South Atlantic, and the West North Central Census divisions tied for the highest Index score for August (119). The East South Central Census Division increased the most, gaining 12 points in the past 12 months, while the South Atlantic gained 5 points. The Mountain region had the lowest Index score of 114 for August 2018, a 1-point increase from August 2017.

United States Census Divisions Economic Indices August 2018*



* 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.

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 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.