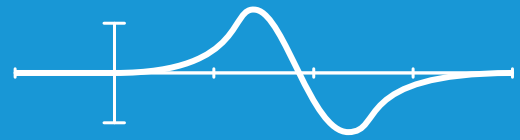


# Decision Analyst Economic Index

## United States Census Divisions

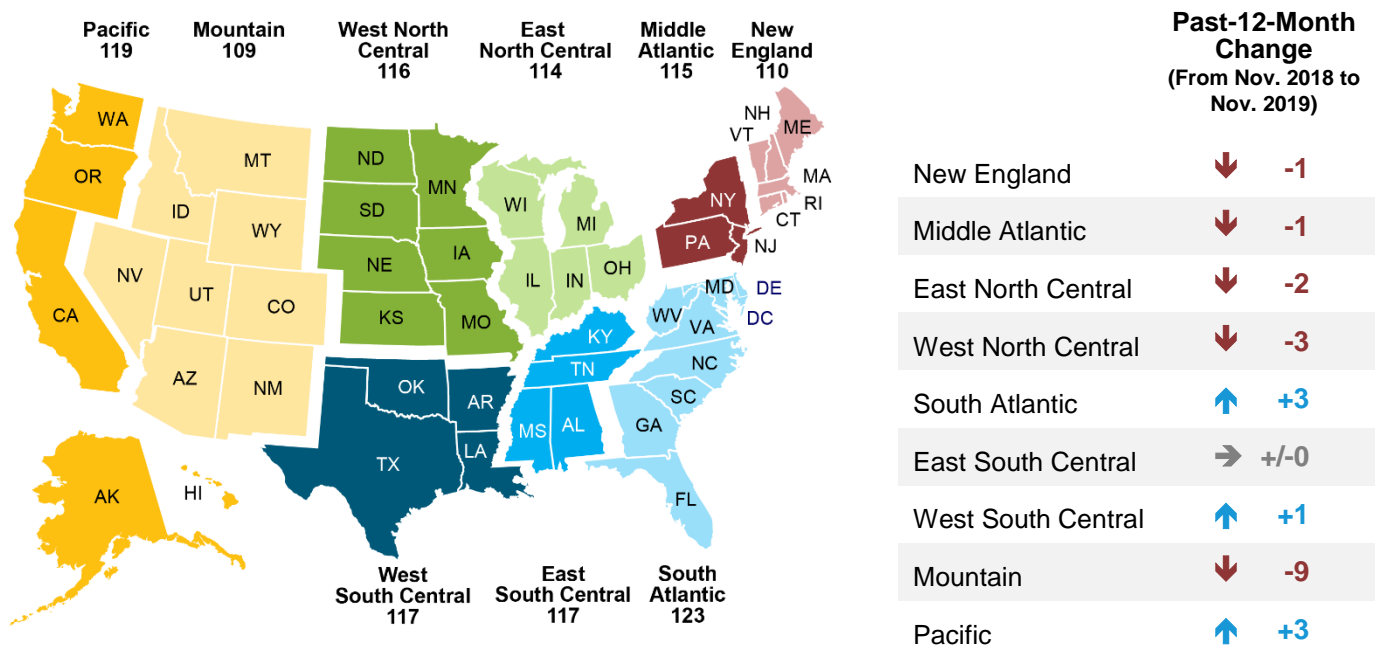
### November 2019



Arlington, Texas—Several of the U.S. Census Divisions saw declines in the past 12 months. The Mountain Census Division declined by 9 points, while the West North Central Census Division declined 3 points. The South Atlantic and the Pacific Census Divisions each increased by 3 points. The following charts are 3-month moving averages, so the numbers are lower than the overall Economic Index (that is, the time periods covered are slightly different). This aberration will correct itself over time.

