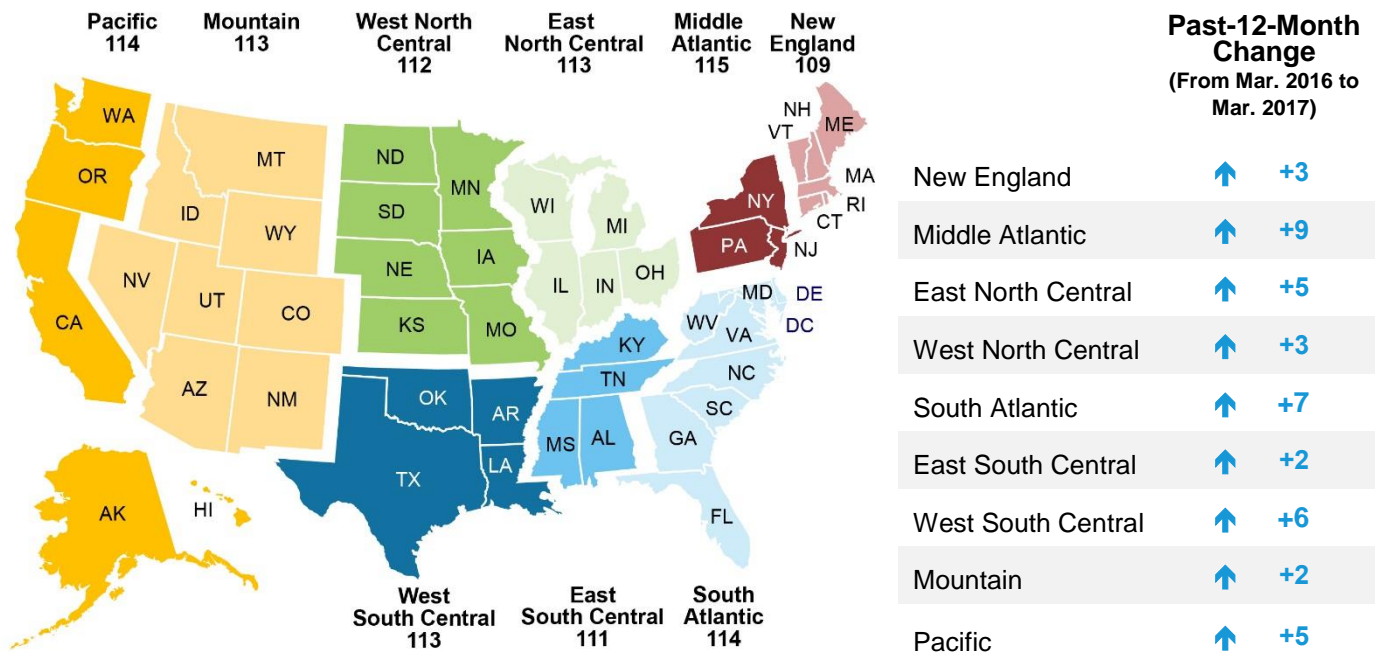


Decision Analyst Economic Index United States Census Divisions

March 2017

Arlington, Texas—The Economic Indices for the U.S. Census Divisions have increased in the past 12 months. The Middle Atlantic Division had the highest score of all the Census Divisions, with an Index score of **115 for March 2017**. The South Atlantic and the Pacific Divisions each scored **114 for March 2017**. The New England Division had the lowest Index score, **109 for March 2017**.

