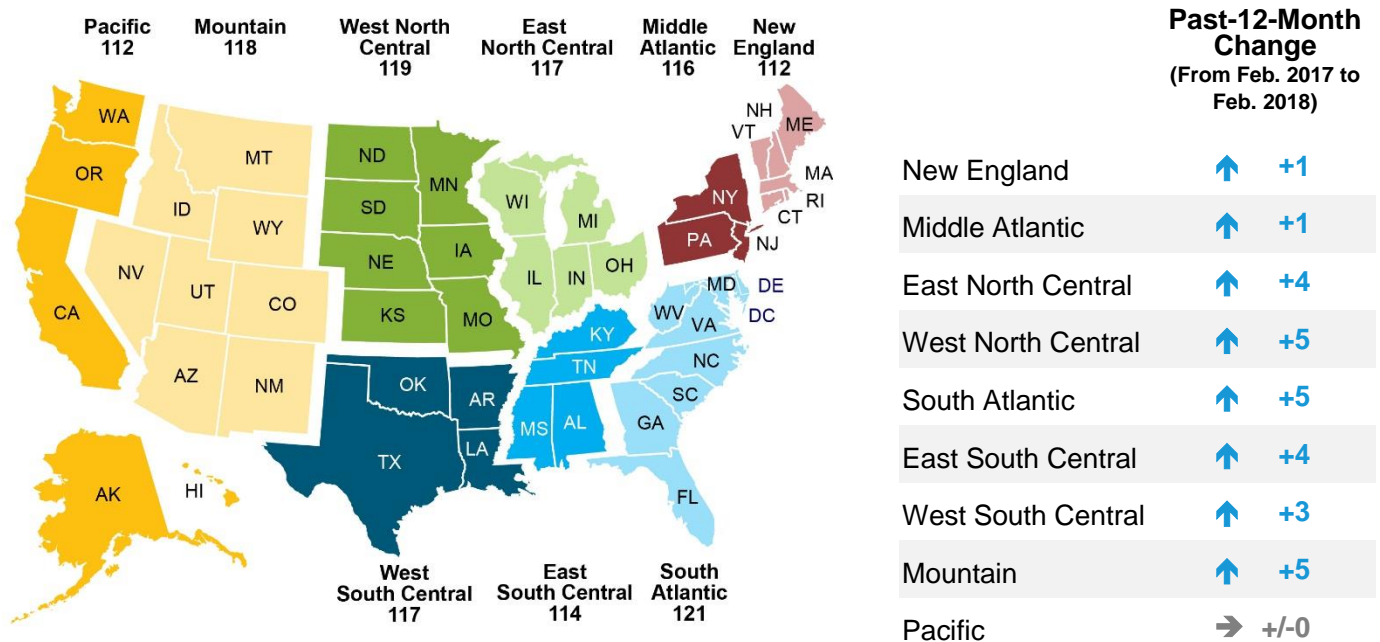


Decision Analyst Economic Index United States Census Divisions

February 2018

Arlington, Texas—All the Economic Indices for the U.S. Census Divisions have either increased or stayed the same in the past 12 months. The South Atlantic Census Division has the highest score in February 2018 with a **121**, which is an increase of 5 points in the past 12 months. The West North Central Census Division has an index of **119**, which is an increase of 5 points in the past 12 months. The New England and Pacific Census Divisions have tied for the lowest score in February, each with a **112**.

