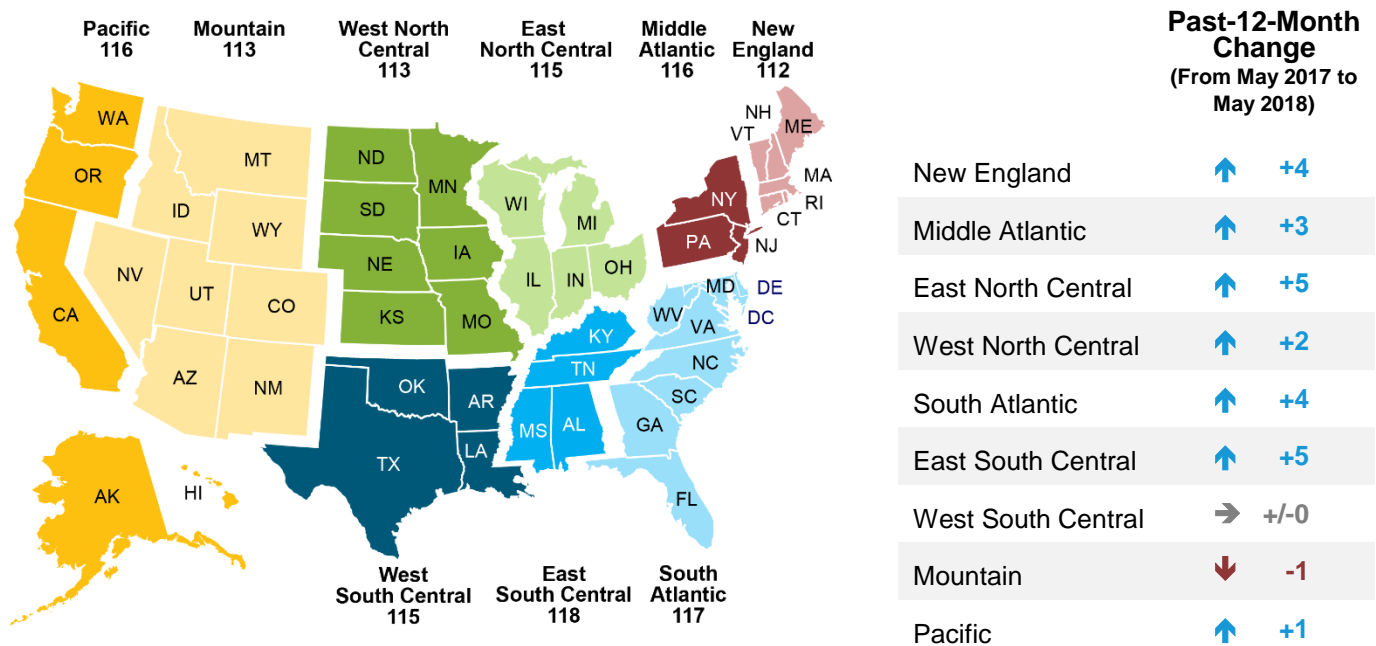


Decision Analyst Economic Index United States Census Divisions

May 2018

Arlington, Texas—The Mountain Census Division was the only division to see a decline in the past 12 months, while the West South Central Division stayed the same. The East South Central Census Division had the highest score in May 2018 with a **118**, which was an increase of 5 points in the past 12 months. The South Atlantic Census Division had an Index of **117**, an increase of 4 points in the past 12 months. The New England Census Division had the lowest score in May 2018 with a score of **112**.

