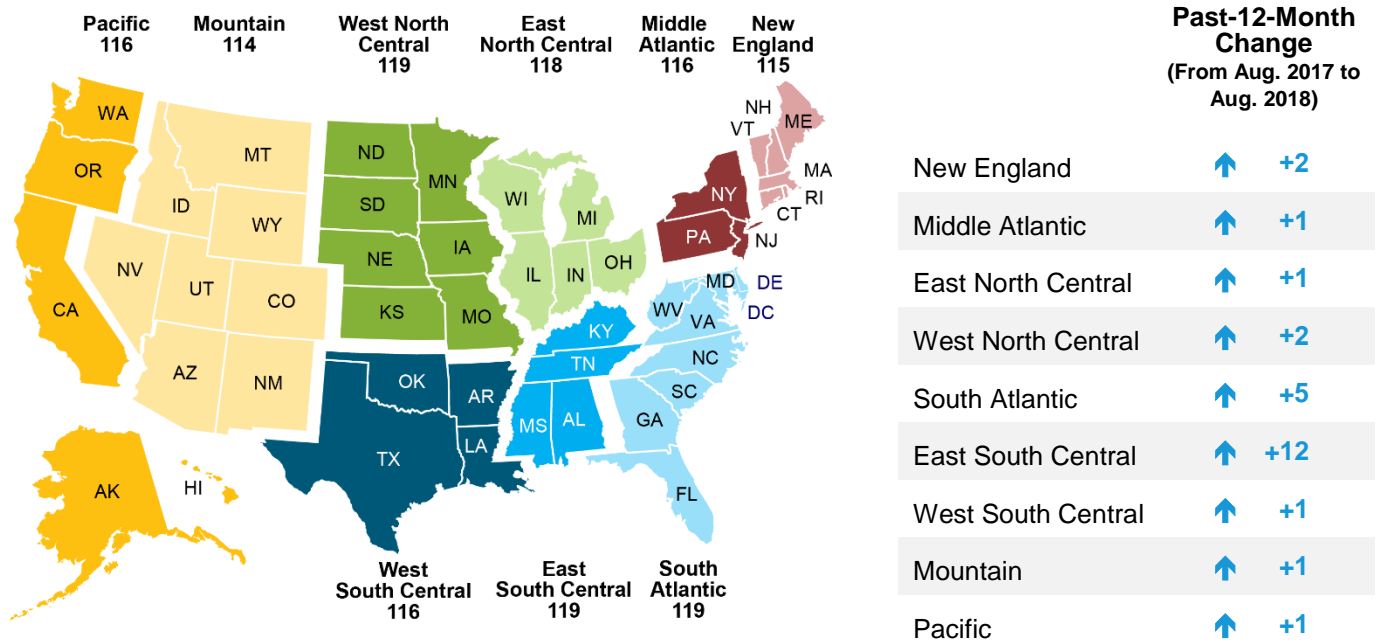


Decision Analyst Economic Index United States Census Divisions

August 2018

Arlington, Texas—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 Division gained 5 points. The Mountain region had the lowest Index score, 114 for August 2018, a 1-point increase from August 2017.