United States Census Divisions Economic Indices February 2018*

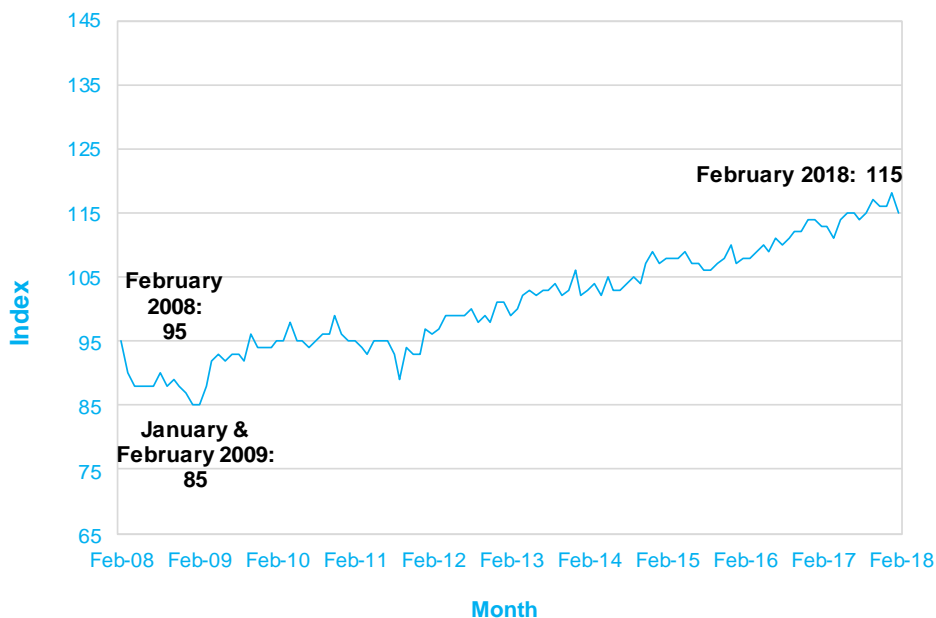


* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stands at **115 in February 2018**, a 3-point drop from January 2018. Year over year, however, the Economic Index is up 2 since February 2017. The U.S. stock market swoon in early February 2018 largely explains the declines in the U.S. Economic Index. It's likely the Index will bounce back in March. 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 February 2018



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

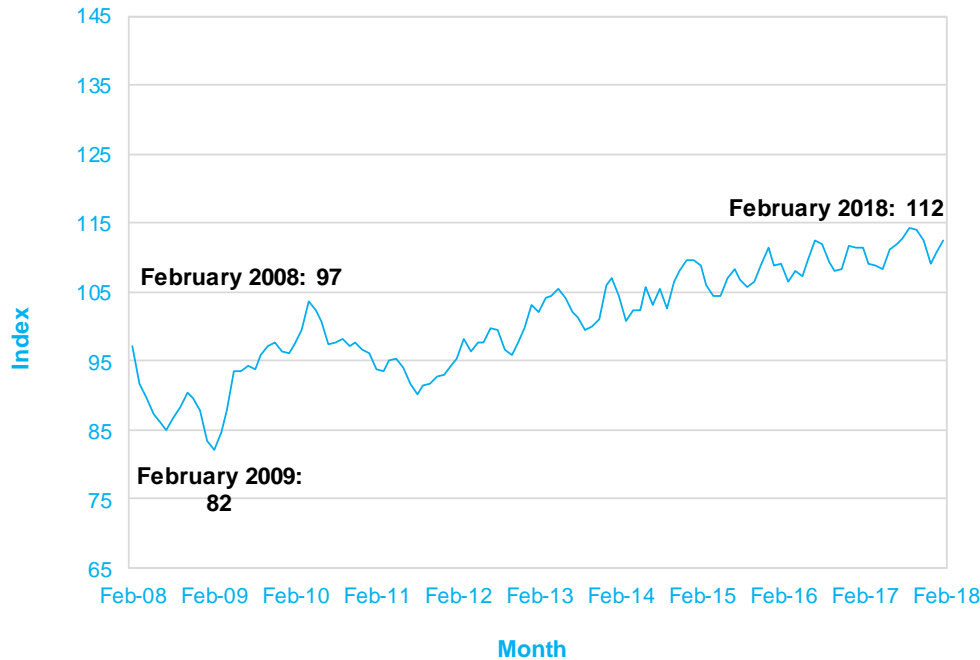


“The U.S. Economic Index is up 2 points over the past 12 months, an indication of slow economic expansion and an indicator of continued GDP growth,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The greatest risks to the U.S. economy in coming months, apart from political uncertainties in Washington, D.C., are ultra-low real interest rates and the cumulative effects of quantitative easing. The river of cheap money that the Federal Reserve has poured into the U.S. economy over the past 6 to 8 years has created a number of asset bubbles. Asset bubbles are difficult to see, and difficult to believe, when stock prices are rising and everyone is making money. Unfortunately, asset bubbles don’t last forever, and when they pop, a recession is often triggered. Other major risk factors are the likelihood that real interest rates will move upward during 2018 and that inflation will likely accelerate. The risks of a major economic downturn are rising,” 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* February 2018