United States Census Divisions Economic Indices March 2017*

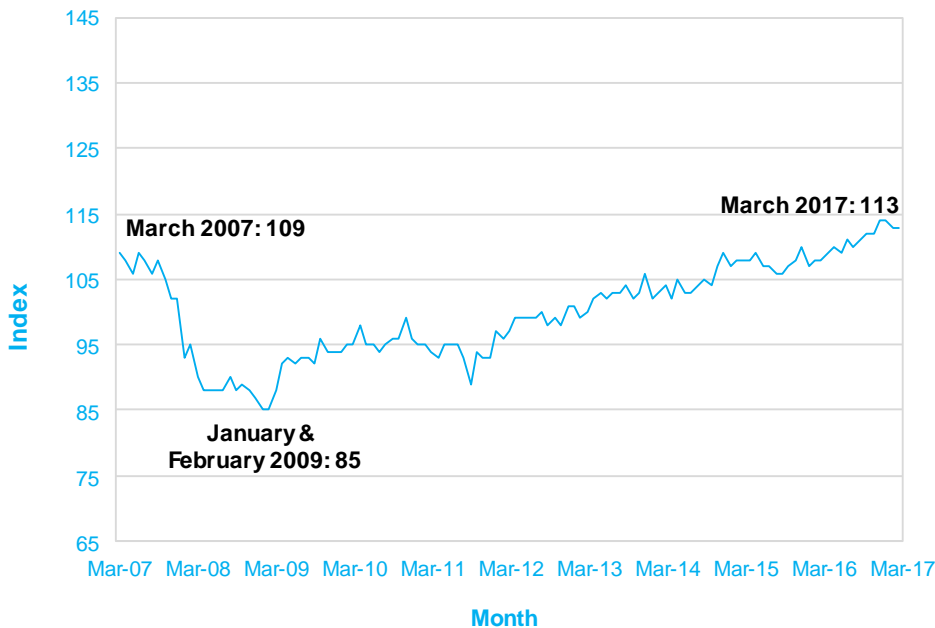


* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stood at **113 in March 2017**, a 5-point increase from March 2016. This year-over-year strengthening in the U.S. Economic Index signals continued U.S. economic growth for the remaining months of 2017. The Economic Index tends to lead 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 March 2017



**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)

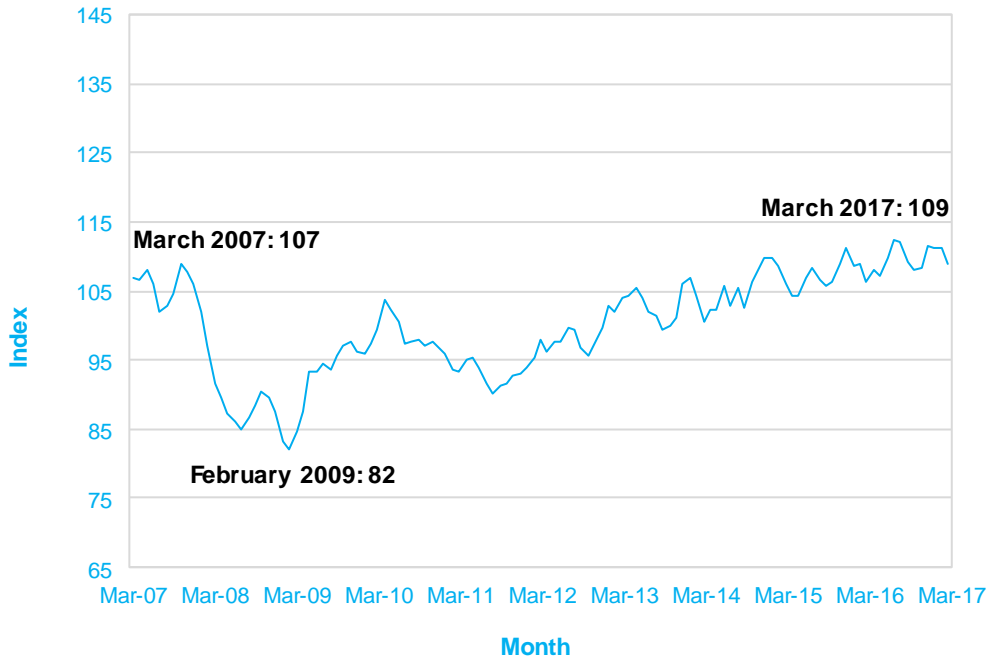


“The overall trend of the U.S. Economic Index over the past year indicates that 2017 is off to a positive start, with a high likelihood that economic expansion will continue through most of 2017,” said Jerry W. Thomas, President/CEO of Decision Analyst. “However, the change of political power in Washington, D.C., carries with it risks of economic distractions and turmoil. If President Trump’s talk and actions cause disruptions in the flow of imports and exports (including visitors and tourists), that could have major negative effects on the U.S. economy. Possible disruption of the healthcare industry related to efforts to repeal the Affordable Care Act also carries economic risks. We continue to believe that higher rates of interest would be good for the U.S. economy long-term,” said Thomas. “More normal interest rates would help reduce corporate financial engineering, help deflate the huge private equity/venture capital bubble, and reduce speculation and speculative investments in general.”

