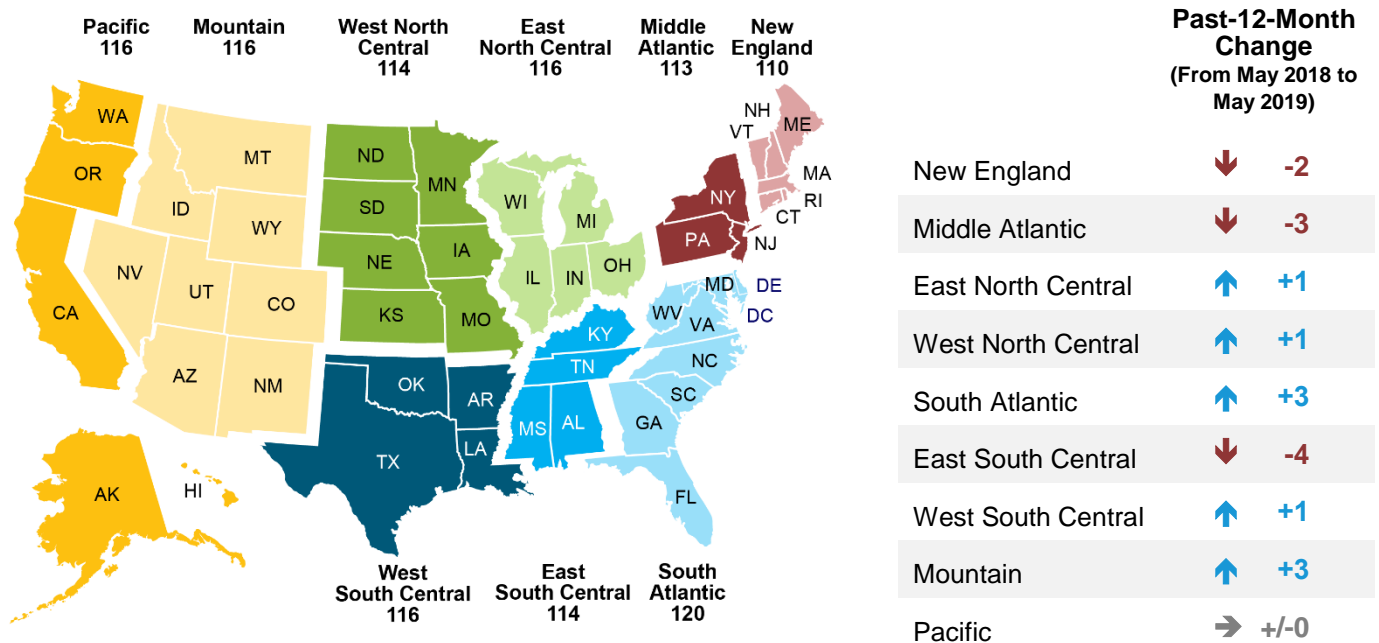


# Decision Analyst Economic Index United States Census Divisions

May 2019

Arlington, Texas—The Mountain and the South Atlantic Census Divisions each increased 3 points in the past 12 months. Meanwhile, the East South Central Census Division declined 4 points in the past 12 months and the Middle Atlantic Census Division declined 3 points. The Pacific Census Division remains unchanged over the past 12 months.

