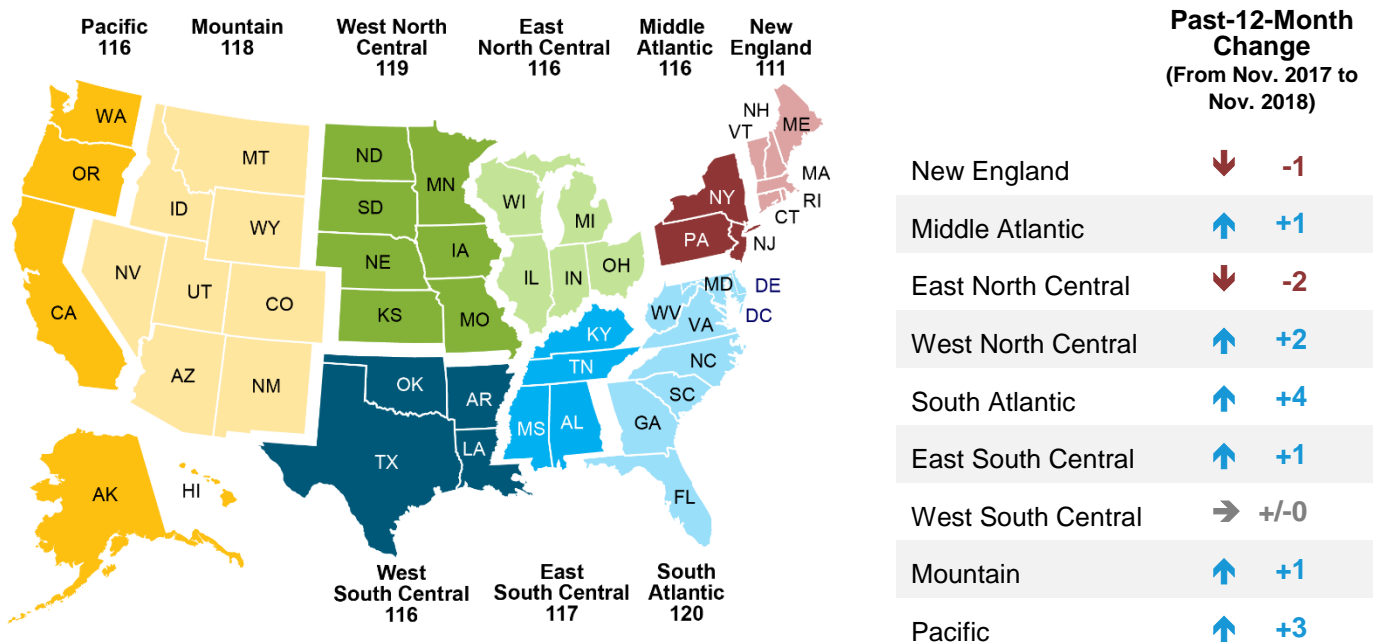


# Decision Analyst Economic Index United States Census Divisions

November 2018

Arlington, Texas— The South Atlantic Census Division has the highest Index score for November (120), while the New England Census Division has the lowest Index score (111) for November 2018. The South Atlantic Census Division increased 4 points in the past 12 months and the Pacific Census Division increased 3 points. Conversely, the Index scores for both the East North Central and the New England Census Divisions have each declined.

