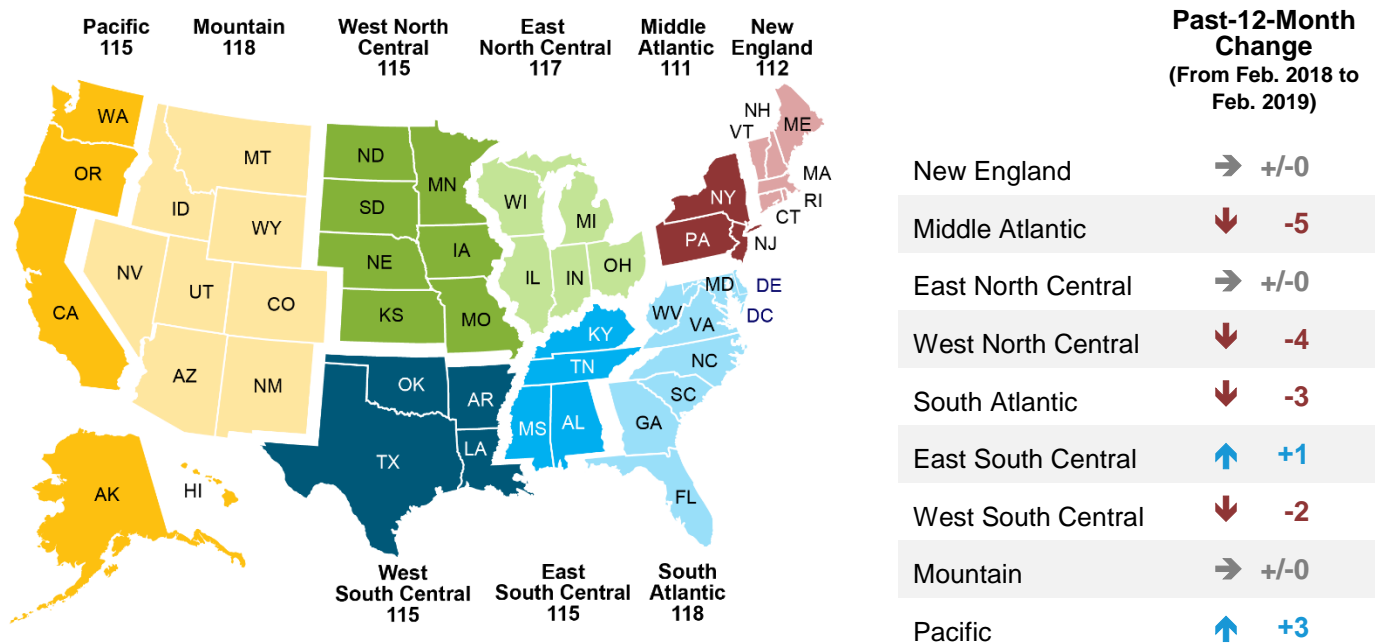


Decision Analyst Economic Index United States Census Divisions

February 2019

Arlington, Texas—Only two of the Census Divisions increased in the past 12 months. The Pacific Census Division increased 3 points, and the East South Central Census Division increased 1 point. The Middle Atlantic Census Division decreased 5 points in the past 12 months.