United States Census Divisions Economic Indices May 2018*

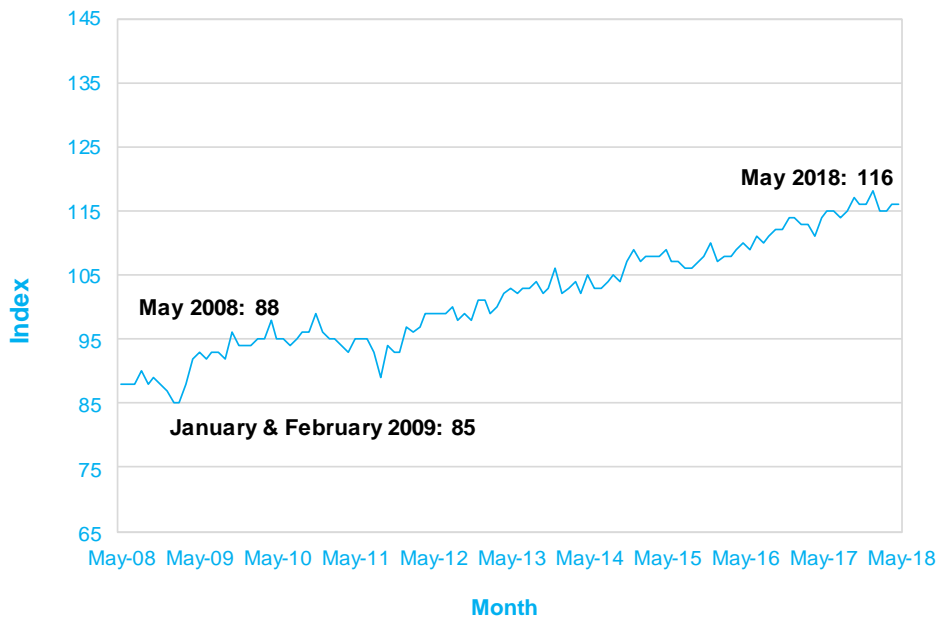


* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number for each division averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stands at **116 in May 2018**, the same score as last month. However, the U.S. Economic Index score is up 2 points over the past 12 months. The overall trend of the Economic Index continues to indicate that the U.S. economy will continue to expand throughout 2018. 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 May 2018