## United States Census Divisions Economic Indices November 2018\*

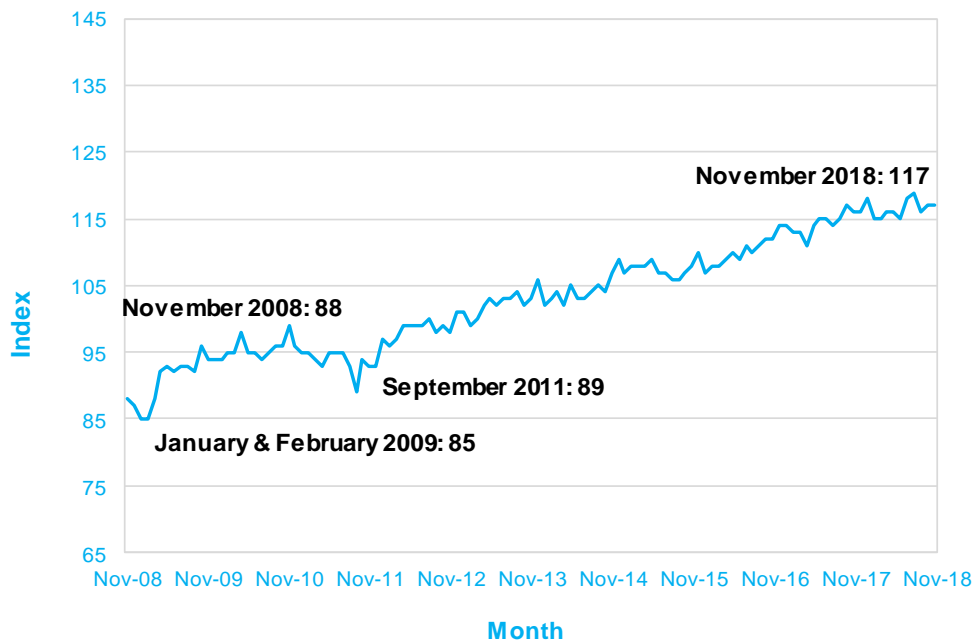


\* The Index scores for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index score for each division averages the current month with the previous 2 months.

## United States Economic Index

The Decision Analyst U.S. Economic Index stands at **117 for November 2018**, the same score as last month, but a 1-point increase from 12 month ago (November 2017). The overall trend of the Economic Index has been relatively flat over the past 5 or 6 quarters, and this suggests slow expansion of the U.S. economy during the first half of 2019. 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 November 2018



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

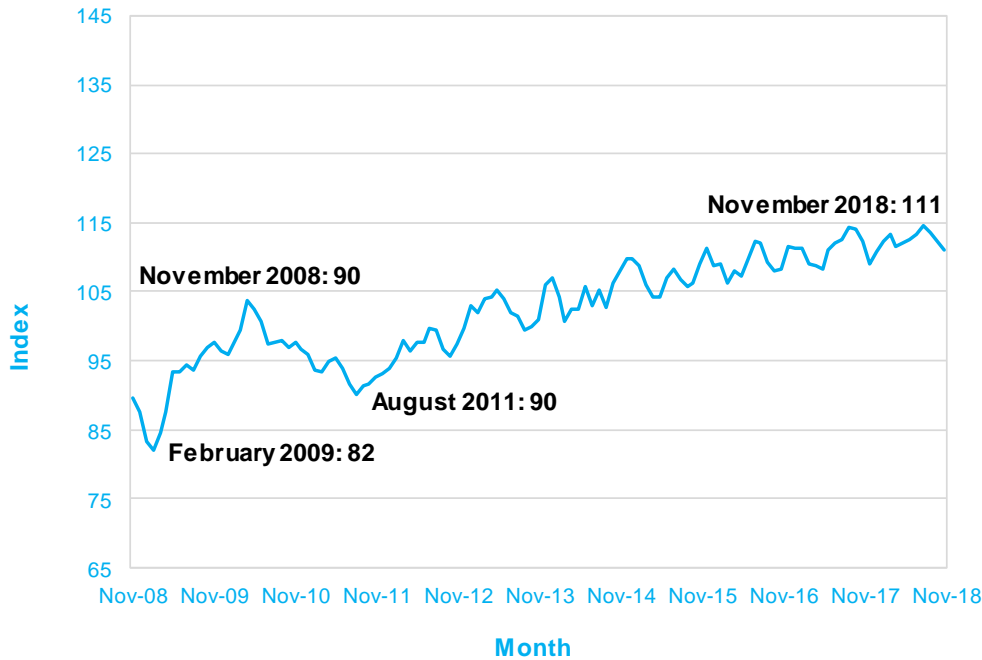


“The U.S. Economic Index is indicating a ‘topping out’ of the U.S. economy and suggesting slower growth in coming quarters. A major risk to economic growth is the failure of major corporations to use the recent tax cuts to boost capital spending. Capital spending is the primary driver of overall economic growth, so a failure to invest will translate into a drag on the U.S. economy. Consumer consumption spending is constrained by stagnant median U.S. household income and by growing inflationary pressures. Trading agreements are massive documents setting forth the ground rules for mutual international trade. Any disruption of these agreements and the imposition of new tariffs could quickly lead to reduced economic activity. Rising interest rates and the growing mountain of corporate and governmental debt are also inhibitions to future economic growth,” said Jerry W. Thomas, President/CEO of Decision Analyst, “although rising interest rates are actually a positive in that higher rates will dampen down speculation of all types and reduce the likelihood of corporate stock buybacks. This coming year could be a challenge 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\* November 2018

