

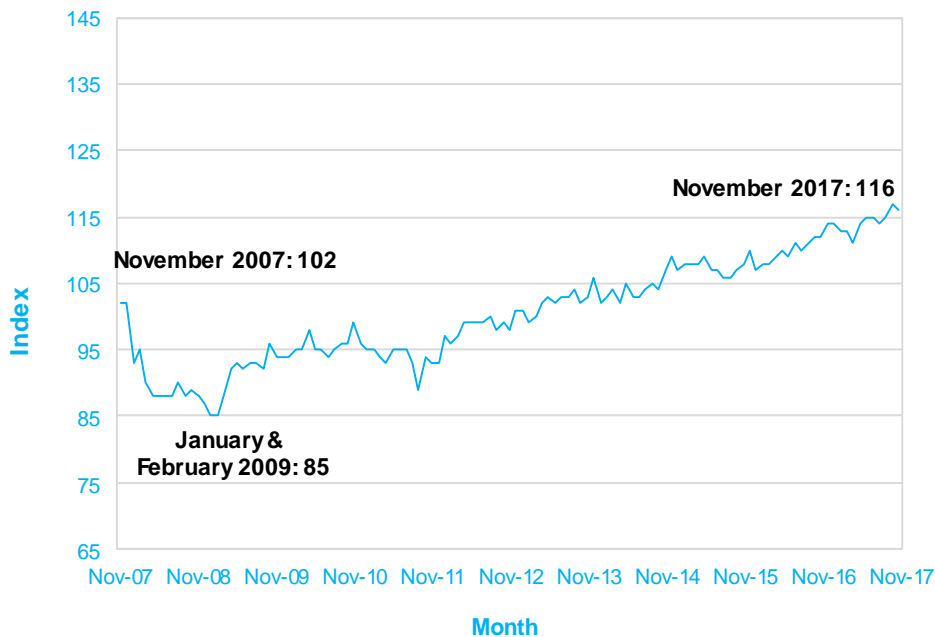
Decision Analyst Economic Index

November 2017

U.S. Economy Ending the Year With Moderate Economic Expansion, According To Decision Analyst's Economic Index

Arlington, Texas—The Decision Analyst U.S. Economic Index stood at **116 in November 2017**, a 1-point decrease from October 2017; however, the Index is 4 points above its November 2016 level. The past-12-month slope of the Economic Index indicates that the U.S. economy is likely to expand throughout the first half of 2018, and perhaps beyond. 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 November 2017



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



















“The U.S. Economic Index is up 4 points over the past 12 months, an indication of moderate 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 interest rates and the cumulative effects of quantitative easing. The vast floods 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 prices are rising and everyone is enjoying the party. Unfortunately, asset bubbles don’t last forever, and when they come

crashing down, the drag on the overall economy can trigger a recession. The U.S. Economic Index points to continued GDP growth, but the risks are growing also,” said Thomas.

Global Indices

The following chart compares Decision Analyst’s U.S. Economic Index to its Economic Indices for other countries. Like the United States, France and the Russian Federation increased by 4 points each in the past 12 months, while the United Kingdom declined by 4 points. In South America, Chile increased 12 points in the past 12 months, while Brazil increased 7 points. Colombia declined by 4 points. In Asia, India declined by 7 points.