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

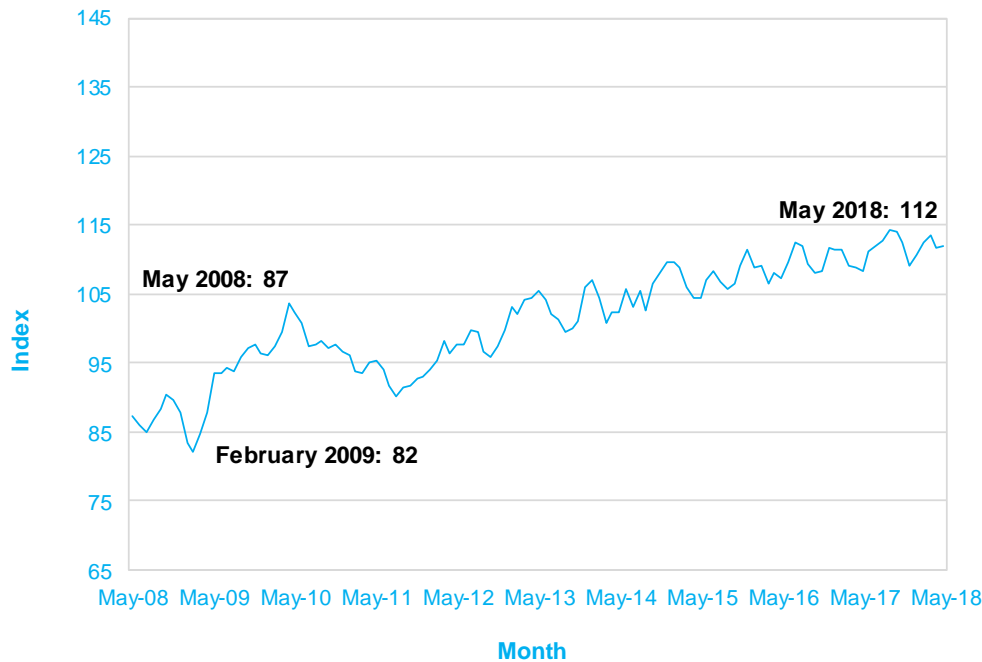


“The U.S. Economic Index is at a reasonably high level and is up 2 points over the past 12 months. Both of these facts indicate that the U.S. economy will continue to expand throughout 2018,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The economic picture is not entirely sanguine, however. Inflation is beginning to show its ugly face, and the threats of trade wars and rising tariffs promise to exacerbate the U.S. inflation rate. The likely disruption to major trading agreements (NAFTA, for example) poses severe risks to U.S. economy activity. Rising U.S. interest rates could also pop U.S. asset bubbles (stock prices, real estate, etc.) and trigger a rapid downturn. These threats to the U.S. economy are likely to offset some of the potential benefits from the recent federal tax cuts. Economic slowdowns in several European economies, as well as the possibility of recession in China, loom as potential negatives for the U.S. economy. Somewhere in the next 12-24 months, a recession lurks in the shadows.”