United States Census Divisions Economic Indices February 2019*

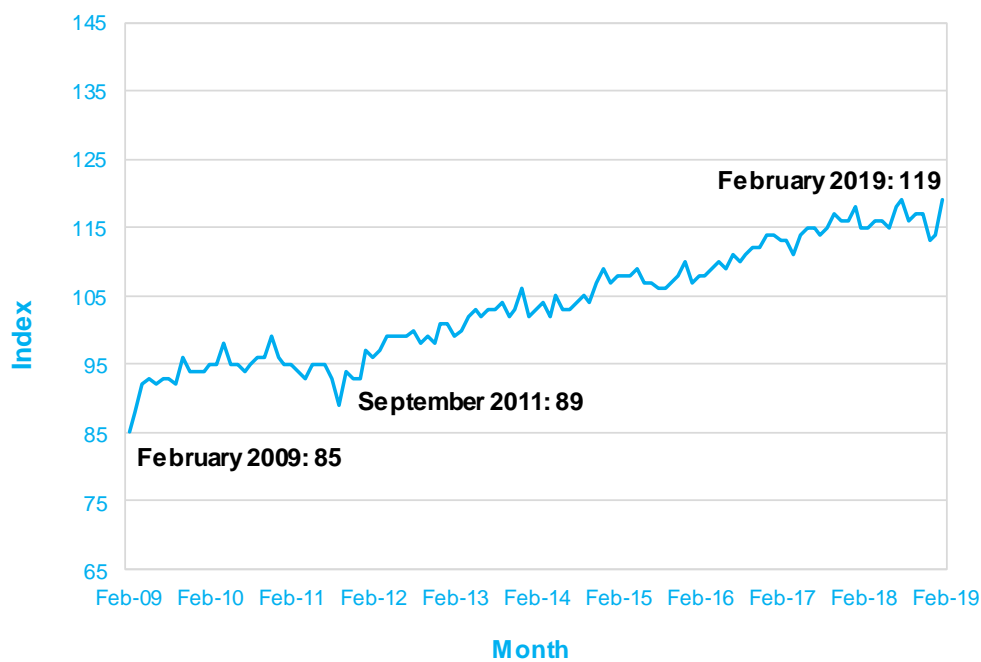


* The Index scores for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index score for each division averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stands at **119 for February 2019**, a 4-point increase from February 2018 and a 5-point rebound from January 2019. The overall trend of the Economic Index over the past couple of years is relatively flat, indicating slower growth as the U.S. economy struggles to gain ground in the first quarter of 2019. The rebound in the U.S. Index in February is encouraging, but the longer-term trend suggests caution. 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 2019



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

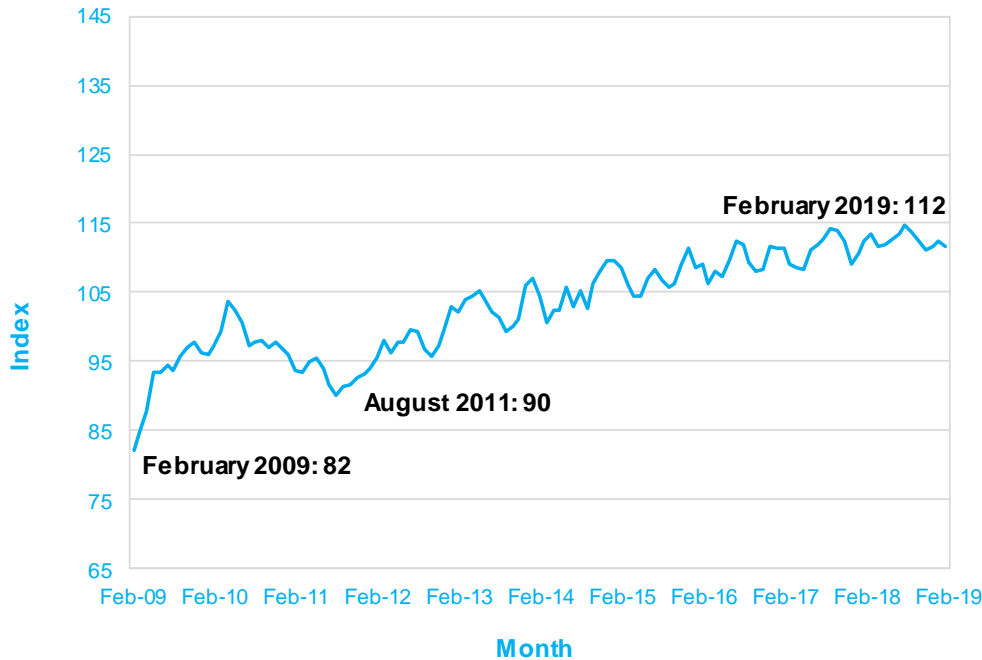


“The overall pattern of the U.S. Economic Index over the past 24 months is suggesting slower economic growth in coming quarters. It looks like U.S. GDP growth in 2018 will come in close to three percent (3%), once all the revisions are completed. However, the relatively flat U.S. Economic Index over the past two years indicates that U.S. economic growth in 2019 will be relatively modest, probably two percent (2%) or below. Decisions coming out of Washington, D.C., are dampening the U.S. economy. Tariffs, trade disputes, immigration crackdowns, hostility toward other countries, and the government shutdown all tend to weaken the U.S. economy and increase uncertainty for consumers and businesses. Major corporations are doing their part to support economic weakness by not investing sufficiently in research and development, new products, and new plants and equipment—as they chase short-term profits at the expense of long-term gains,” said Jerry W. Thomas, CEO/President of Decision Analyst. “Weakness in Europe and China are also concerning. All things considered, 2019 looks like a challenging year for 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* February 2019