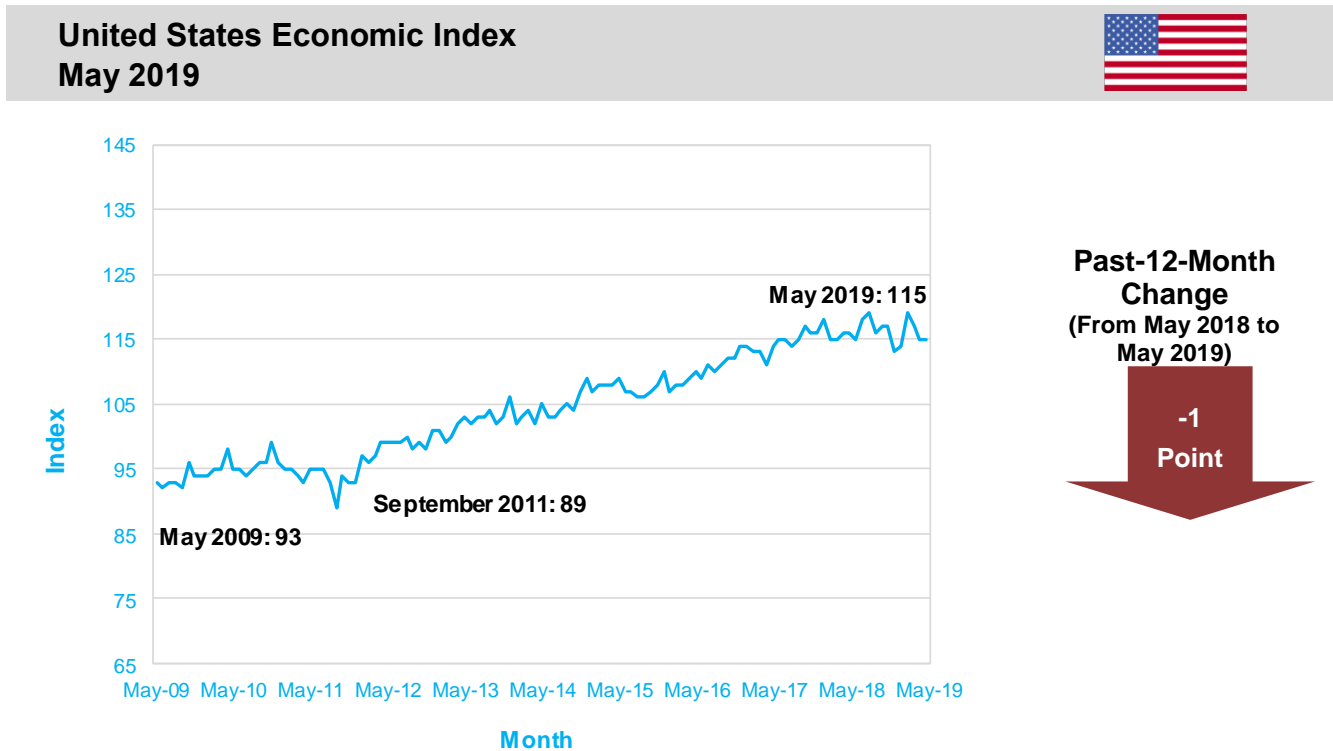
## United States Census Divisions Economic Indices May 2019\*



\* 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 **115 for May 2019**, the same score as the previous month. Over the past 12 months, the U.S. Economic Index is basically flat (a 1-point decline from May 2018). The overall long-term trend of the Economic Index over the past 2 years is relatively flat, an indication of slowing economic growth as 2019 unfolds. 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.

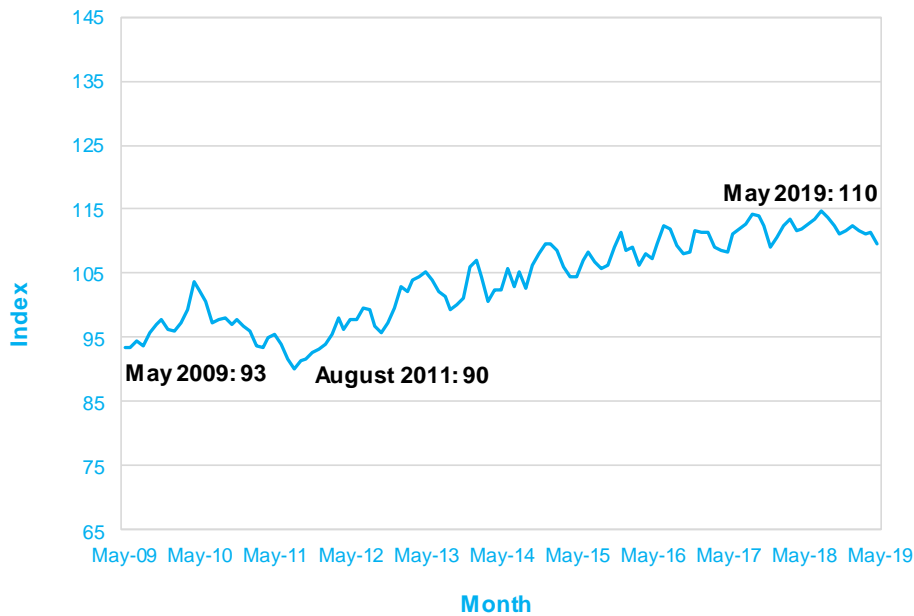


“The overall pattern of the U.S. Economic Index over the past 24 months is suggesting slowing economic growth in the U.S. during the second half of the year. While U.S. GDP growth in 2018 will come in close to 3%, GDP growth in 2019 is likely to be closer to 2%. Decisions coming out of Washington, D.C., are disrupting and dampening U.S. economic activity. Tariffs, trade disputes, immigration crackdowns, hostility toward other countries, and governmental chaos tend to increase uncertainty for consumers and businesses, encouraging both groups to go slowly and avoid major financial commitments. Major corporations are failing to invest in new products, research and development, or new plant and equipment--as they squander the tax cut by buying back their own stocks,” said Jerry W. Thomas, CEO/President of Decision Analyst. “Economic weakness in Europe and China are also worrying.”