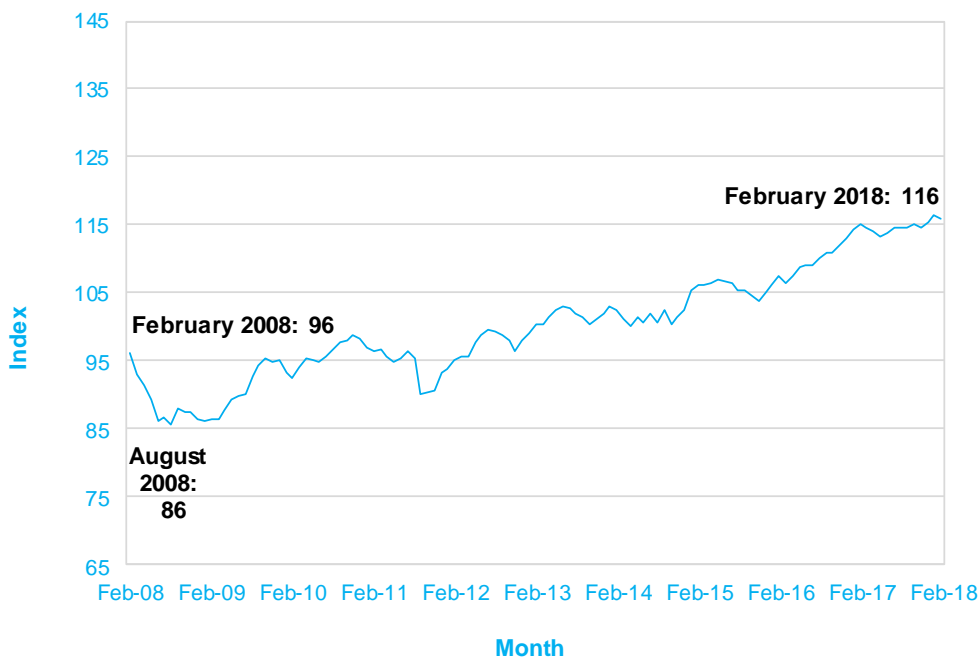


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)



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

Middle Atlantic Census Division Economic Index* February 2018

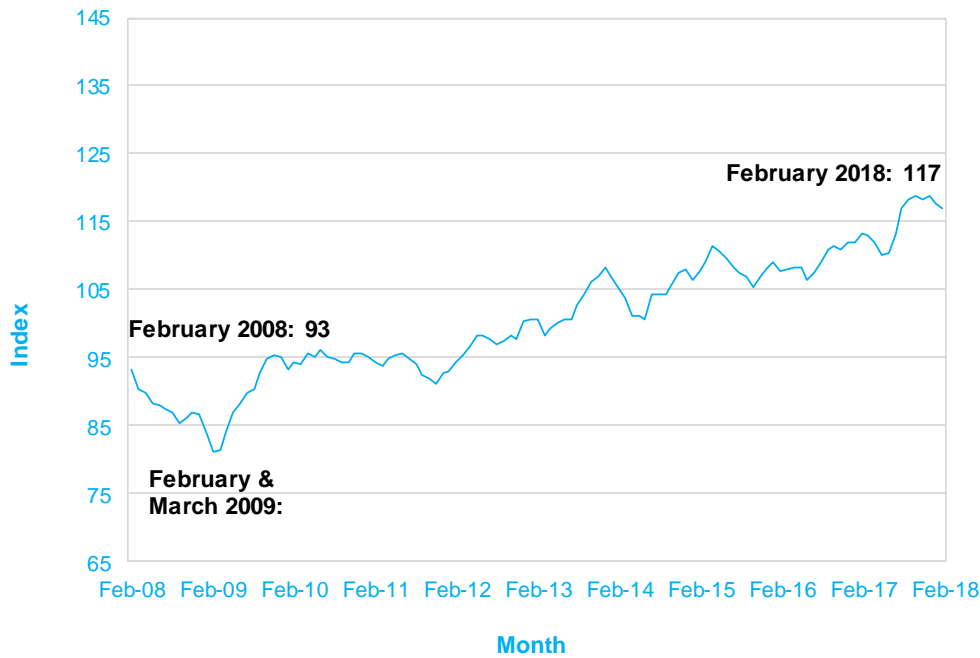


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)