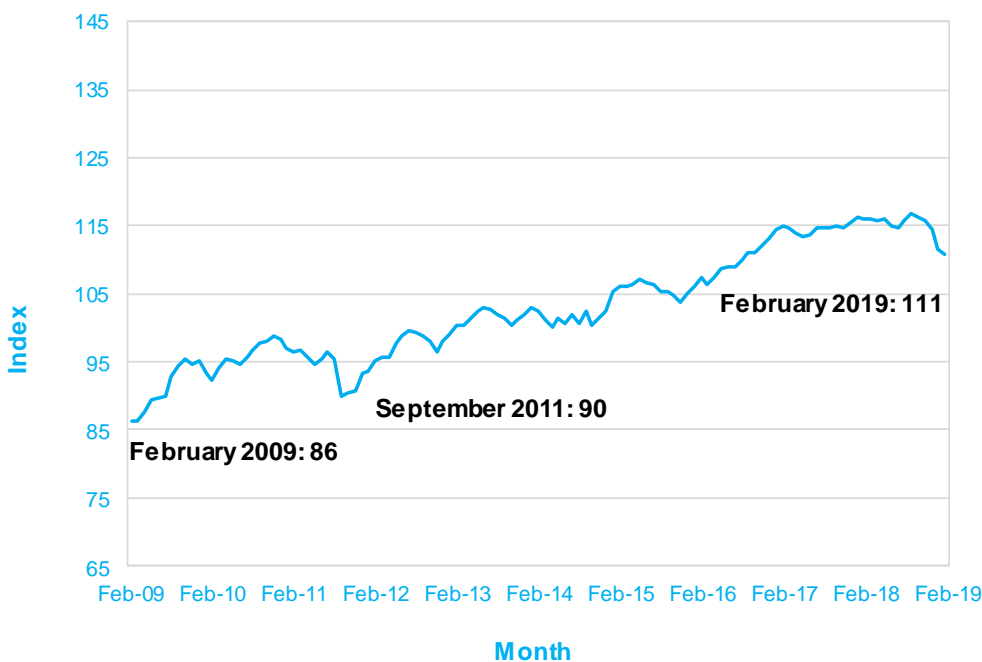


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

Middle Atlantic Census Division Economic Index* February 2019

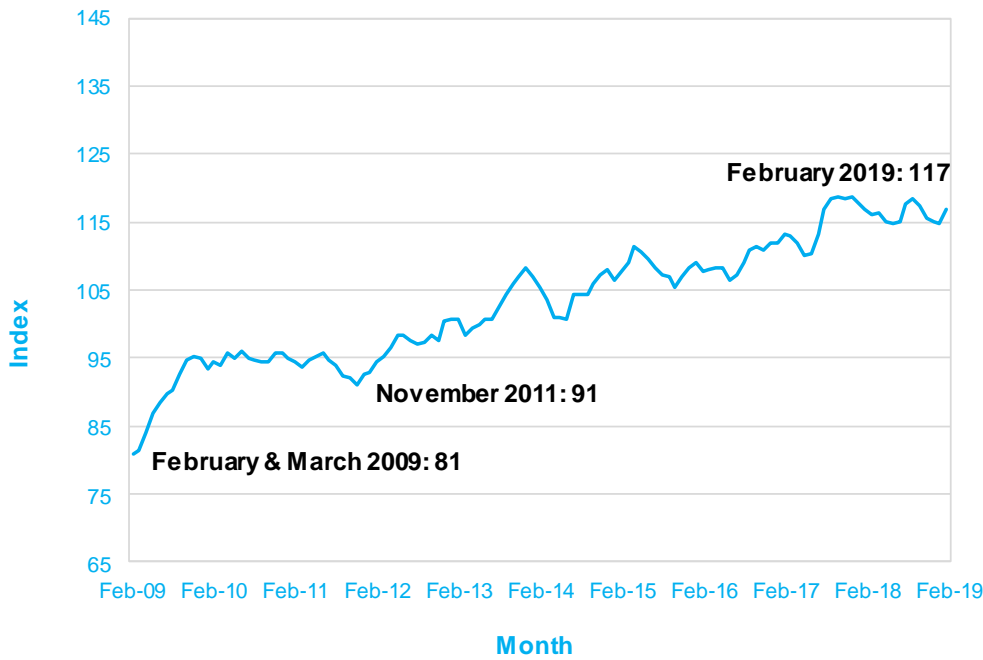


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

**East North Central Census Division Economic Index*
February 2019**

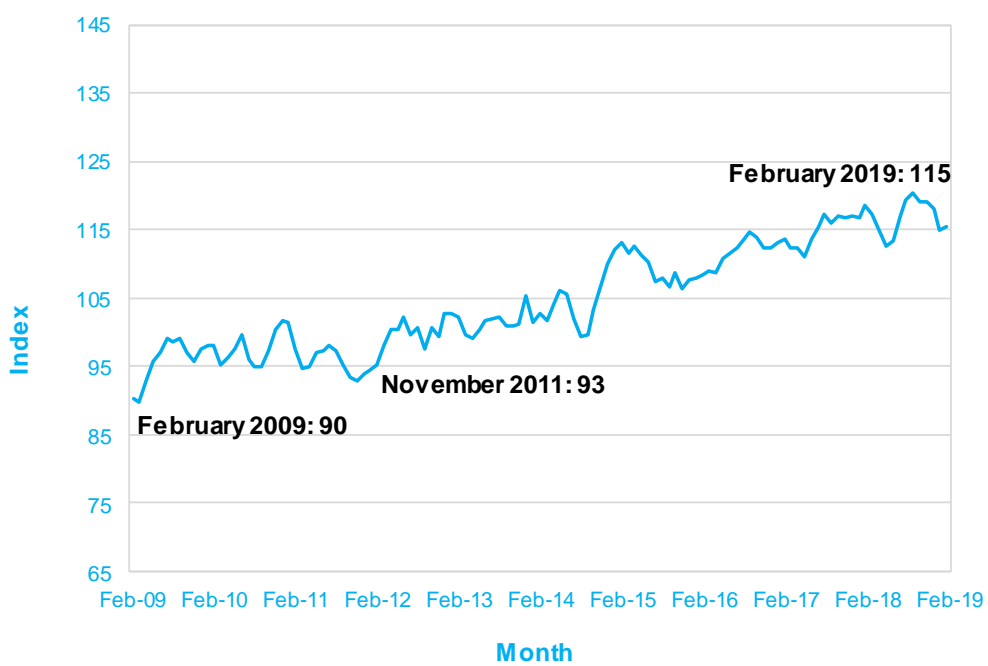