## 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 2019

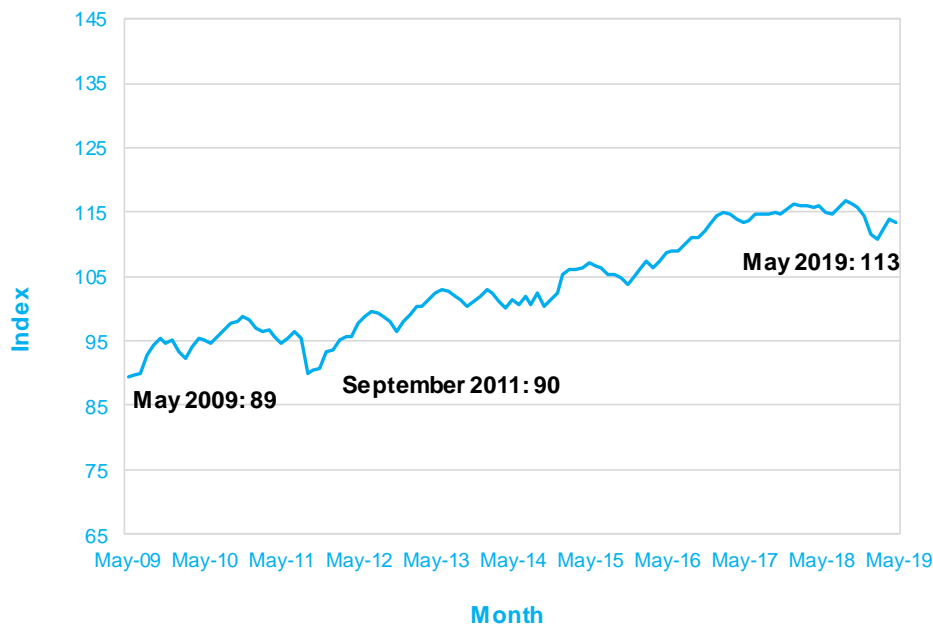


**Past-12-Month  
Change**  
(From May 2018 to  
May 2019)

**-2  
Point**

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

### Middle Atlantic Census Division Economic Index\* May 2019

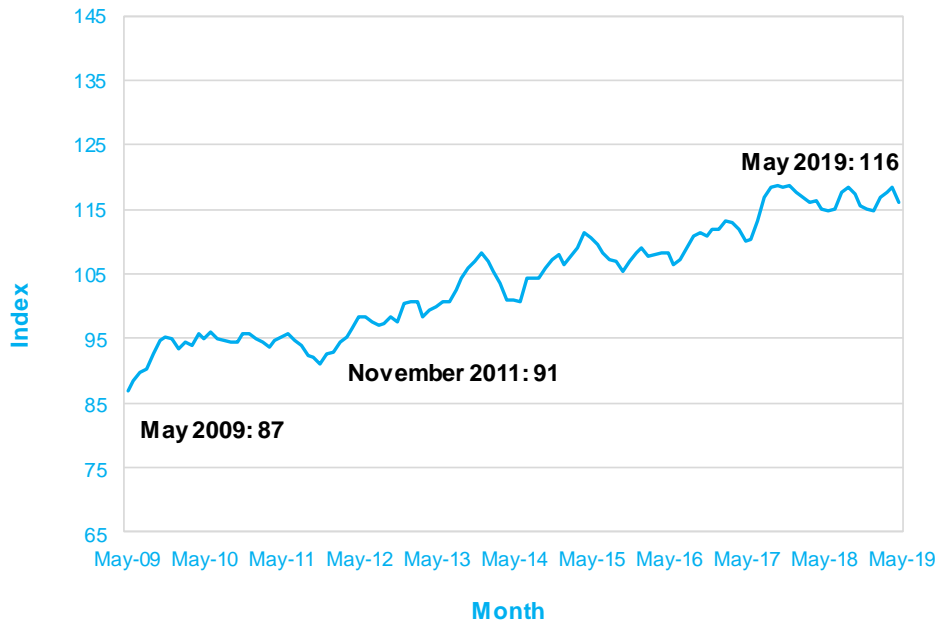


**Past-12-Month  
Change**  
(From May 2018 to  
May 2019)

**-3  
Points**

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