### United States Census Divisions Economic Indices

#### November 2019\*

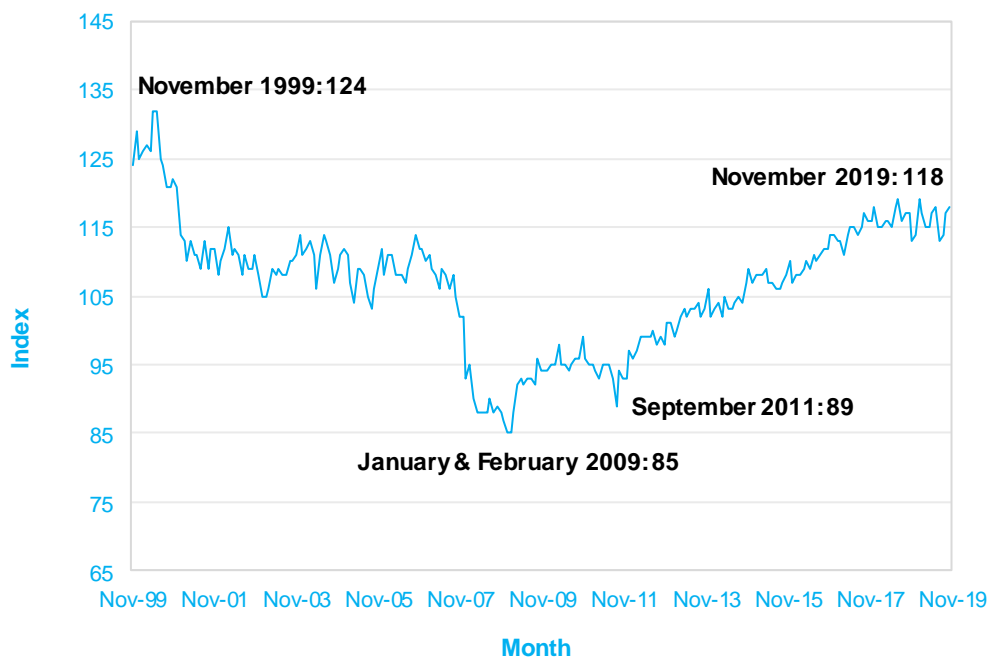


\* The Index scores for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index score for each division averages the current month with the previous 2 months.

## United States Economic Index

The Decision Analyst U.S. Economic Index stood at **118 in November 2019**, an increase of 1 point from the previous month, and also a one point increase from November 2018. Over the course of the past 12 months, the Index remained essentially flat. This suggests that the U.S. economy will continue to grow at a sluggish rate in coming months (i.e., at less than a 2% annual rate). The Economic Index tends to lead overall U.S. economic activity by 6 to 12 months. Below is the past-20-year history of the U.S. Economic Index.