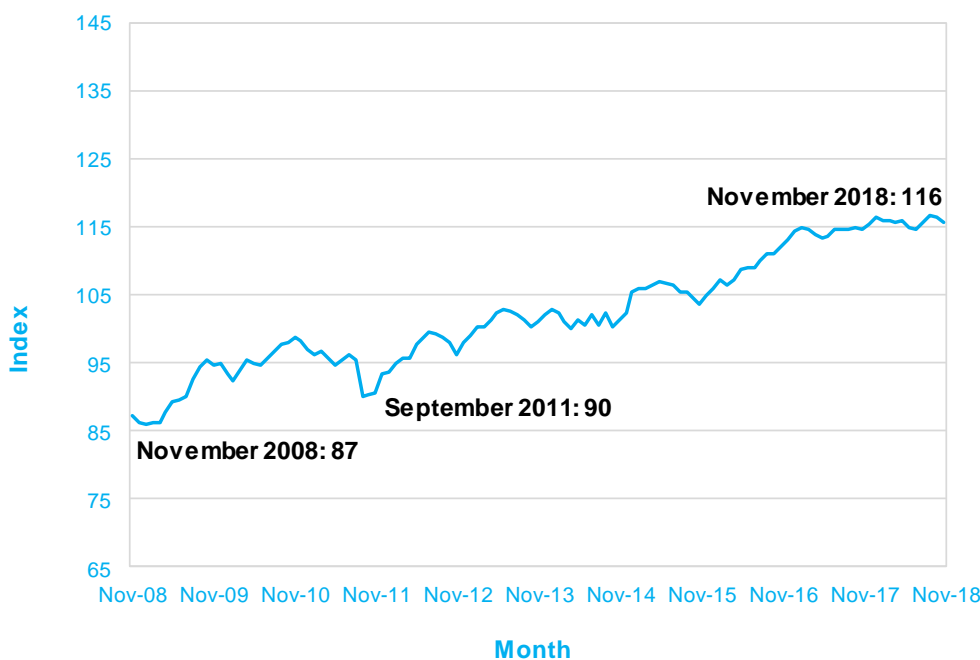


**Past-12-Month  
Change**  
(From Nov. 2017 to  
Nov. 2018)

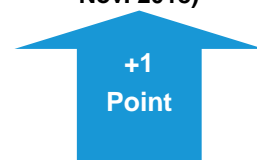


*New England Census  
Division includes  
Connecticut, Maine,  
Massachusetts,  
New Hampshire, Rhode  
Island, and Vermont*