### East North Central Census Division Economic Index\* May 2019

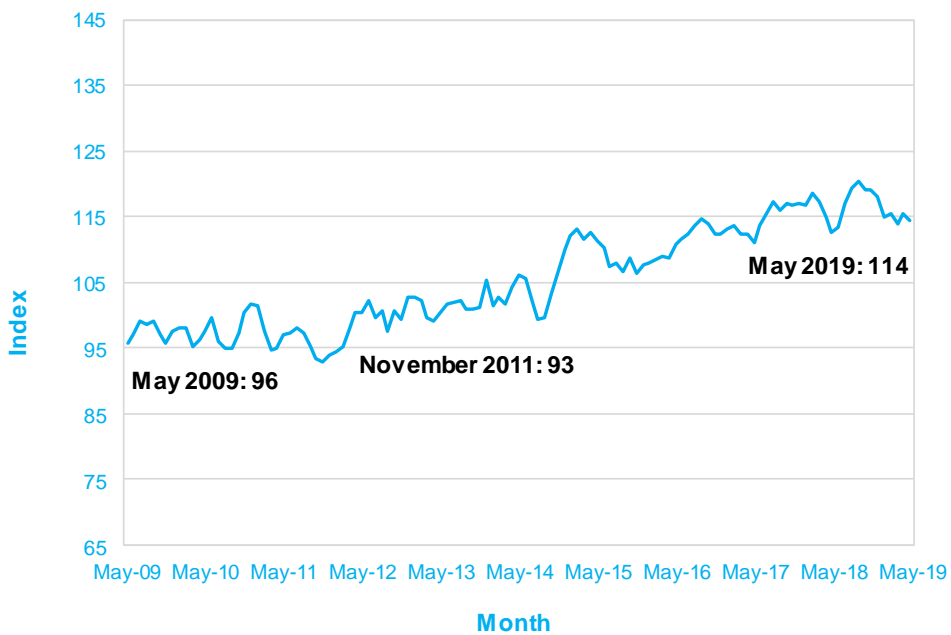


**Past-12-Month  
Change**  
(From May 2018 to  
May 2019)

**+1  
Point**

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

### West North Central Census Division Economic Index\* May 2019

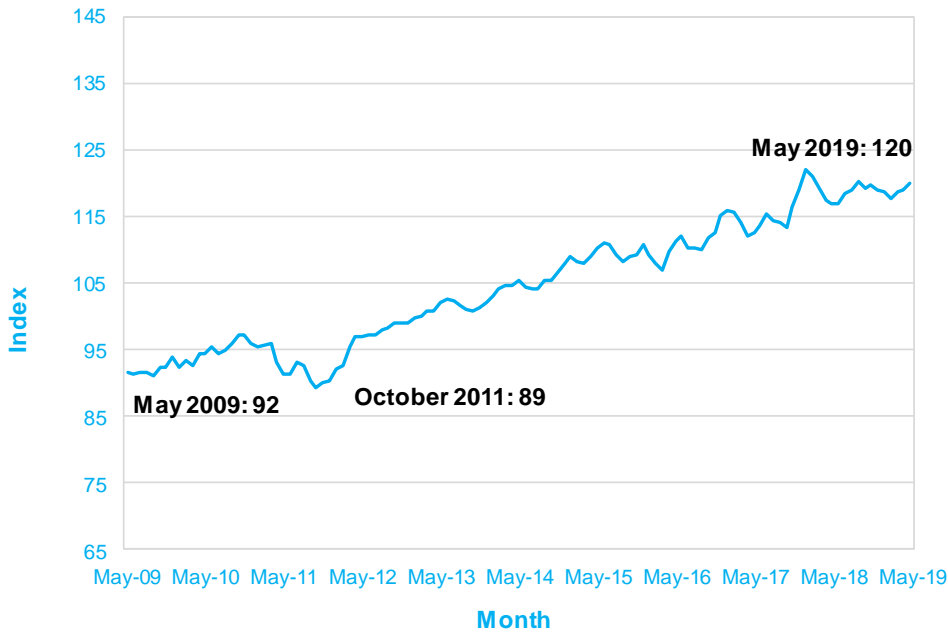


**Past-12-Month  
Change**  
(From May 2018 to  
May 2019)

**+1  
Point**

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

### South Atlantic Census Division Economic Index\* May 2019

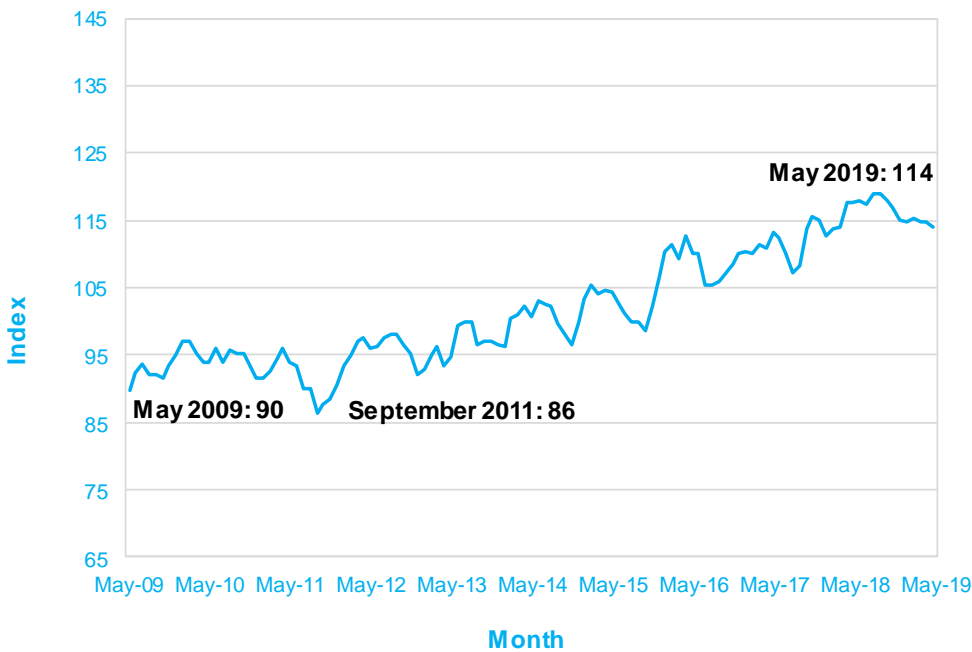