United States Census Divisions Economic Indices August 2018*

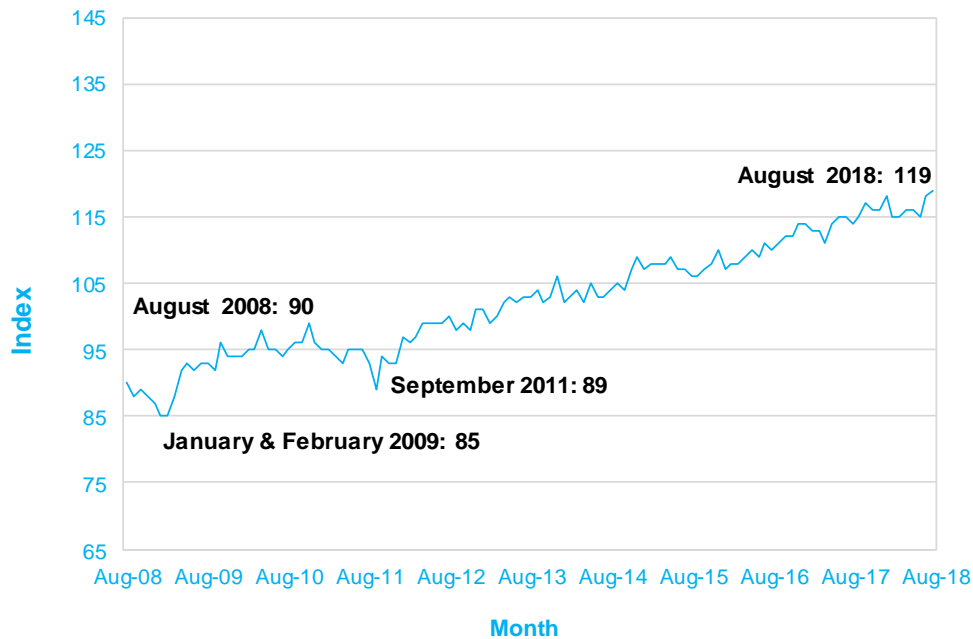


* The Index scores for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index score for each division averages the current month with the previous 2 months.

United States Economic Index

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 that U.S. economic growth is continuing and that the last quarter of 2018 and the first quarter of 2019 will also show economic improvement. 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)

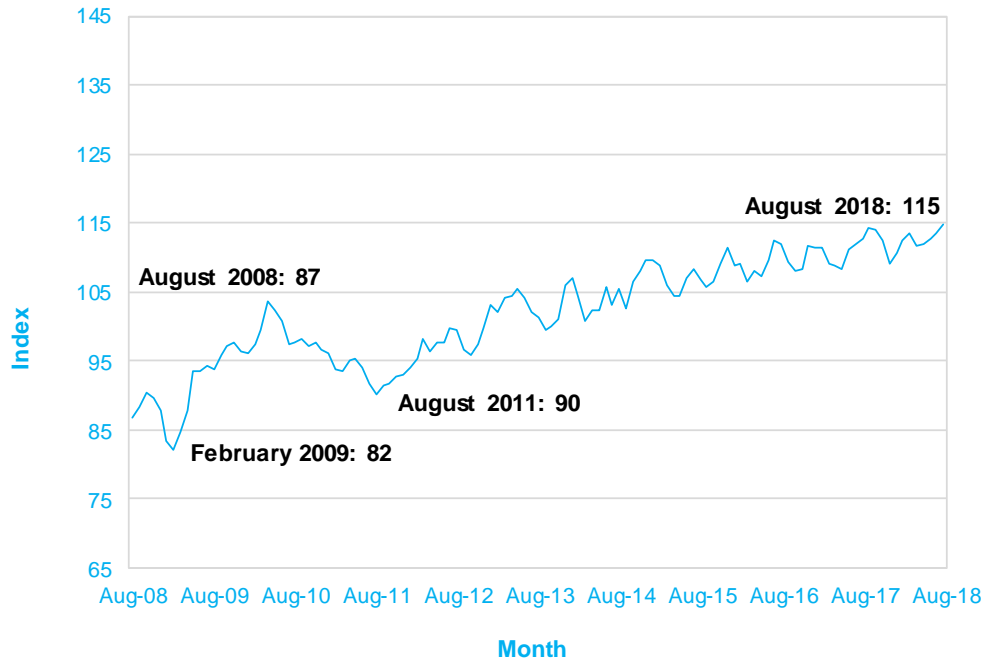


“The U.S. Economic Index continues to signal future growth, but barriers and risks remain. The newly imposed tariffs and the threats of additional tariffs pose the greatest risks to future U.S. economic growth. Trading agreements are massive documents setting forth the ground rules for mutual trade. 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.”