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

**West North Central Census Division Economic Index*
February 2019**

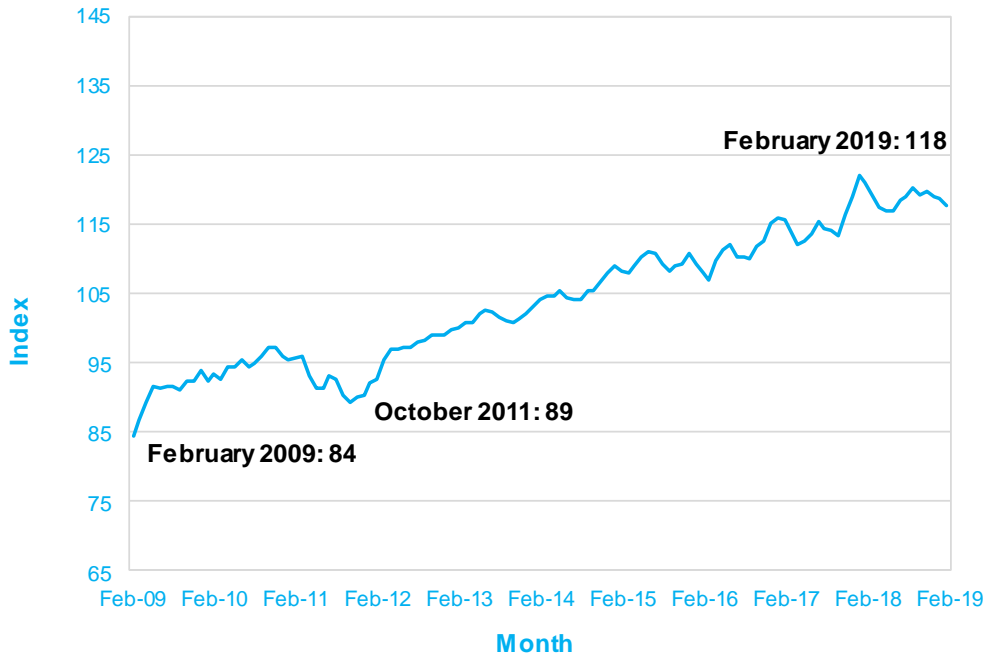


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

South Atlantic Census Division Economic Index* February 2019

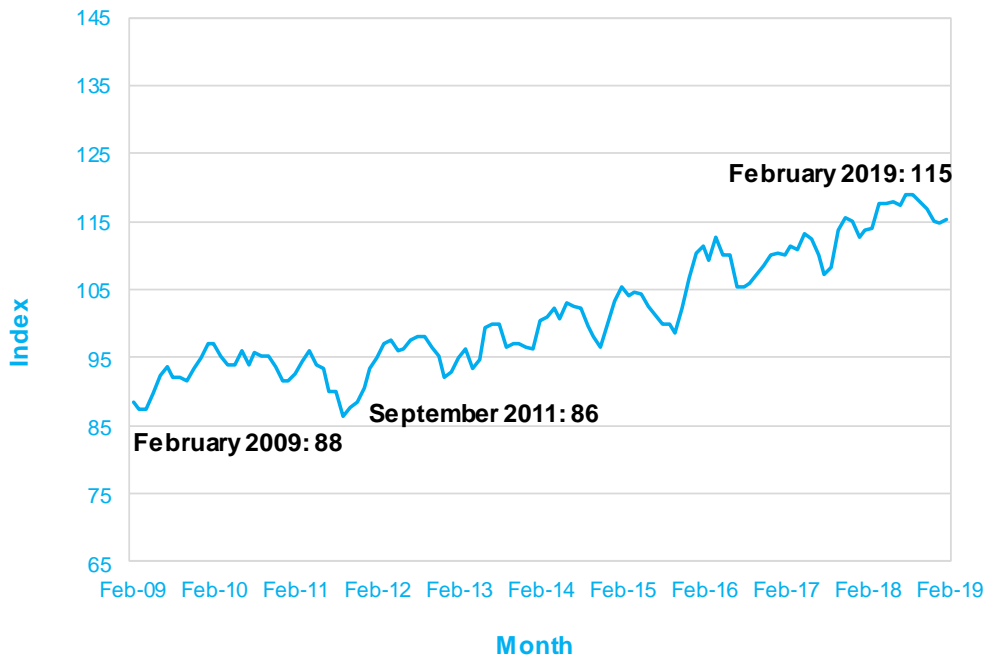


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