### United States Economic Index November 1999–November 2019



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

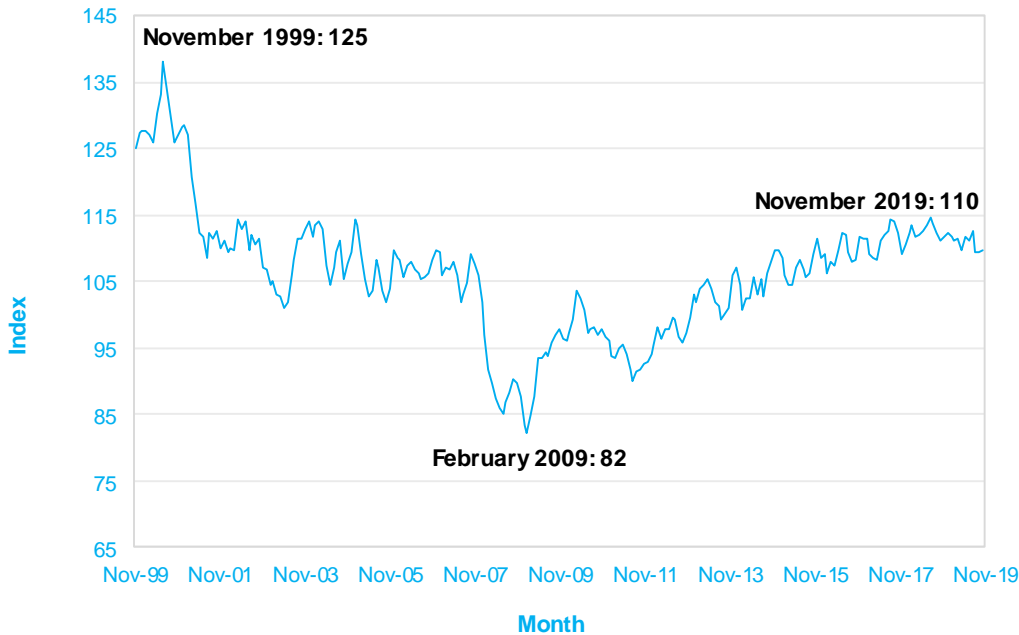
**+1  
Point(s)**

“A quick look at the Economic Index graph above reveals that the Index has been essentially flat for the past 2 years. U.S. consumers have done their part to keep the economy strong—they have continued to spend money. The government has massively stimulated the economy through low interest rates and deficit spending, a massive effort that cannot be sustained long term. Corporations, however, have not done their part. It was hoped that the corporate tax cuts at the beginning of 2018 would lead to a rising tide of business investment. Instead, major corporations have used most of the tax cuts to buy back their stock, a counterproductive waste of money. Trade disputes and tariffs are having a negative effect on the U.S. economy as well, as are labor shortages in some industries. Slow economic growth in Europe and China also poses risks to the U.S. economy. In summary, the U.S. economy is ending 2019 on a weak note and will start off in 2020 at a slow pace,” said Jerry W. Thomas, President/CEO of Decision Analyst.