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* August 2018

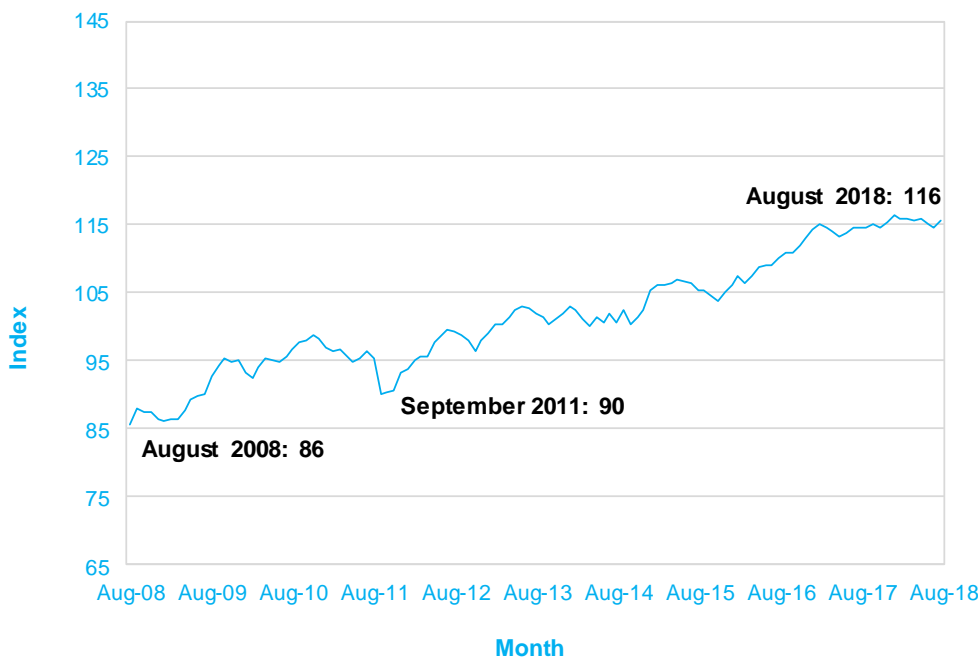


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)

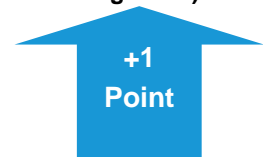


*New England Census
Division includes
Connecticut, Maine,
Massachusetts,
New Hampshire, Rhode
Island, and Vermont*

Middle Atlantic Census Division Economic Index* August 2018

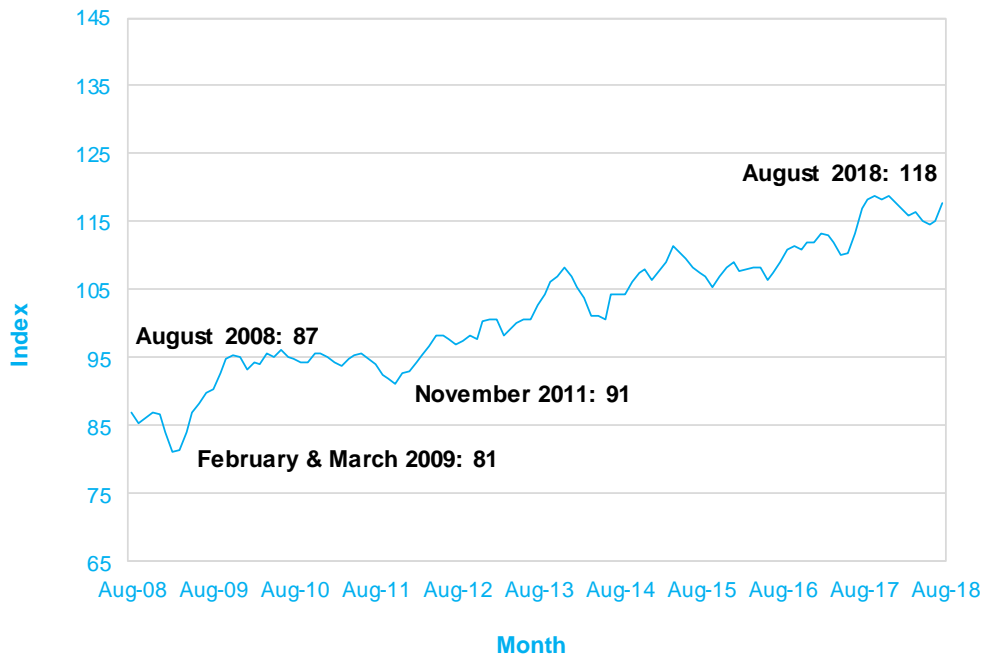


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)