*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 2019

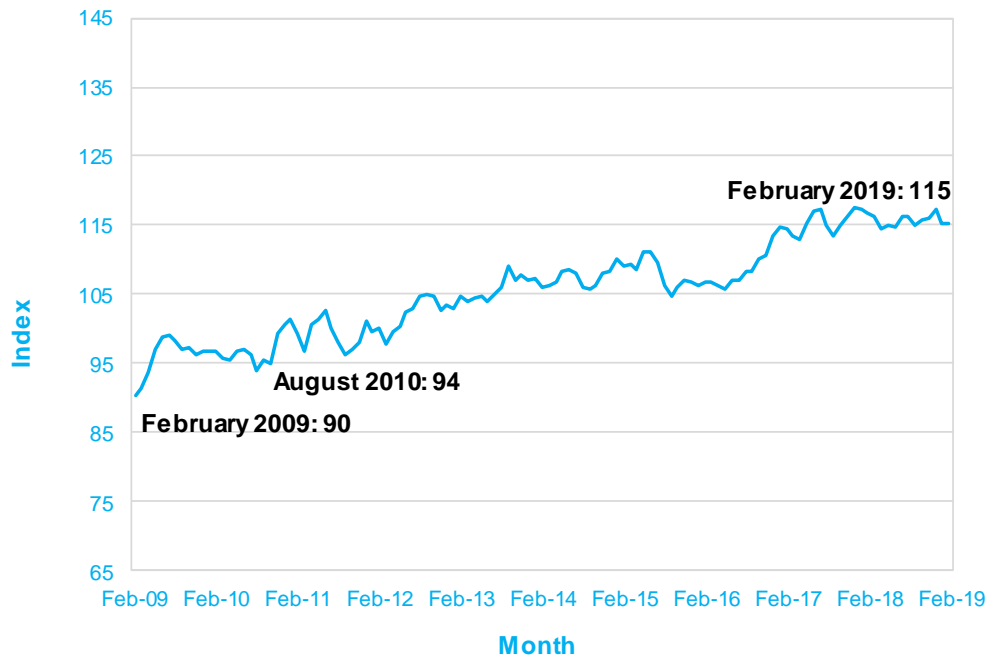


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

West South Central Census Division Economic Index* February 2019

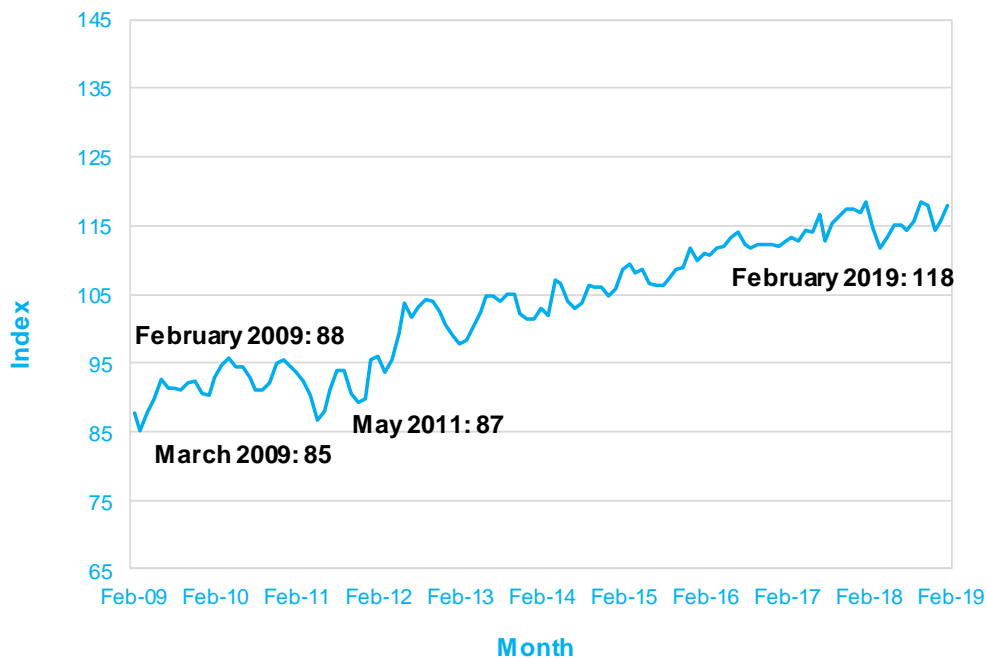


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

Mountain Census Division Economic Index* February 2019