## Census Division 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 1999–November 2019

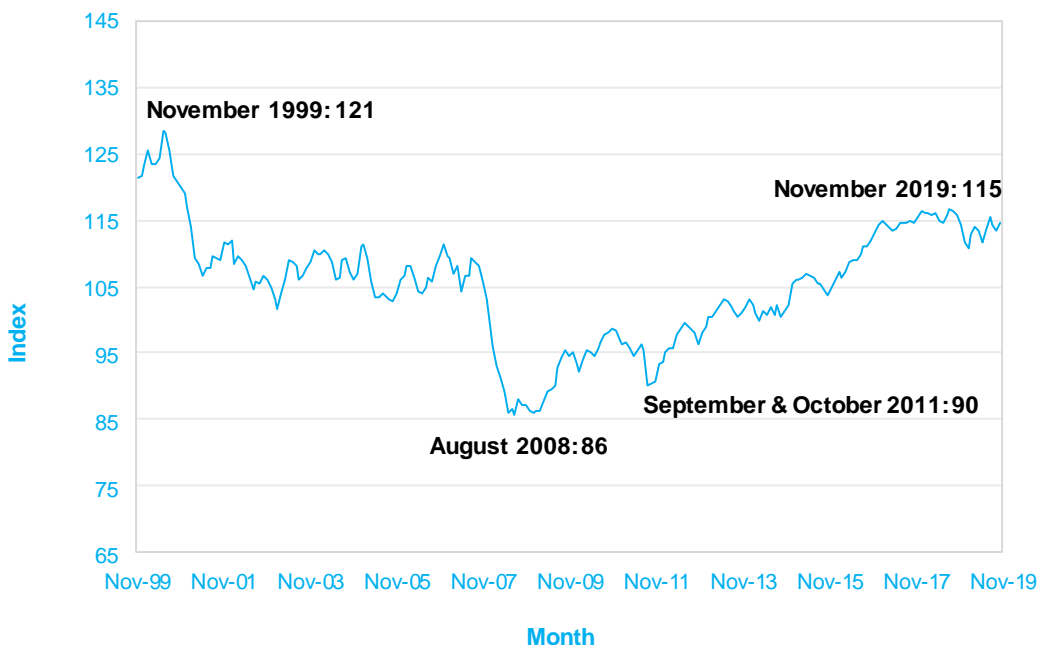


**Past-12-Month  
Change**  
(From Nov. 2018 to  
Nov. 2019)



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

### Middle Atlantic Census Division Economic Index\* November 1999–November 2019

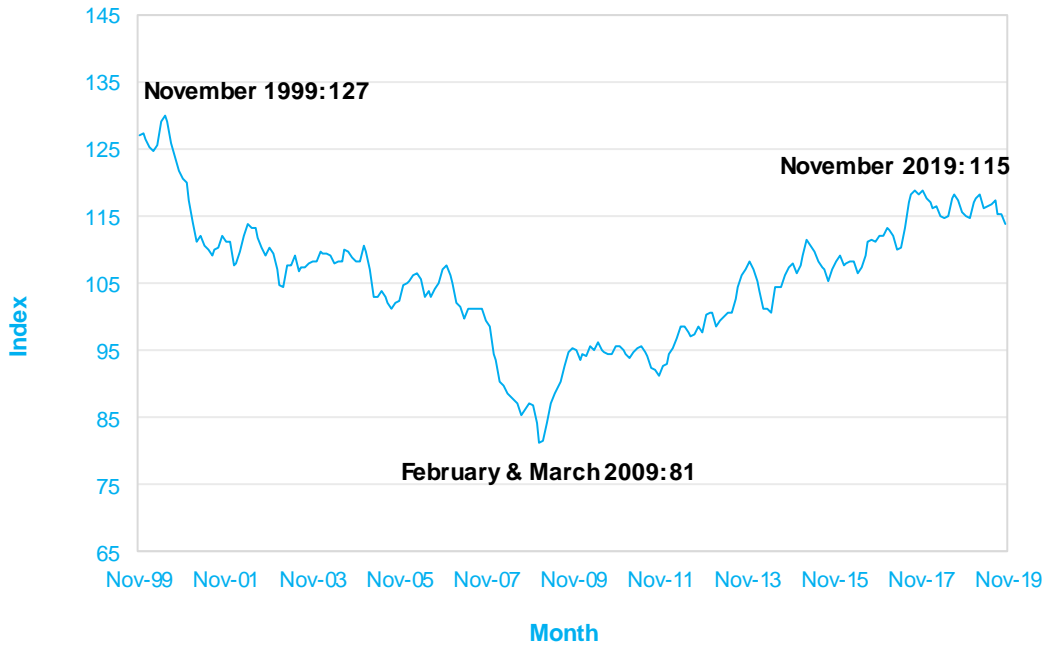


**Past-12-Month  
Change**  
(From Nov. 2018 to  
Nov. 2019)



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