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* May 2018

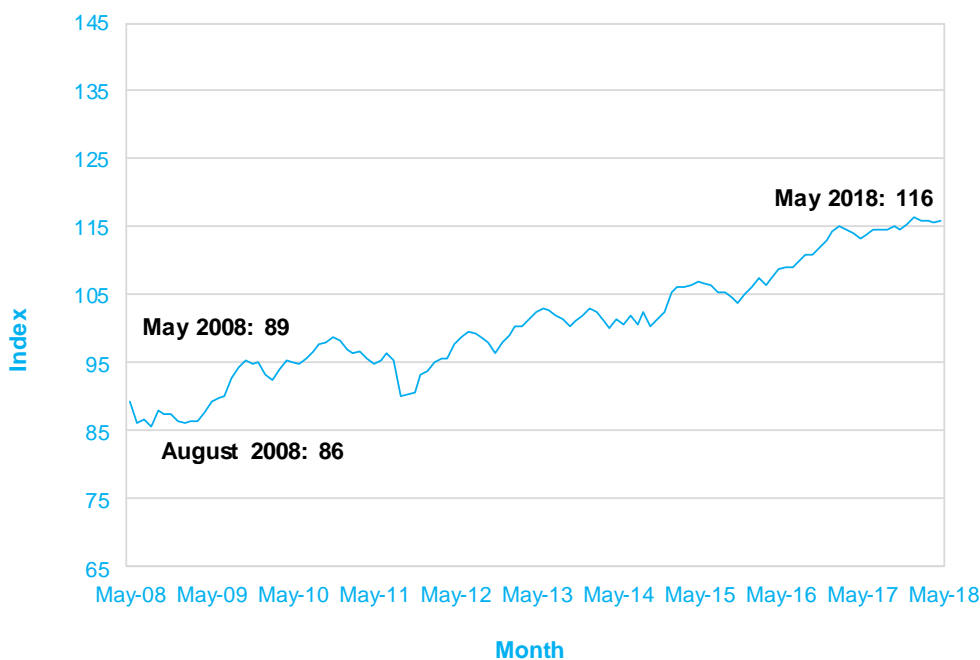


**Past-12-Month
Change**
(From May 2017 to
May 2018)



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

Middle Atlantic Census Division Economic Index* May 2018

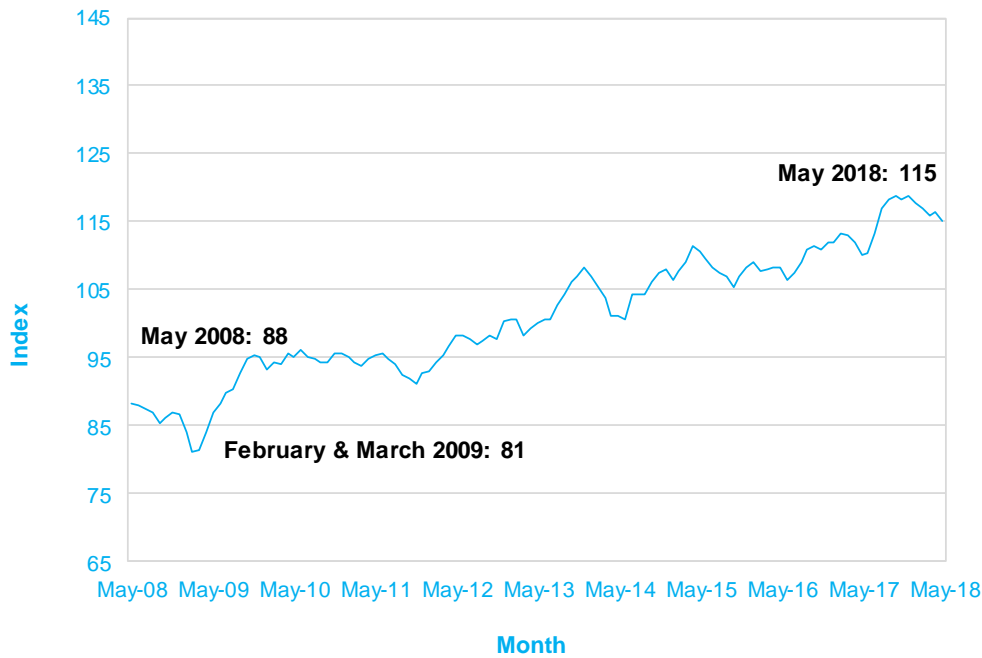


**Past-12-Month
Change**
(From May 2017 to
May 2018)



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

**East North Central Census Division Economic Index*
May 2018**