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* March 2017

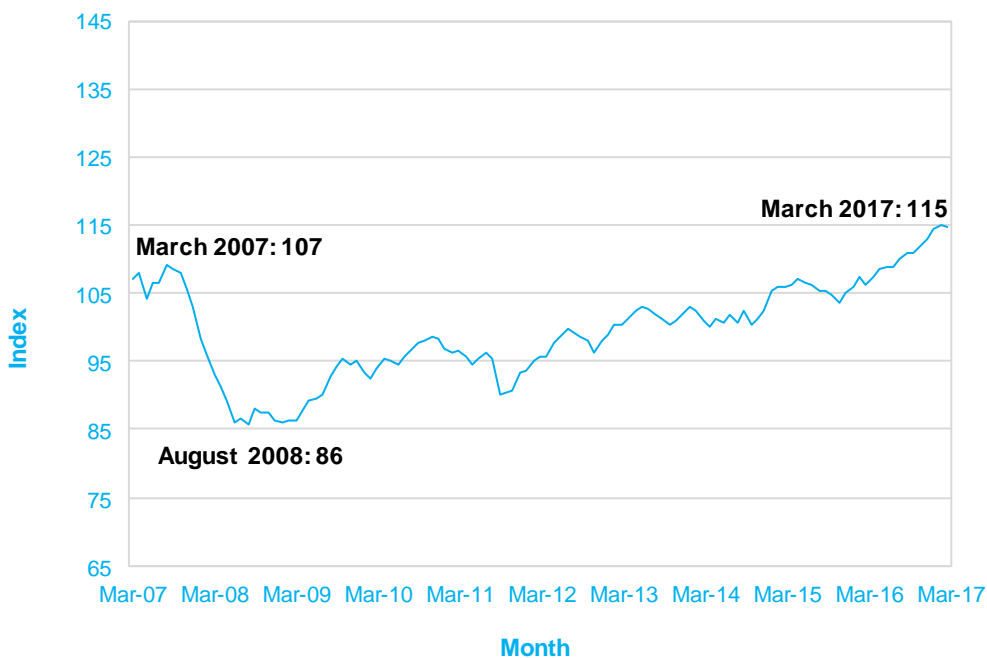


**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)

**+3
Points**

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

Middle Atlantic Census Division Economic Index* March 2017

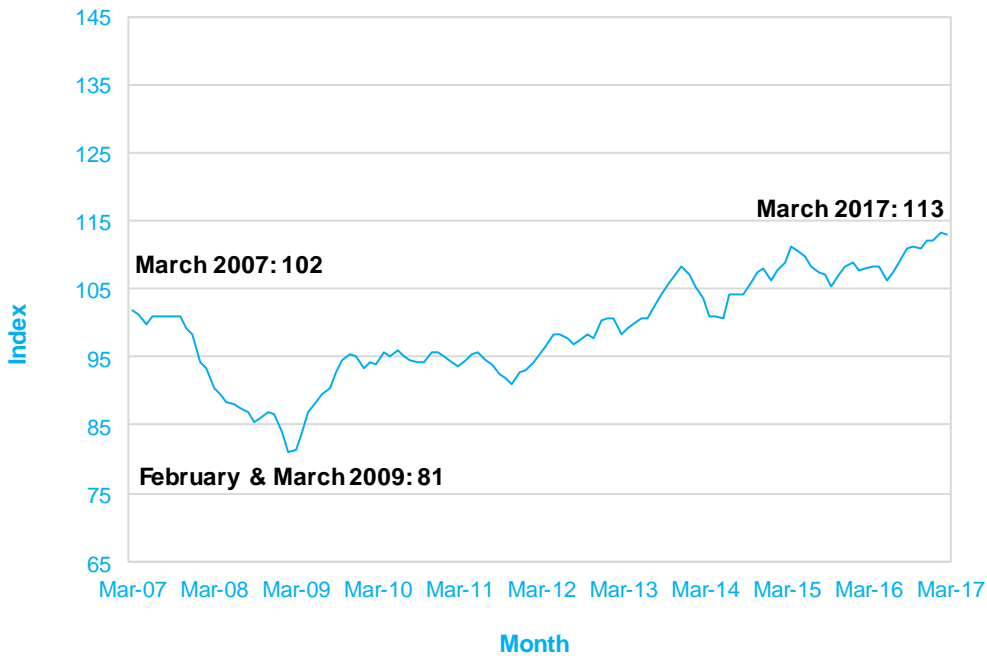


**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)

**+9
Points**

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