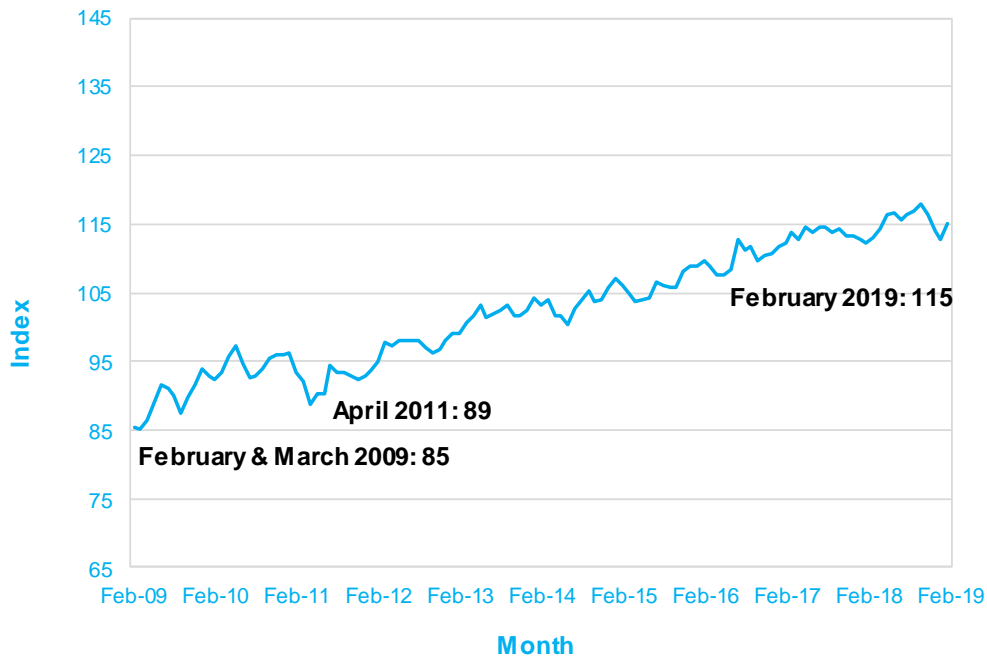


**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 2019)



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

Pacific Census Division Economic Index* February 2019



**Past-12-Month
Change**
(From Feb. 2018 to
Feb. 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, the UK, 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.