**Past-12-Month  
Change  
(From May 2018 to  
May 2019)**

**+3  
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\* May 2019

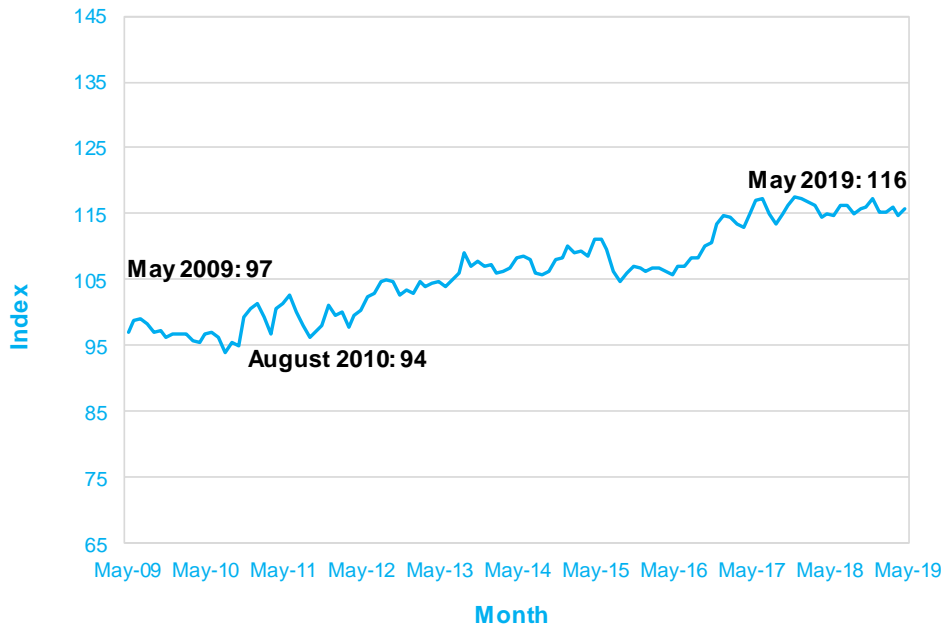


**Past-12-Month  
Change  
(From May 2018 to  
May 2019)**

**-4  
Points**

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

### West South Central Census Division Economic Index\* May 2019

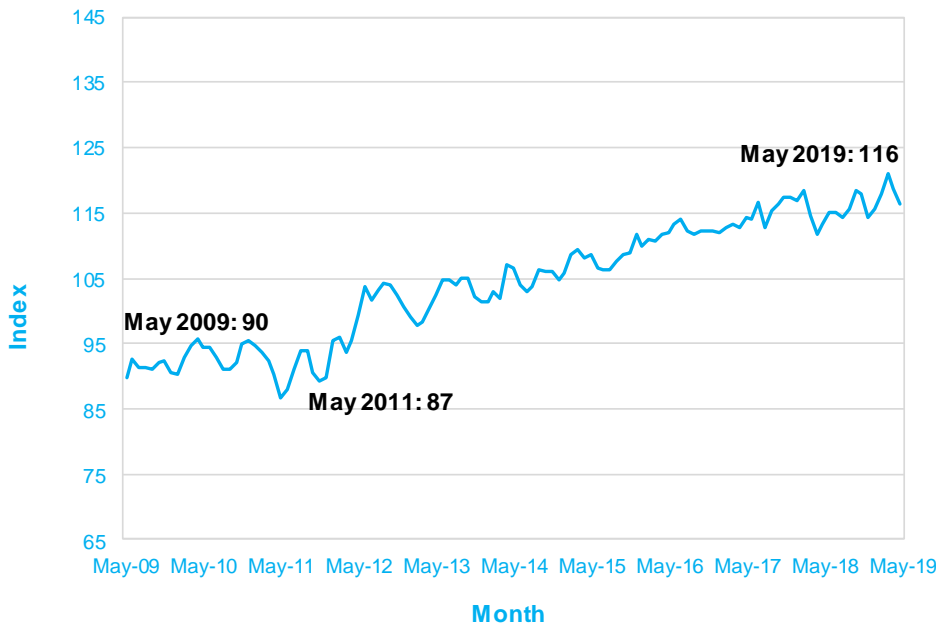


**Past-12-Month  
Change  
(From May 2018 to  
May 2019)**

**+1  
Point**

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