**East North Central Census Division Economic Index*
March 2017**

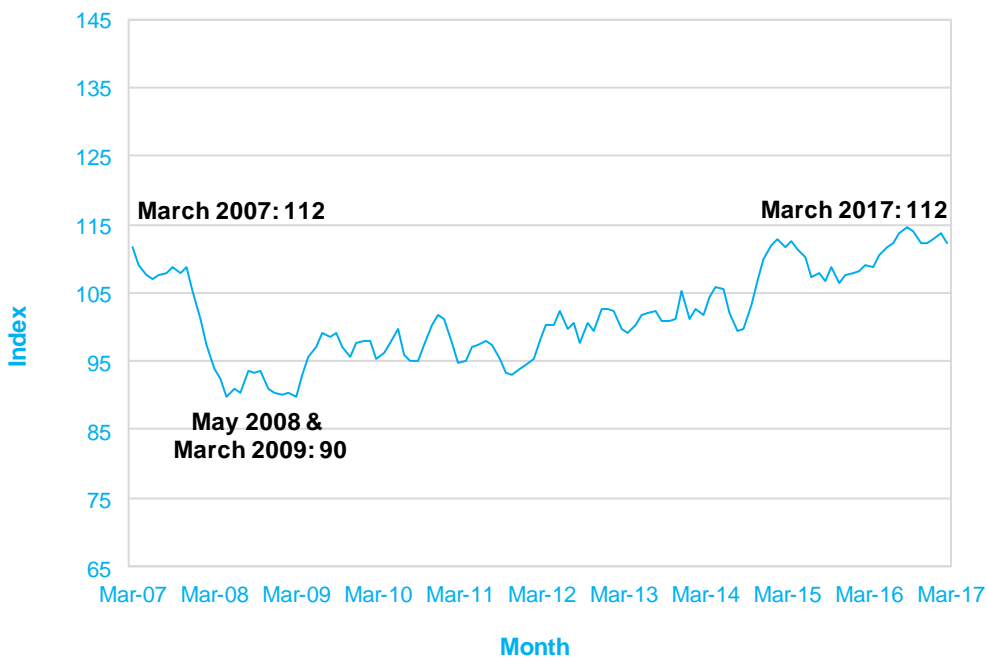


**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)



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

**West North Central Census Division Economic Index*
March 2017**

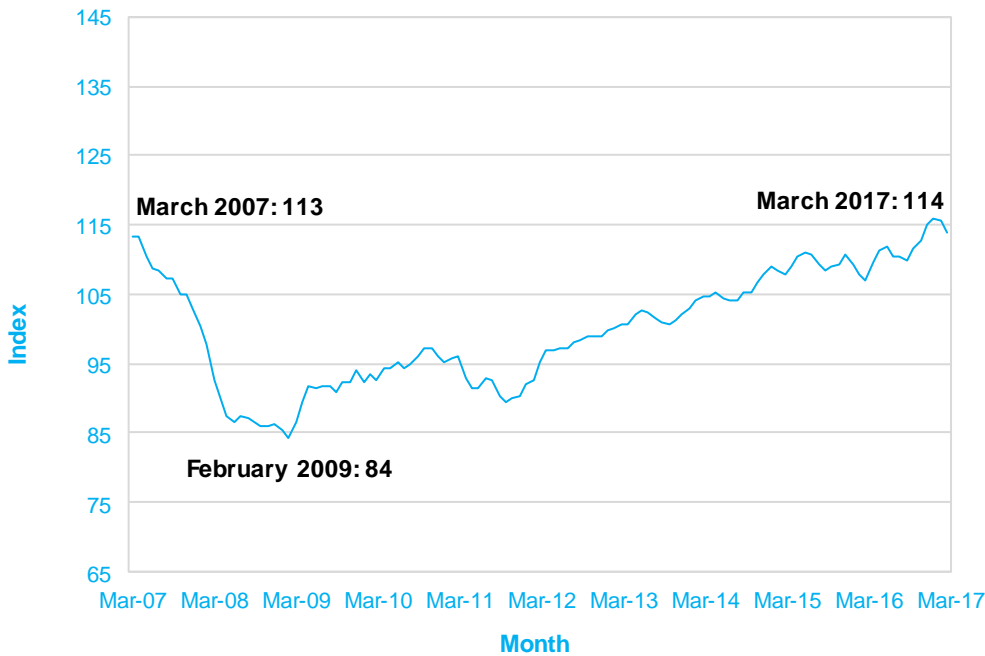


**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)



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

**South Atlantic Census Division Economic Index*
March 2017**