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

East North Central Census Division Economic Index* February 2018

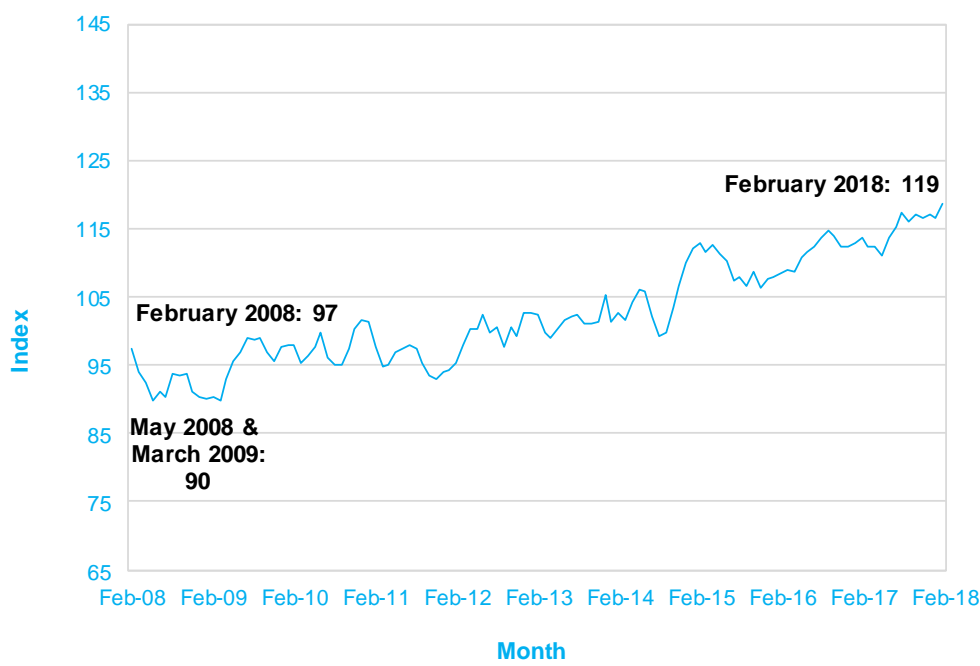


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)

**+4
Points**

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

West North Central Census Division Economic Index* February 2018

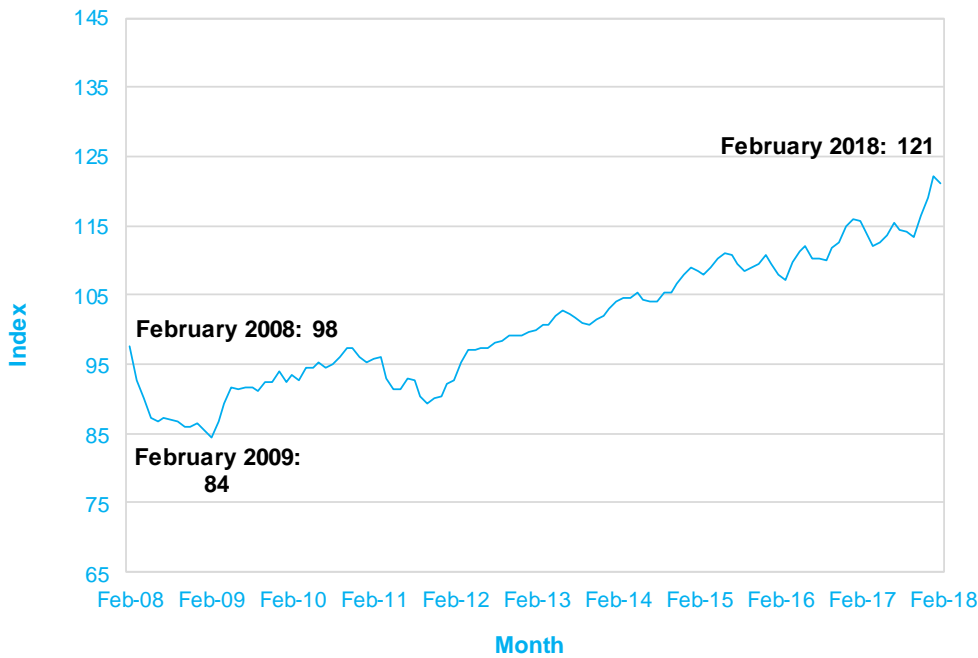


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)