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

East North Central Census Division Economic Index* August 2018

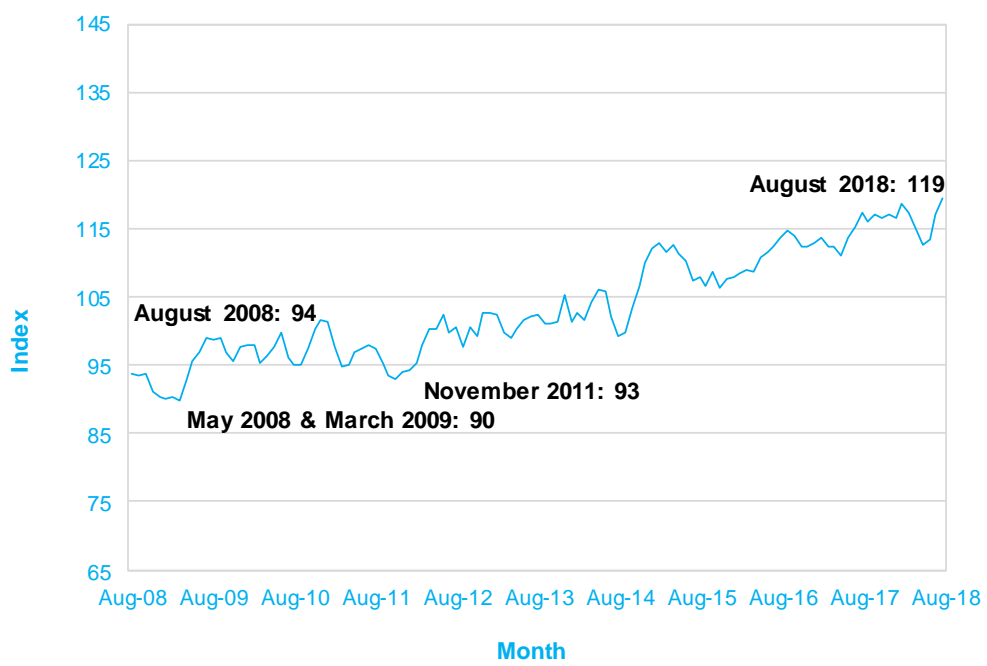


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)

**+1
Point**

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

West North Central Census Division Economic Index* August 2018

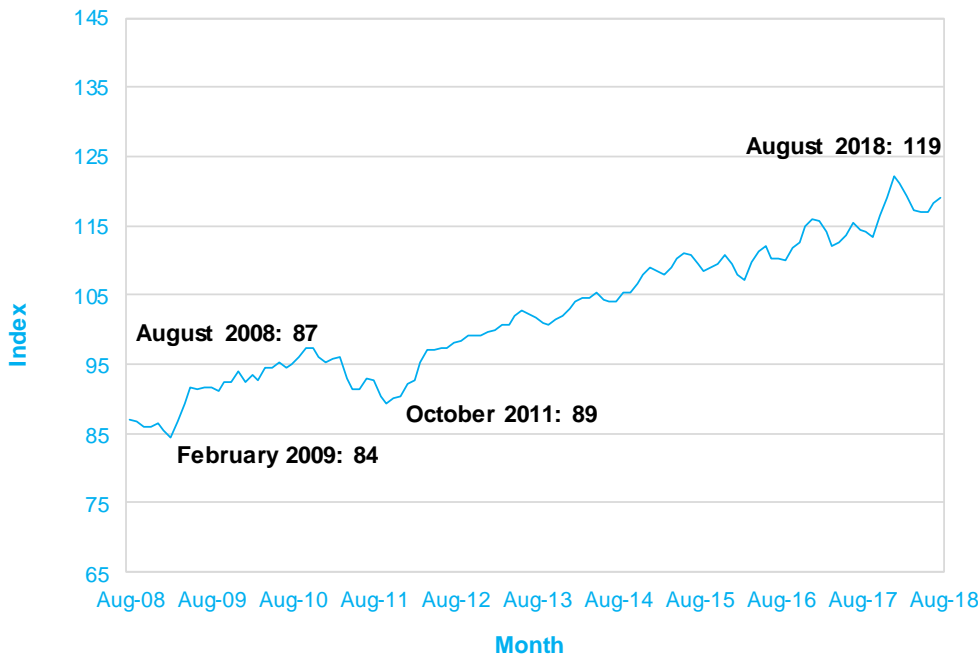


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)