**East North Central Census Division Economic Index\*  
November 1999–November 2019**

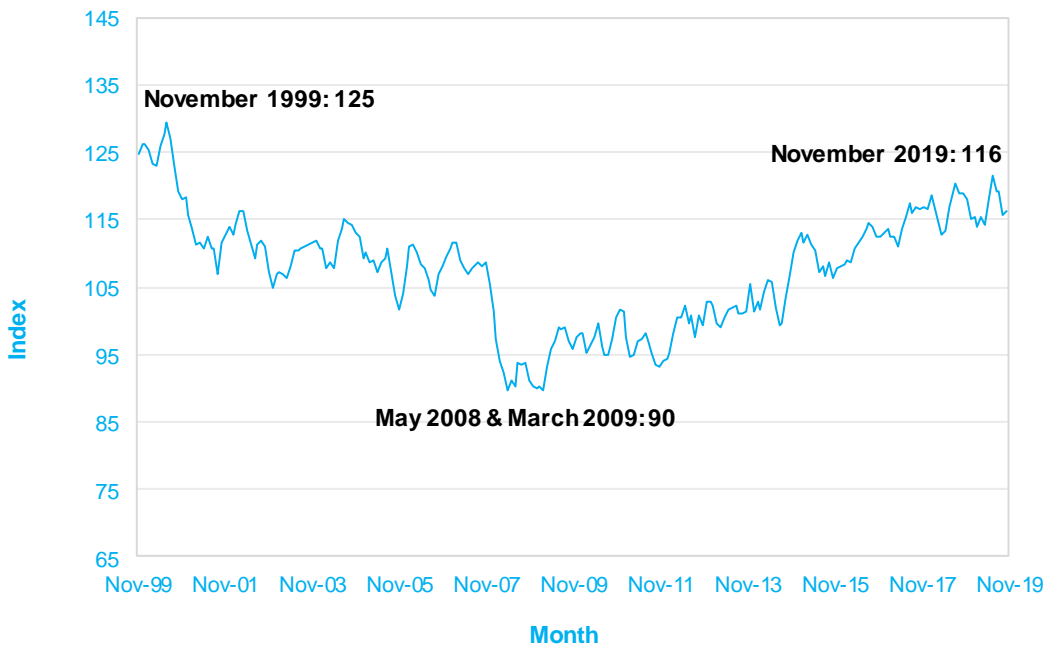


**Past-12-Month  
Change**  
(From Nov. 2018 to  
Nov. 2019)

**-2  
Point(s)**

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

**West North Central Census Division Economic Index\*  
November 1999–November 2019**

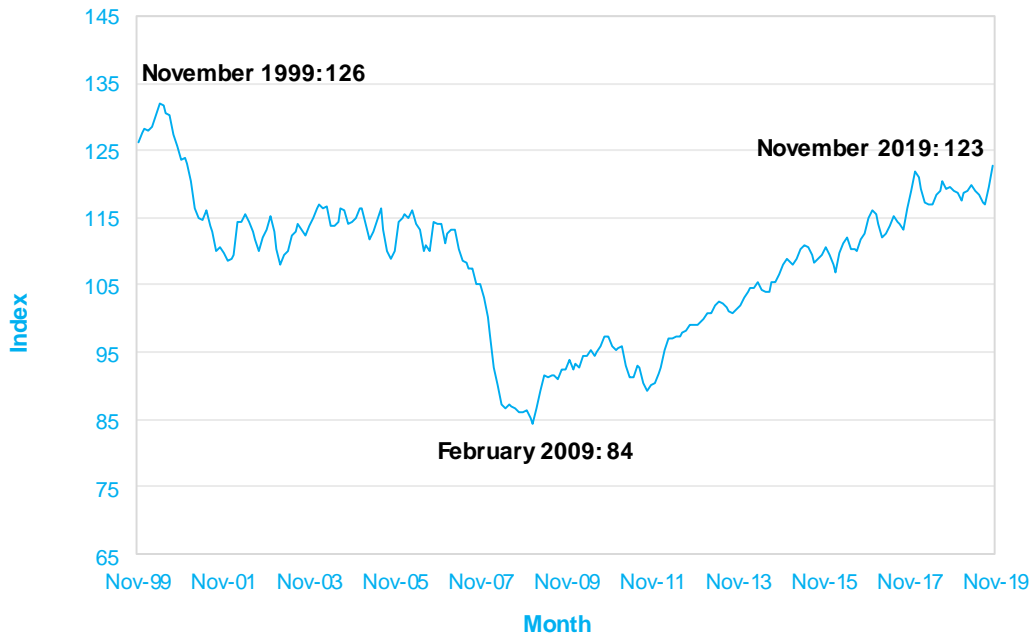


**Past-12-Month  
Change**  
(From Nov. 2018 to  
Nov. 2019)

**-3  
Point(s)**

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