**+5
Points**

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

South Atlantic Census Division Economic Index* February 2018

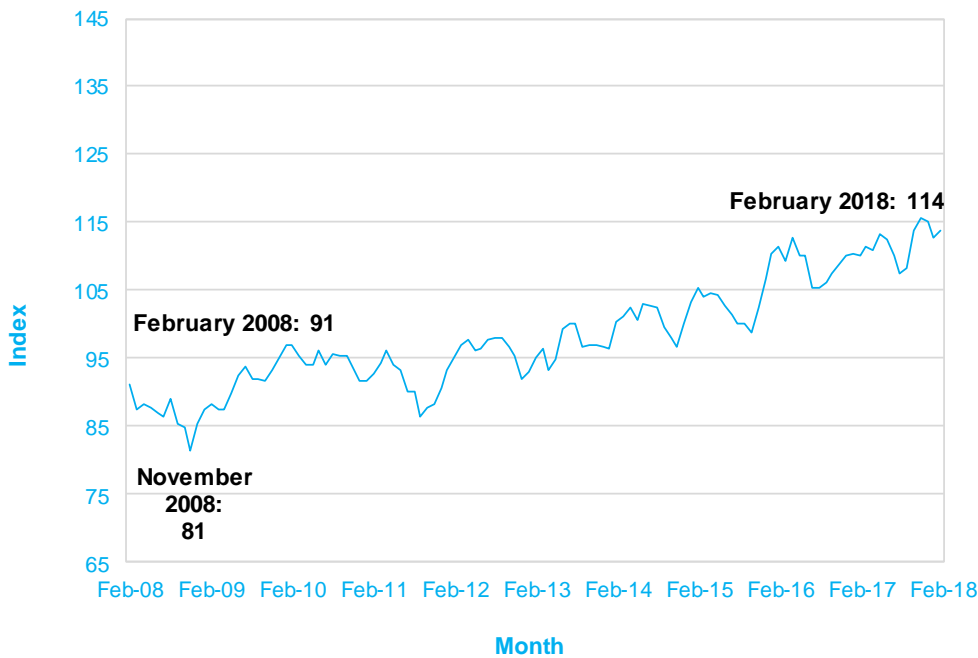


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)



*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* February 2018

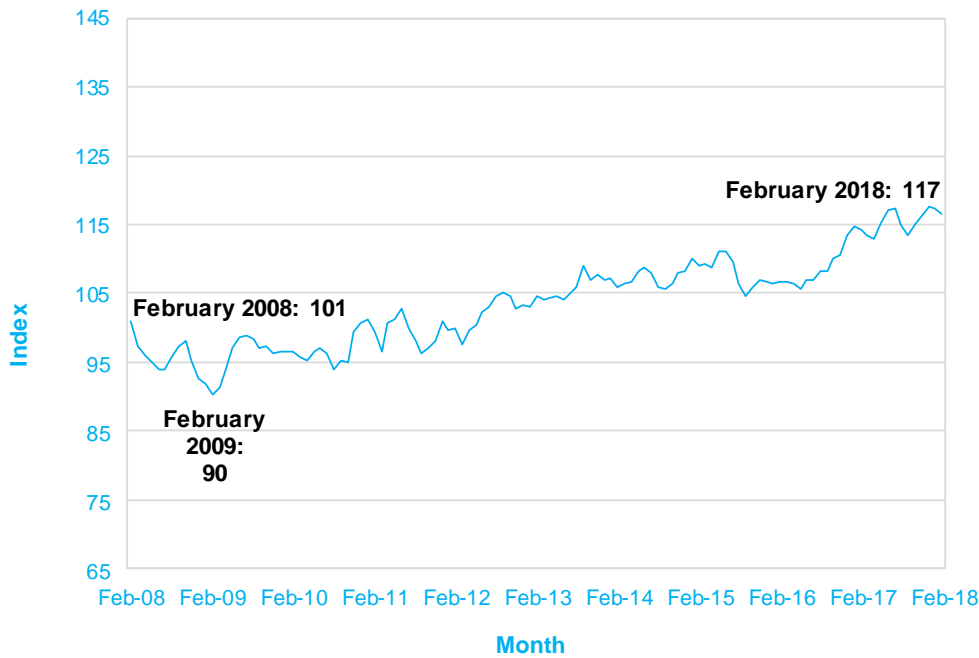


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)