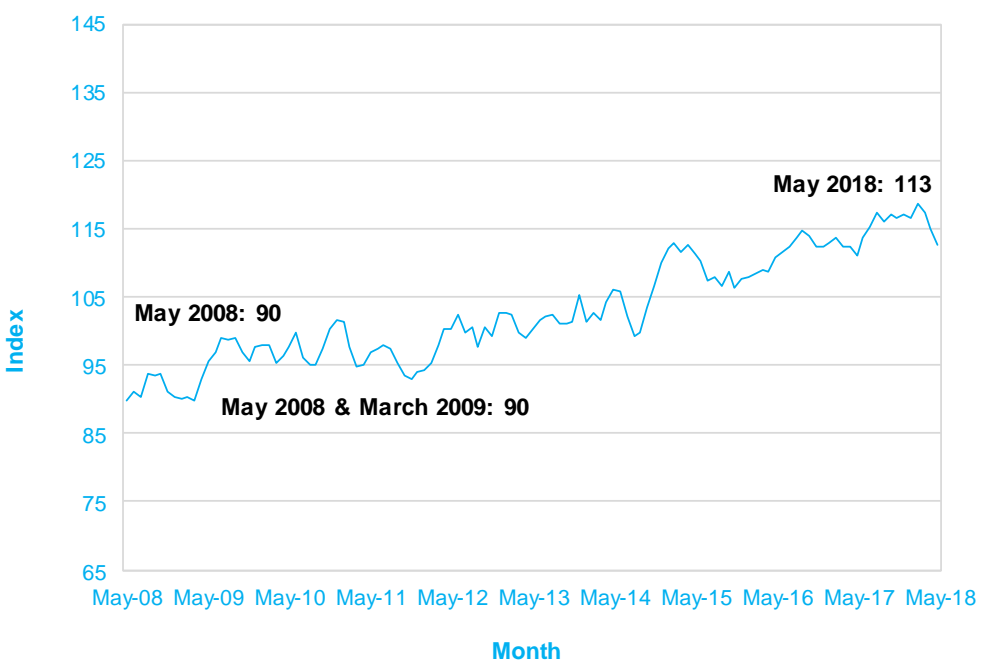


**Past-12-Month
Change
(From May 2017 to
May 2018)**

**+5
Points**

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

**West North Central Census Division Economic Index*
May 2018**

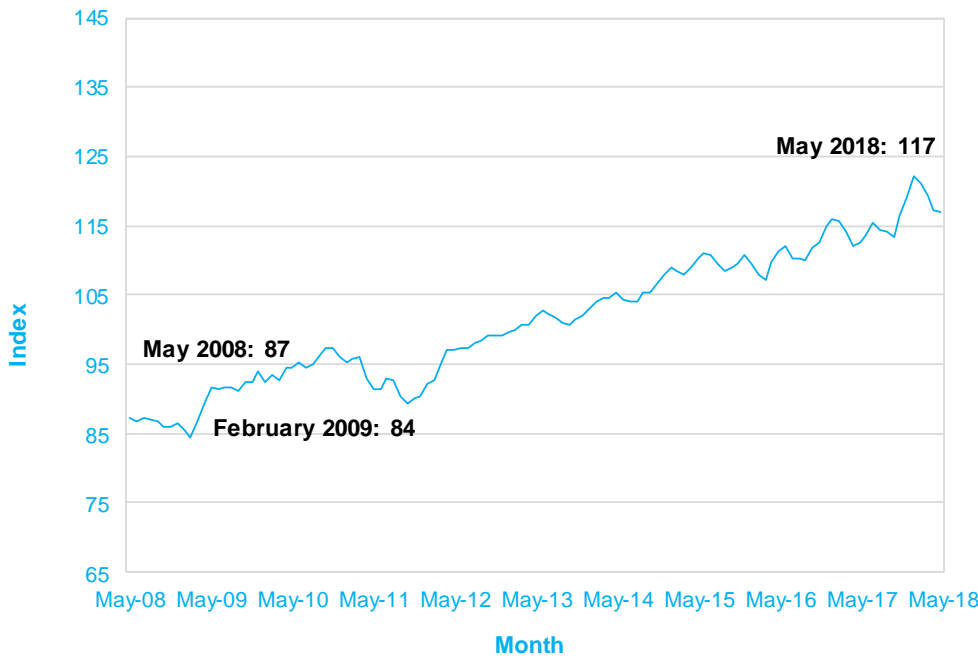


**Past-12-Month
Change
(From May 2017 to
May 2018)**

**+2
Points**

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

South Atlantic Census Division Economic Index* May 2018