**+2
Points**

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

South Atlantic Census Division Economic Index* August 2018

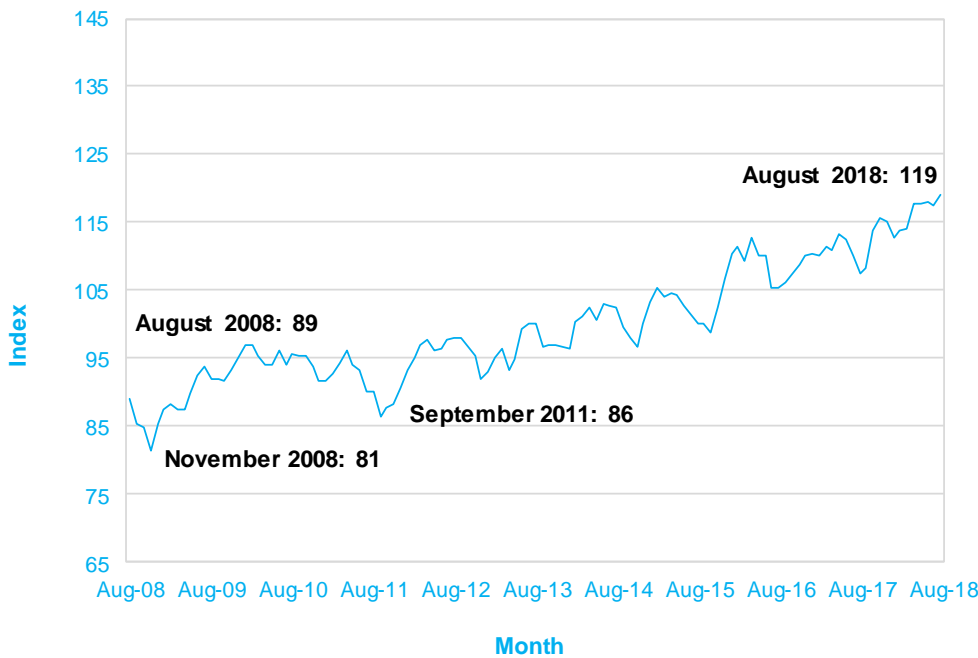


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)

**+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* August 2018

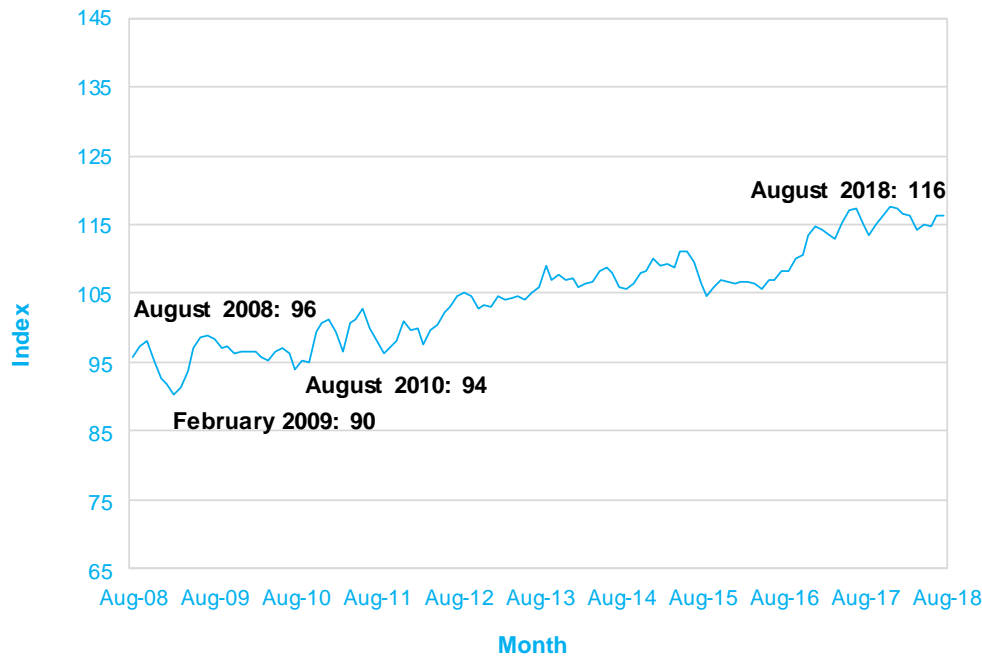


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)