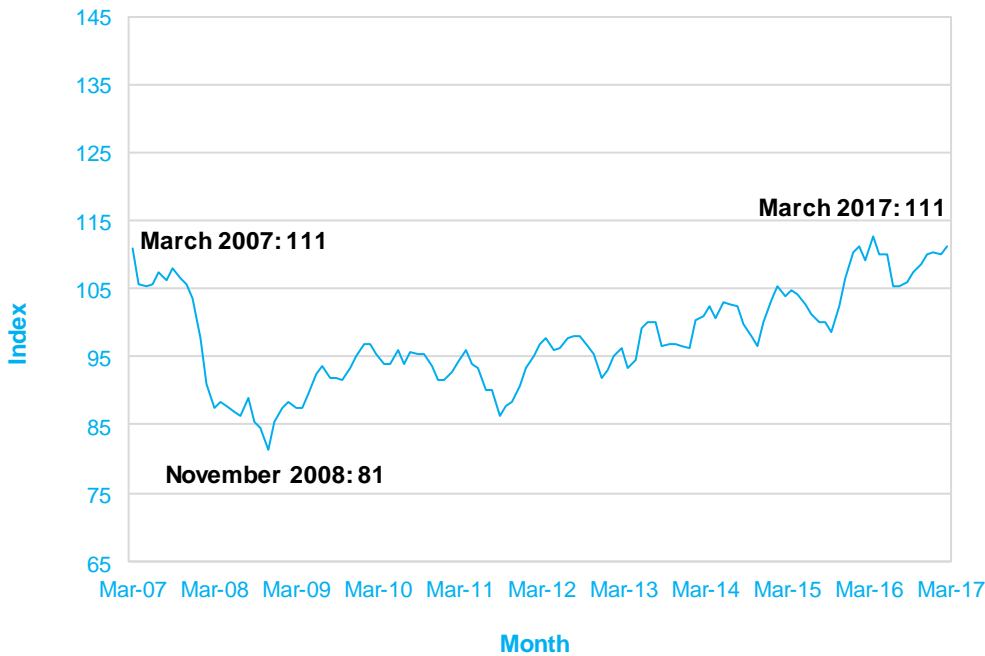


**Past-12-Month
Change
(From Mar. 2016 to
Mar. 2017)**

**+7
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*
March 2017**

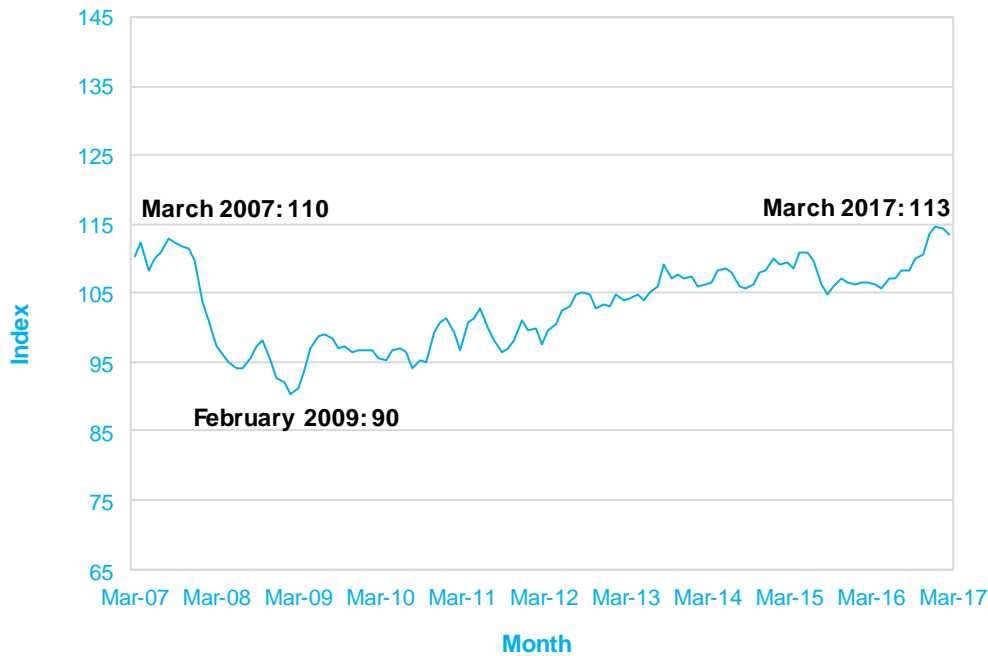


**Past-12-Month
Change
(From Mar. 2016 to
Mar. 2017)**

**+2
Points**

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

**West South Central Census Division Economic Index*
March 2017**

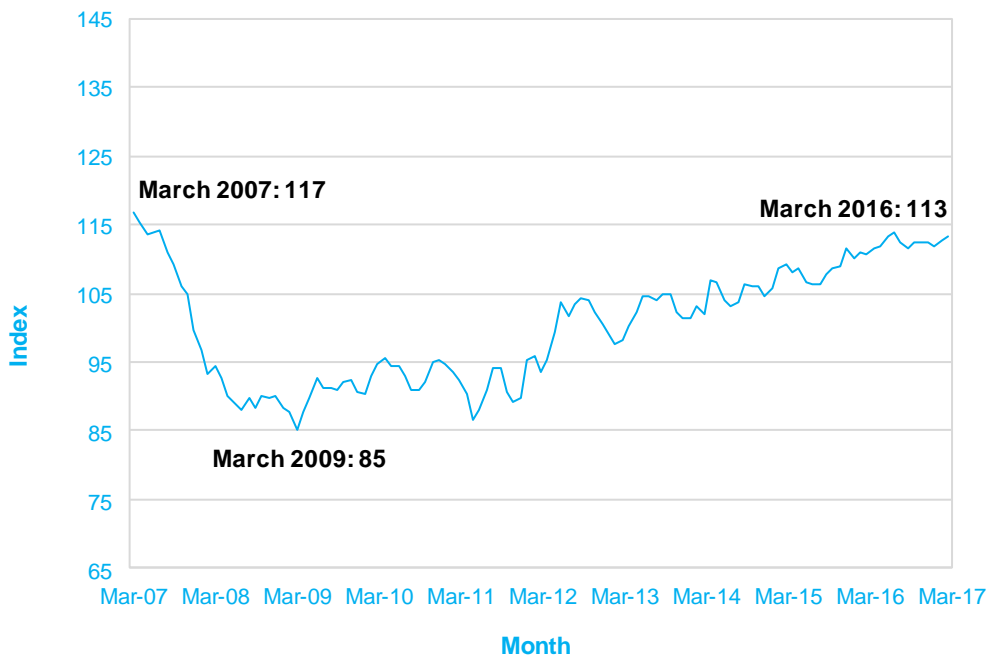


**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)

**+6
Points**