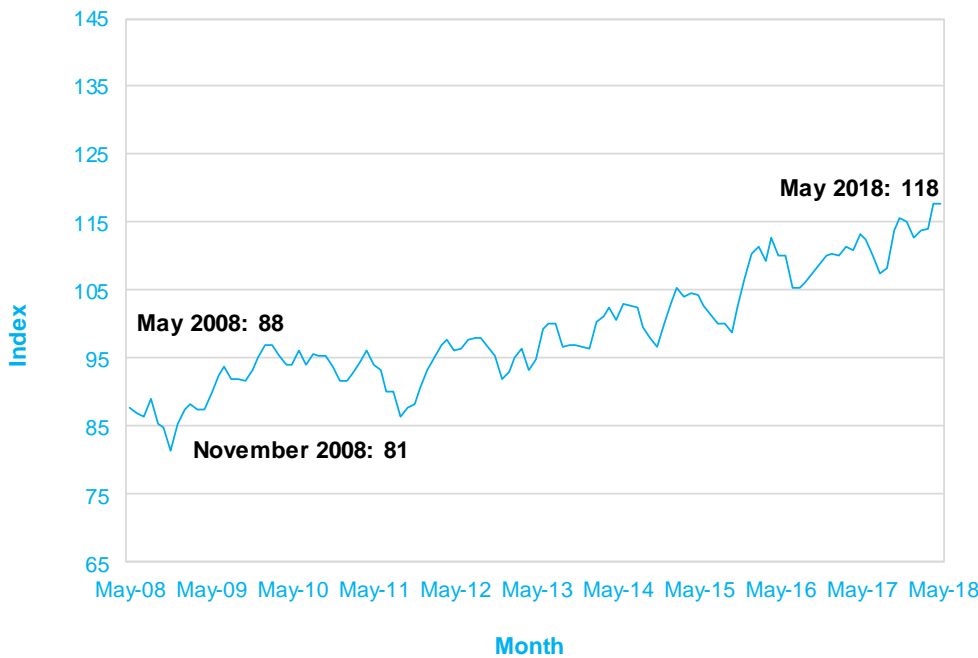


**Past-12-Month
Change
(From May 2017 to
May 2018)**



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* May 2018

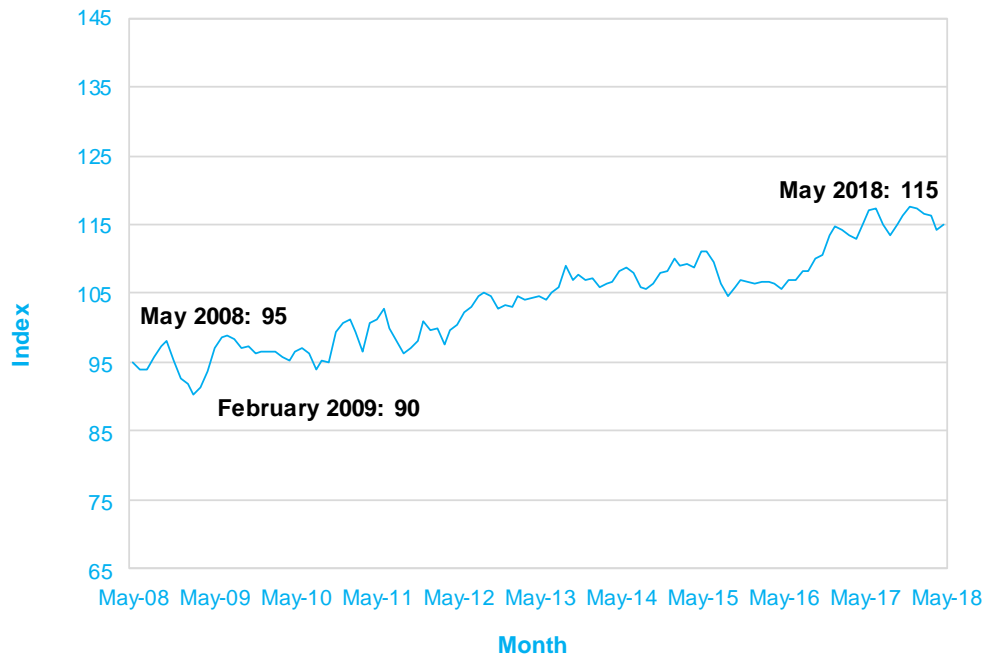


**Past-12-Month
Change
(From May 2017 to
May 2018)**



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

West South Central Census Division Economic Index* May 2018

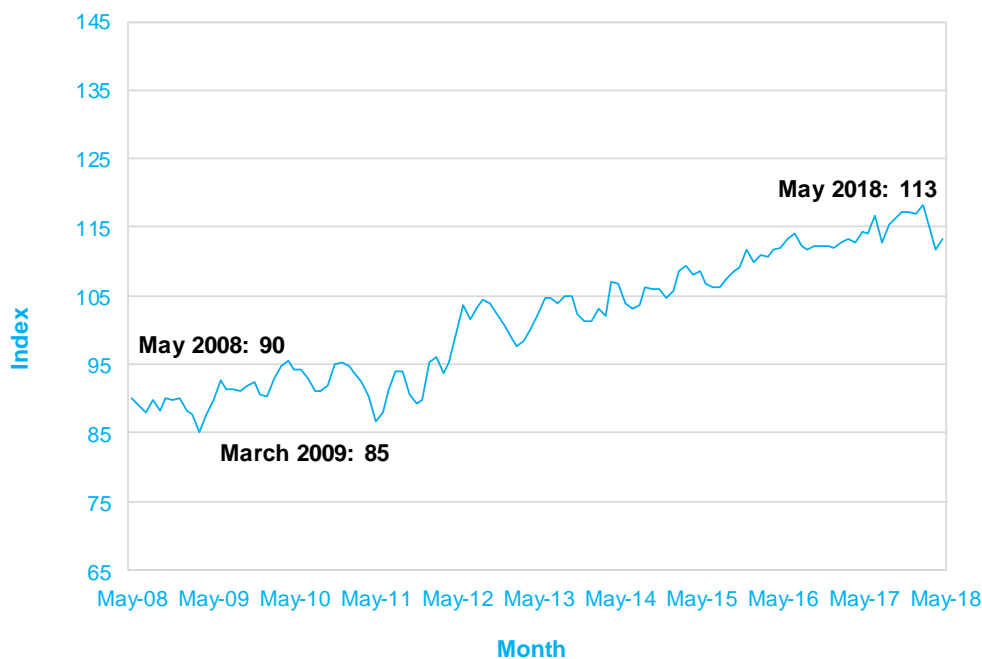


**Past-12-Month
Change**
(From May 2017 to