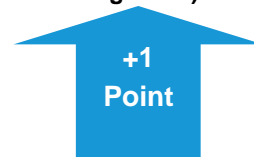
**+12
Points**

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

West South Central Census Division Economic Index* August 2018

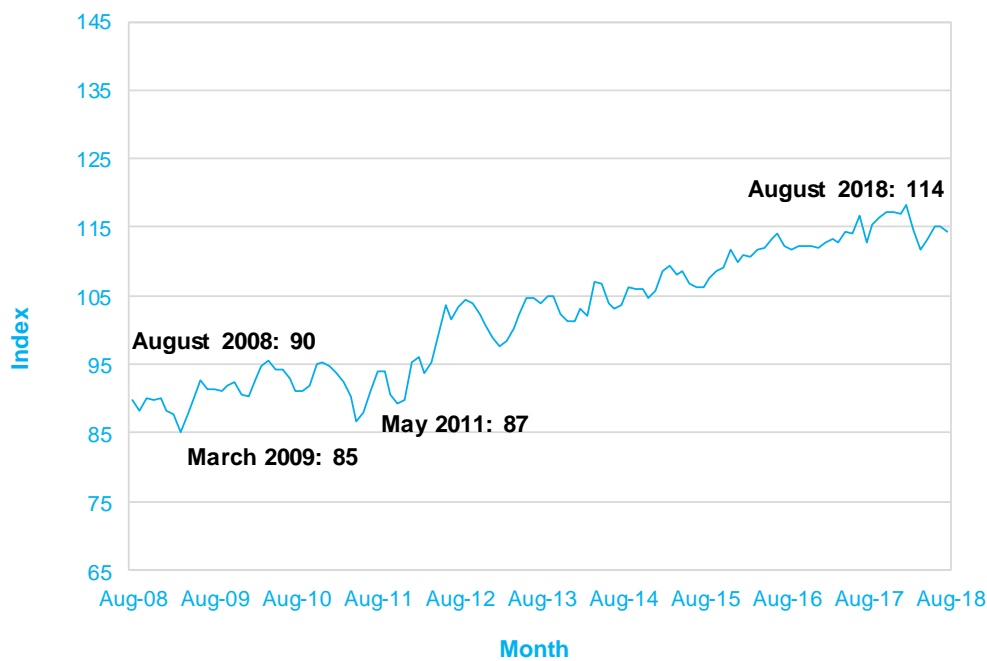


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)



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

Mountain Census Division Economic Index* August 2018

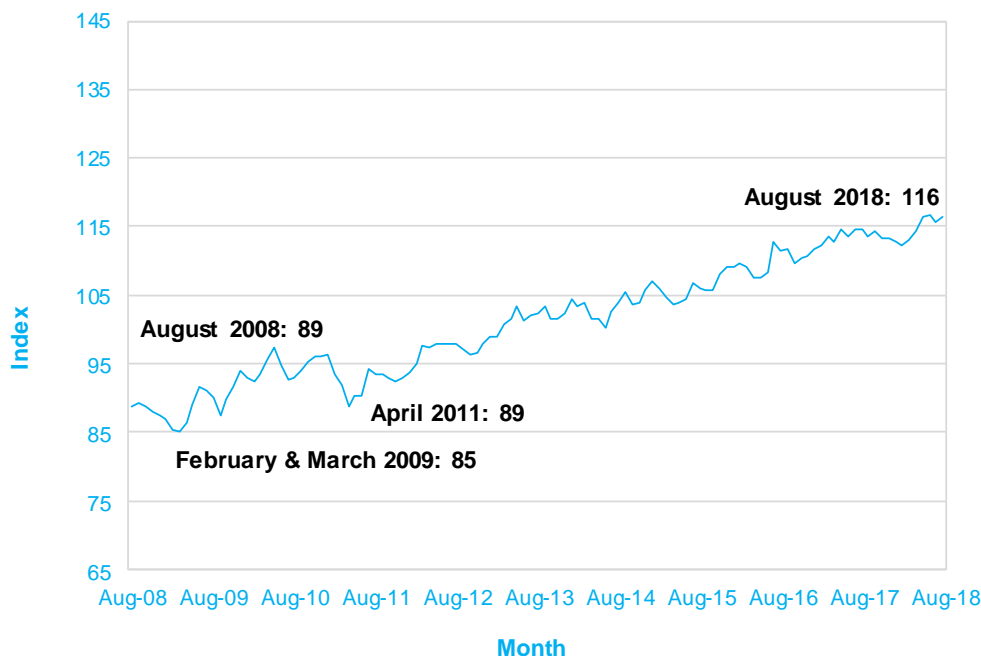


**Past-12-Month
Change**
(From Aug. 2017 to
Aug. 2018)



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

**Pacific Census Division Economic Index*
August 2018**



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

**+1
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 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, 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.