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

**Mountain Census Division Economic Index*
March 2017**



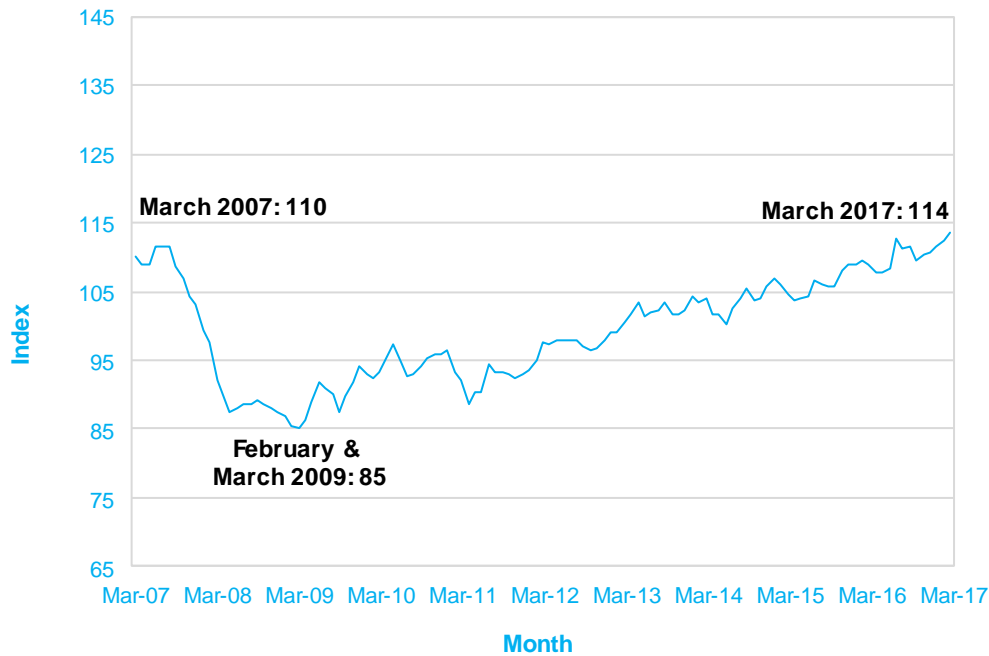
**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)

**+2
Points**

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

Pacific Census Division Economic Index*

March 2017



**Past-12-Month
Change**
(From Mar. 2016 to
Mar. 2017)

**+5
Points**

*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.