### Middle Atlantic Census Division Economic Index\* November 2018



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



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

### East North Central Census Division Economic Index\* November 2018

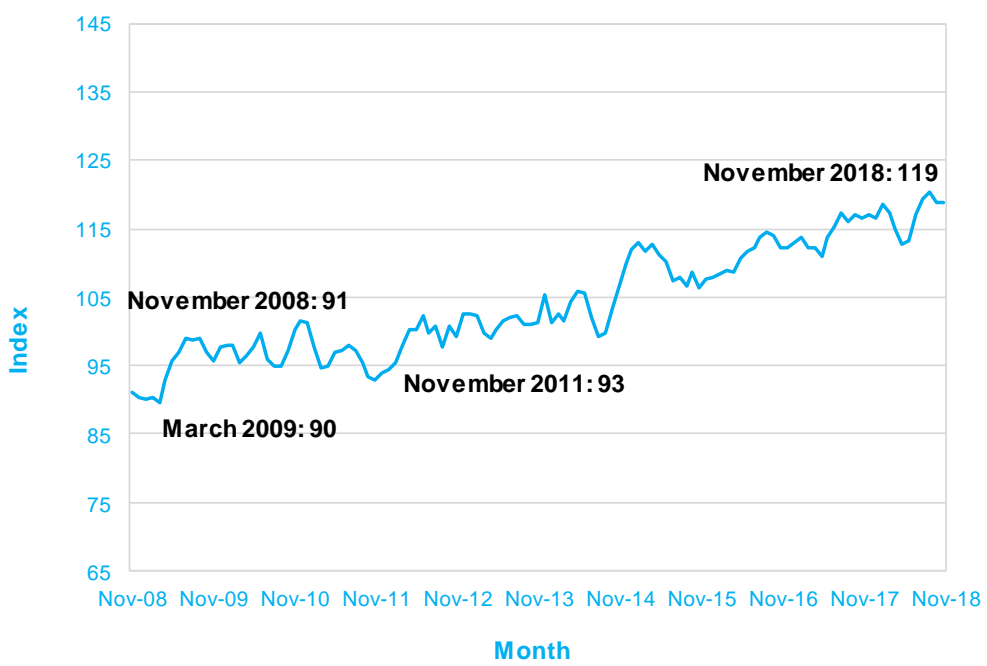


**Past-12-Month Change**  
(From Nov. 2017 to Nov. 2018)

**-2 Points**

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

### West North Central Census Division Economic Index\* November 2018

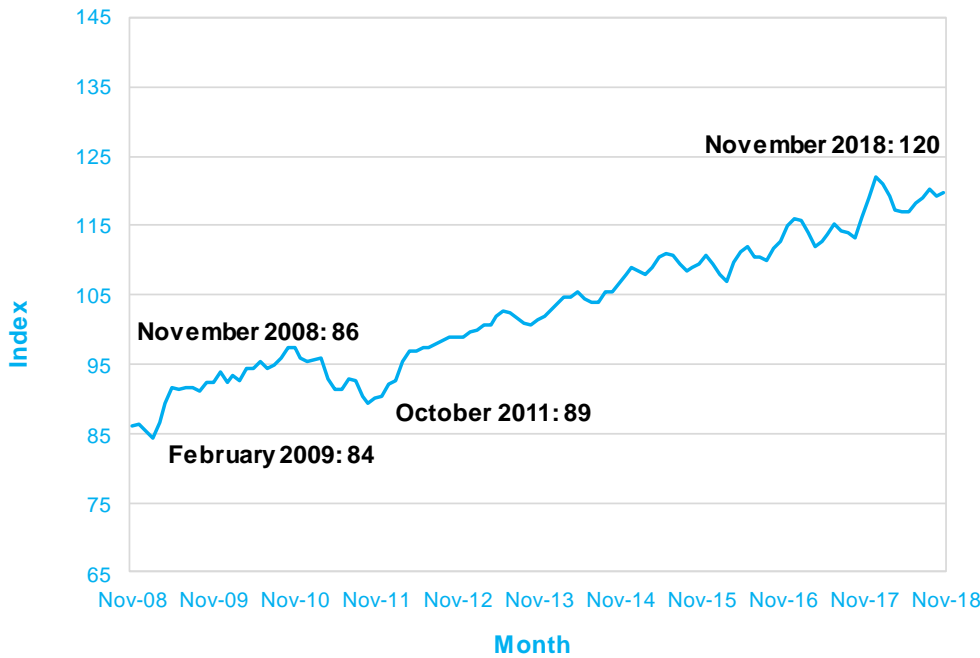


**Past-12-Month Change**  
(From Nov. 2017 to Nov. 2018)

**+2 Points**

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

### South Atlantic Census Division Economic Index\* November 2018



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