### Mountain Census Division Economic Index\* May 2019

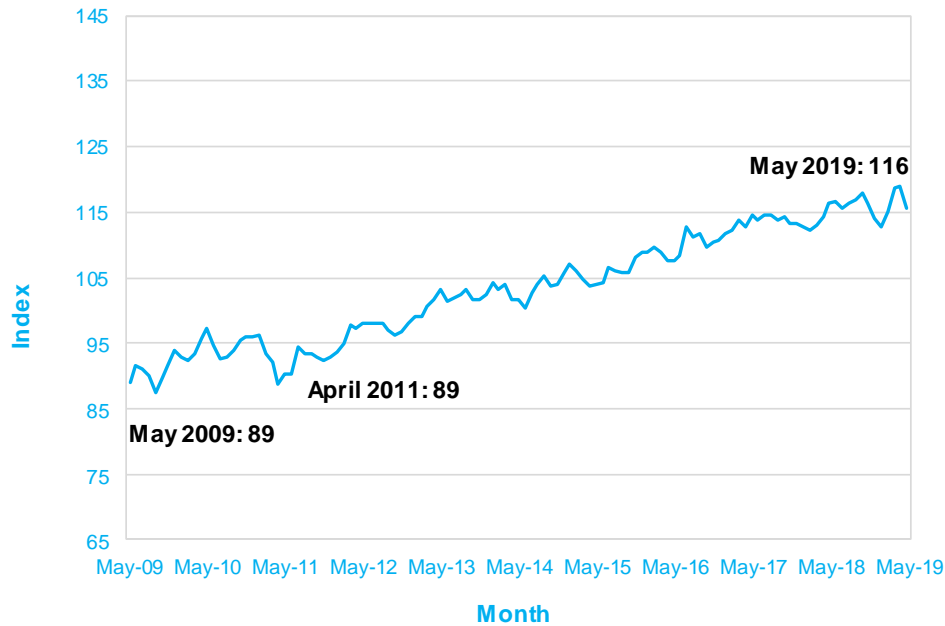


**Past-12-Month  
Change  
(From May 2018 to  
May 2019)**

**+3  
Points**

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

## Pacific Census Division Economic Index\* May 2019



**Past-12-Month  
Change  
(From May 2018 to  
May 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, 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](http://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.