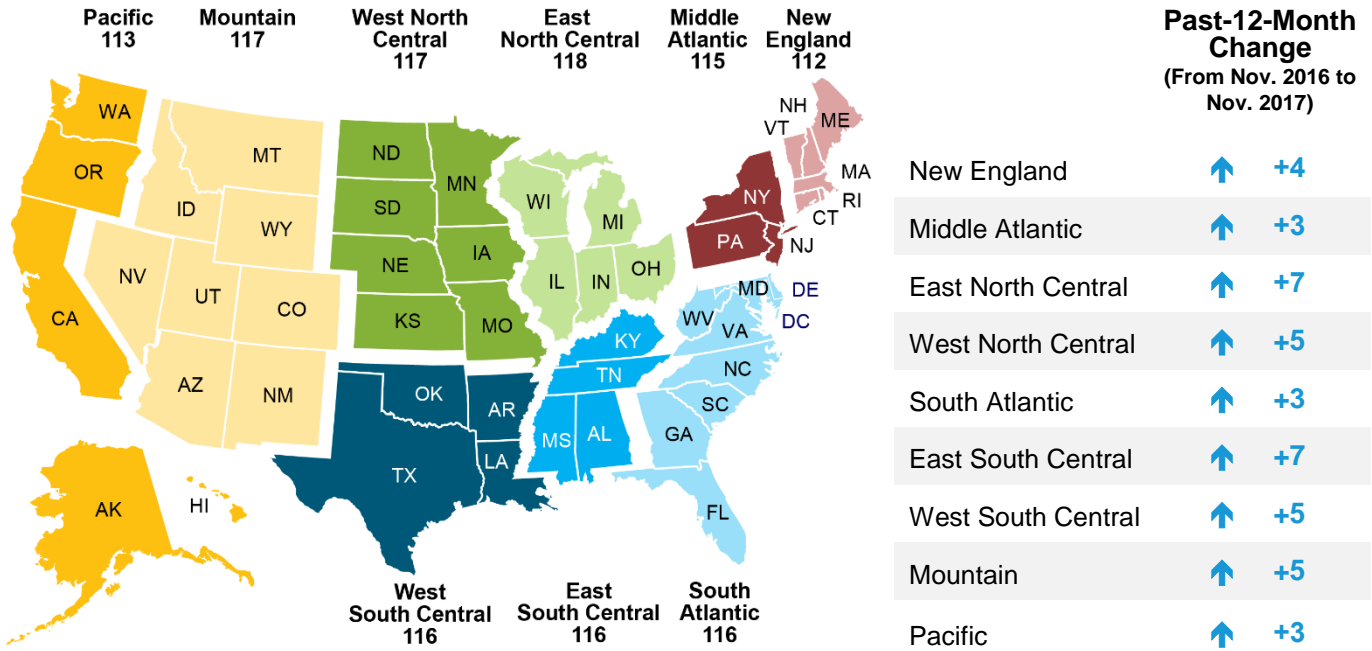
| Decision Analyst Global Economic Indices November 2017 | | | Past-12-Month Change (From Nov. 2016 to Nov. 2017) | |
|---|---------------------|---------------------|--|-----|
| North America | | November 2017 Index | | |
|  | United States | 116 | ↑ | +4 |
|  | Canada | 95 | ↑ | +3 |
|  | Mexico* | 98 | ↑ | +2 |
| South America | | | | |
|  | Argentina* | 92 | ↑ | +6 |
|  | Brazil* | 103 | ↑ | +7 |
|  | Chile* | 103 | ↑ | +12 |
|  | Colombia* | 96 | ↓ | -4 |
|  | Peru* | 108 | ↑ | +4 |
| Europe | | | | |
|  | France | 93 | ↑ | +4 |
|  | Germany | 106 | ↑ | +1 |
|  | Italy | 97 | ↑ | +1 |
|  | Russian Federation* | 102 | ↑ | +4 |
|  | Spain* | 99 | ↓ | -2 |
|  | United Kingdom | 103 | ↓ | -4 |
| Australia/Asia | | | | |
|  | Australia* | 96 | ↑ | +3 |
|  | India* | 120 | ↓ | -7 |

* The Index numbers for Argentina, Australia, Brazil, Chile, Colombia, India, Mexico, Peru, the Russian Federation, and Spain are 3-month moving averages to smooth out month-to-month fluctuations. The reported Index number averages the current month with the previous 2 months.

U.S. Census Divisions

The Economic Indices for the U.S. Census Divisions have increased in the past 12 months. The East North Central Census Division had the highest score in November 2017, with an Index of **118**, while the West North Central Division and the Mountain Census Division each had a score of **117** each. The New England Census Division had the lowest Index at **112**.

United States Census Divisions Economic Indices November 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.

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, the 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.