**+4  
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\* November 2018

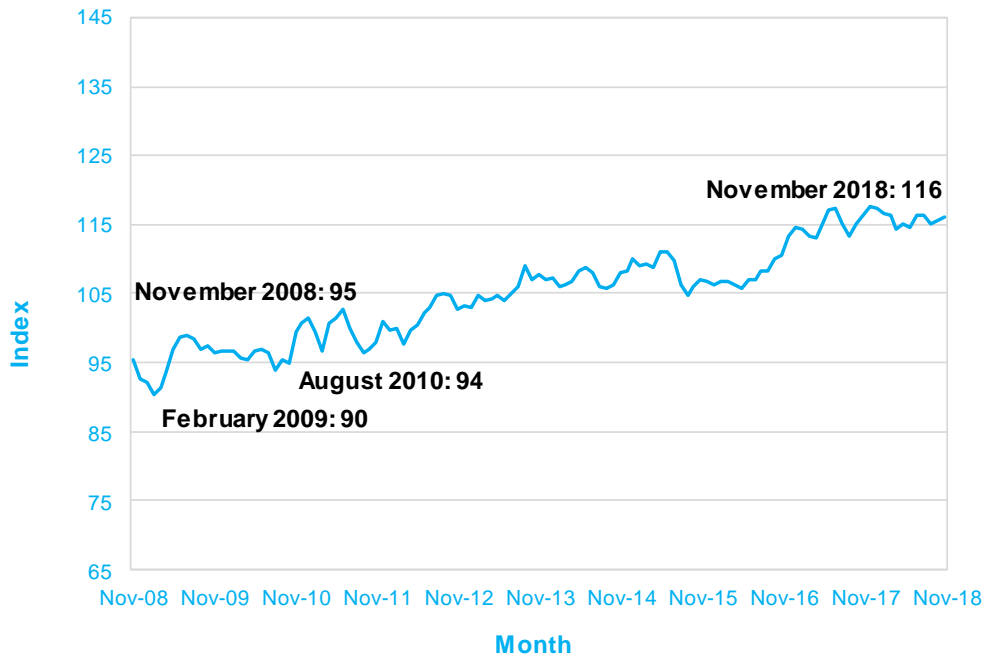


**Past-12-Month  
Change**  
(From Nov. 2017 to  
Nov. 2018)

**+1  
Point**

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

### West South Central Census Division Economic Index\* November 2018



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



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

### Mountain Census Division Economic Index\* November 2018

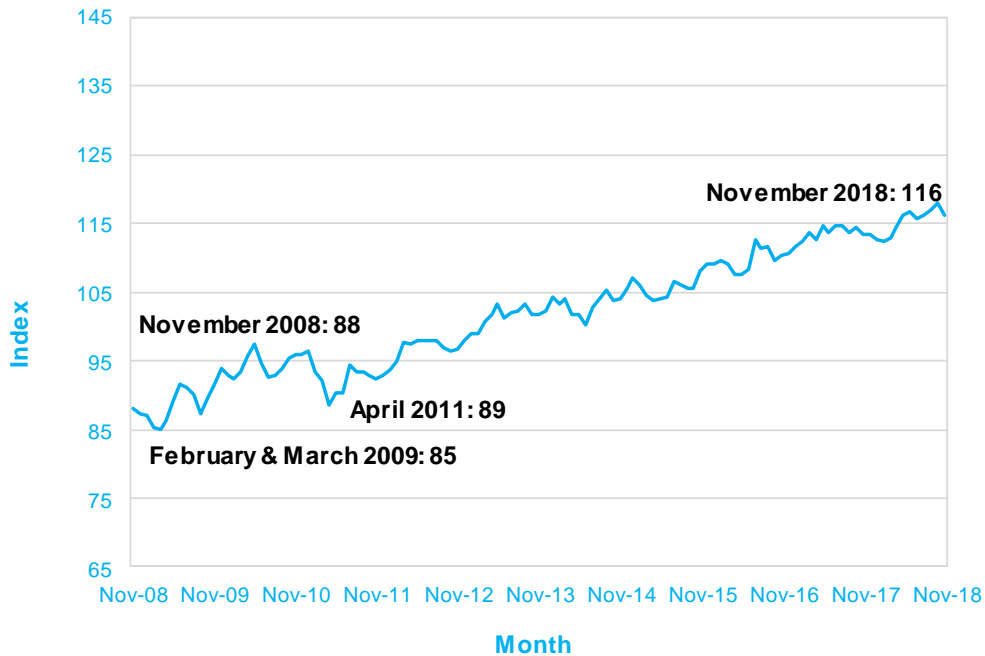


**Past-12-Month  
Change**  
(From Nov. 2017 to  
Nov. 2018)



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

## Pacific Census Division Economic Index\* November 2018



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



*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.