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

West South Central Census Division Economic Index* February 2018

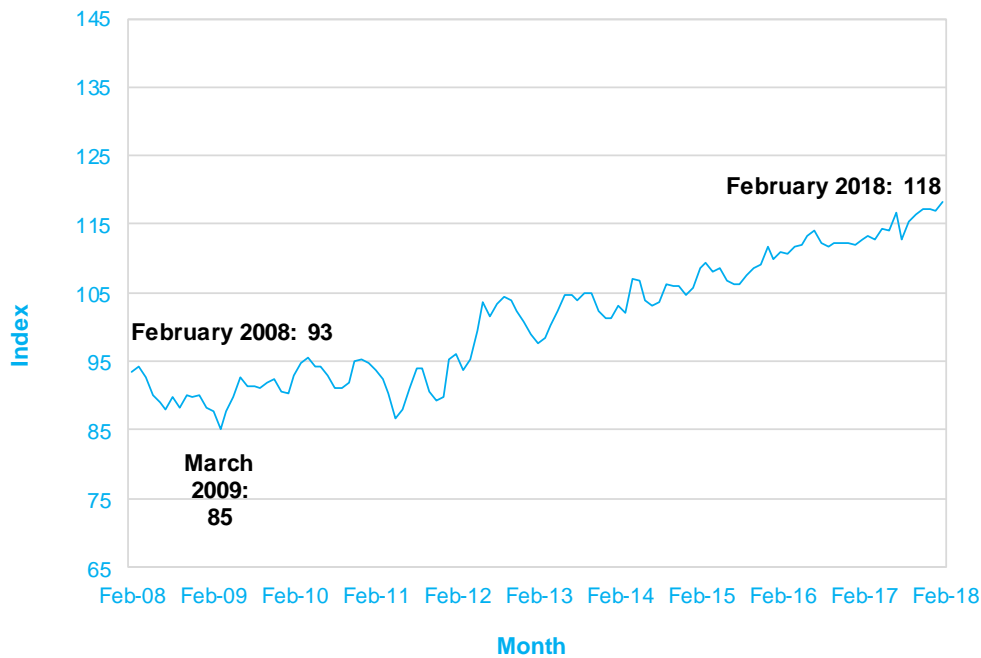


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)

**+3
Points**

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

Mountain Census Division Economic Index* February 2018

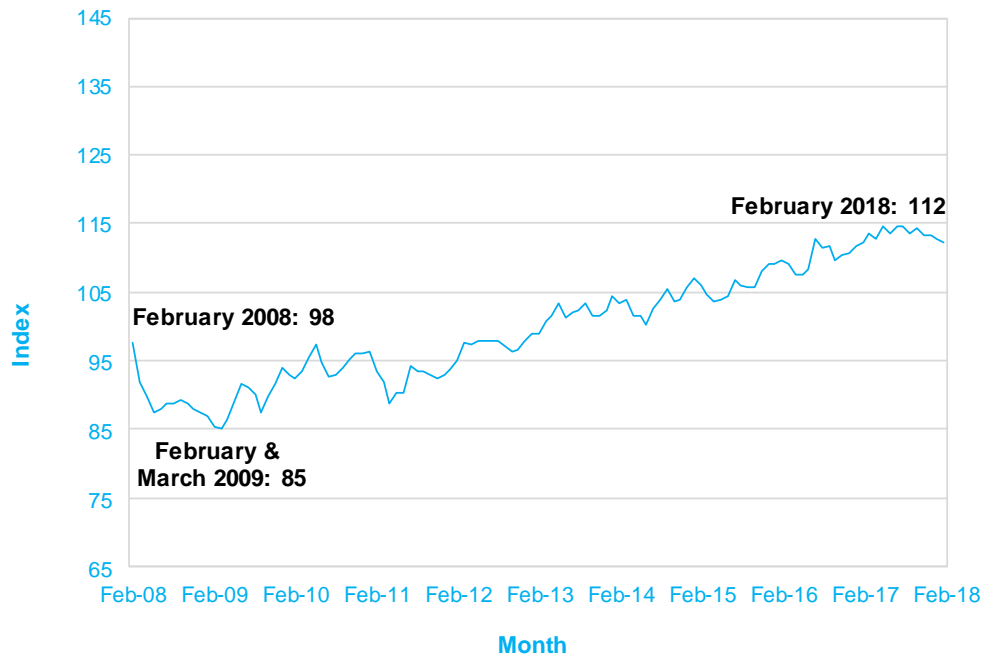


**Past-12-Month
Change**
(From Feb. 2017 to
Feb. 2018)

**+5
Points**

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

Pacific Census Division Economic Index* February 2018



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



*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 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.