May 2018)



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

Mountain Census Division Economic Index* May 2018

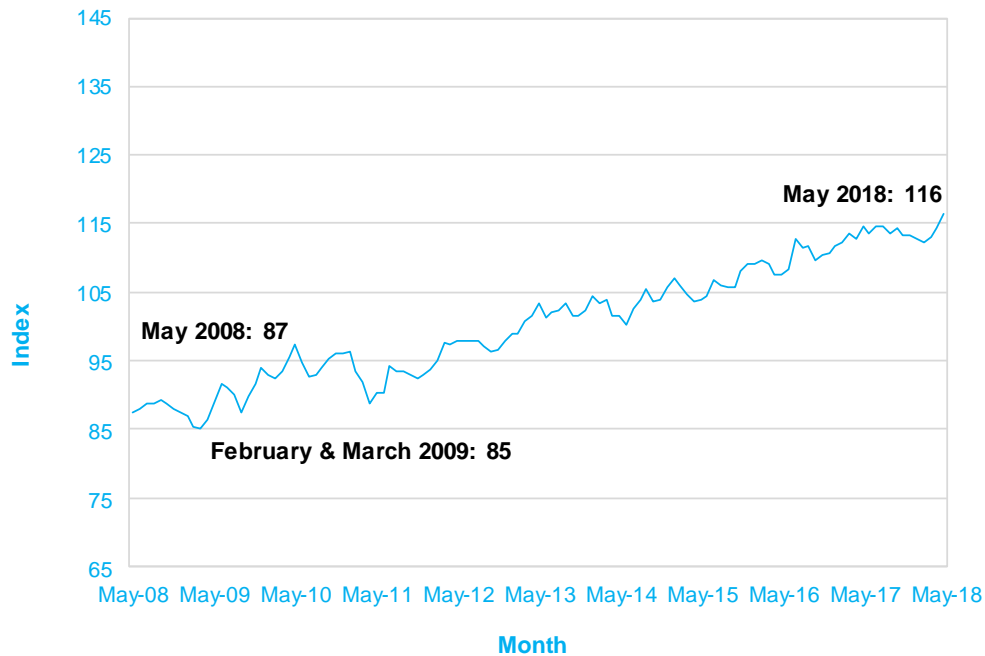


**Past-12-Month
Change**
(From May 2017 to
May 2018)



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

Pacific Census Division Economic Index* May 2018



**Past-12-Month
Change
(From May 2017 to
May 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, 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.