**South Atlantic Census Division Economic Index\*  
November 1999–November 2019**

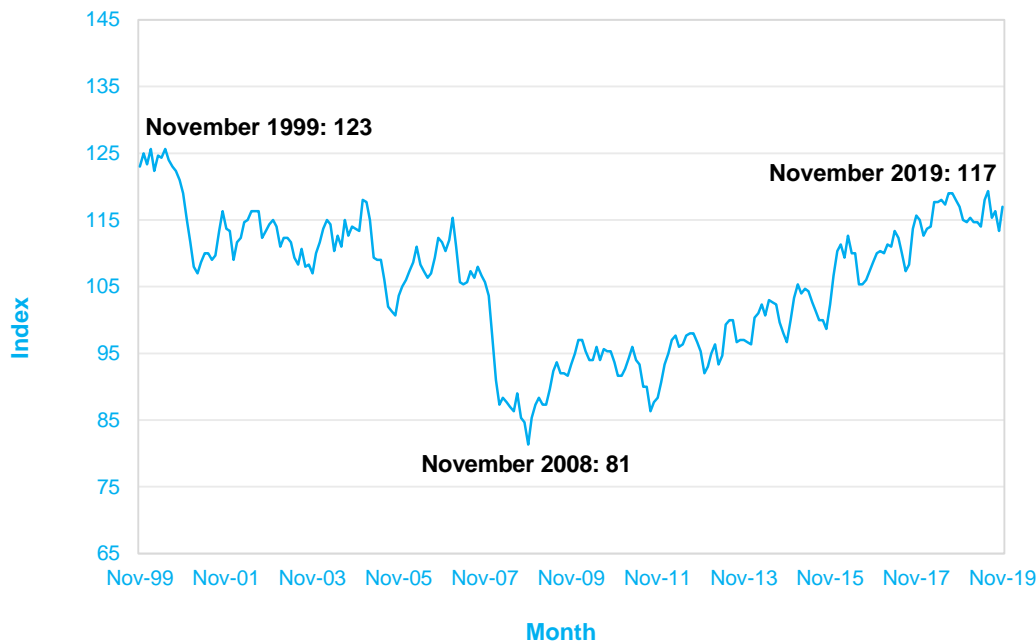


**Past-12-Month  
Change  
(From November  
2018 to  
November 2019)**



*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 1999–November 2019**

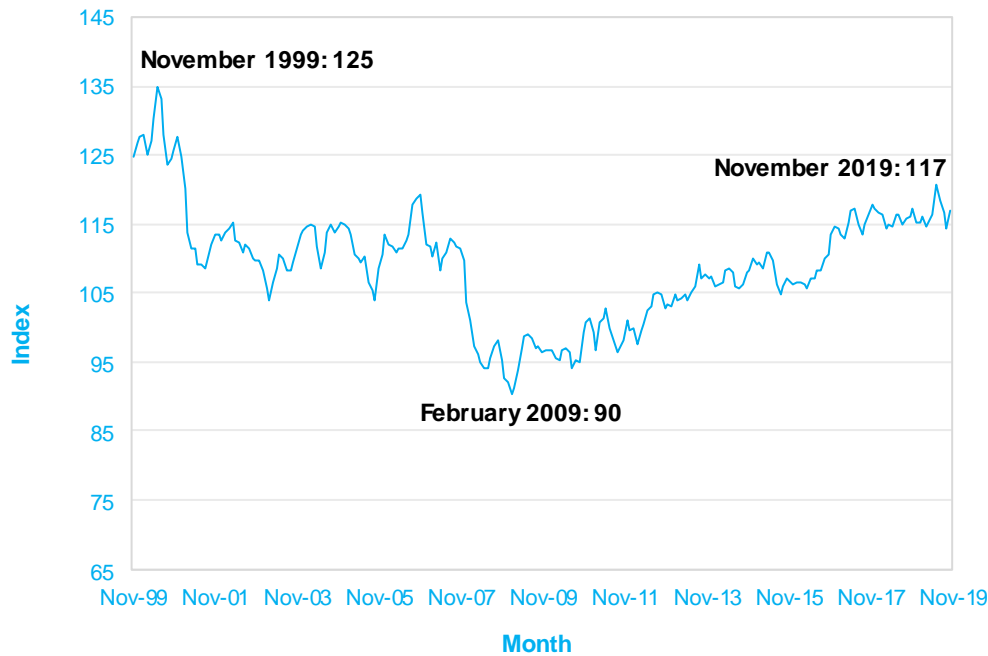


**Past-12-Month  
Change  
(From November  
2018 to  
November 2019)**



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

**West South Central Census Division Economic Index\*  
November 1999–November 2019**

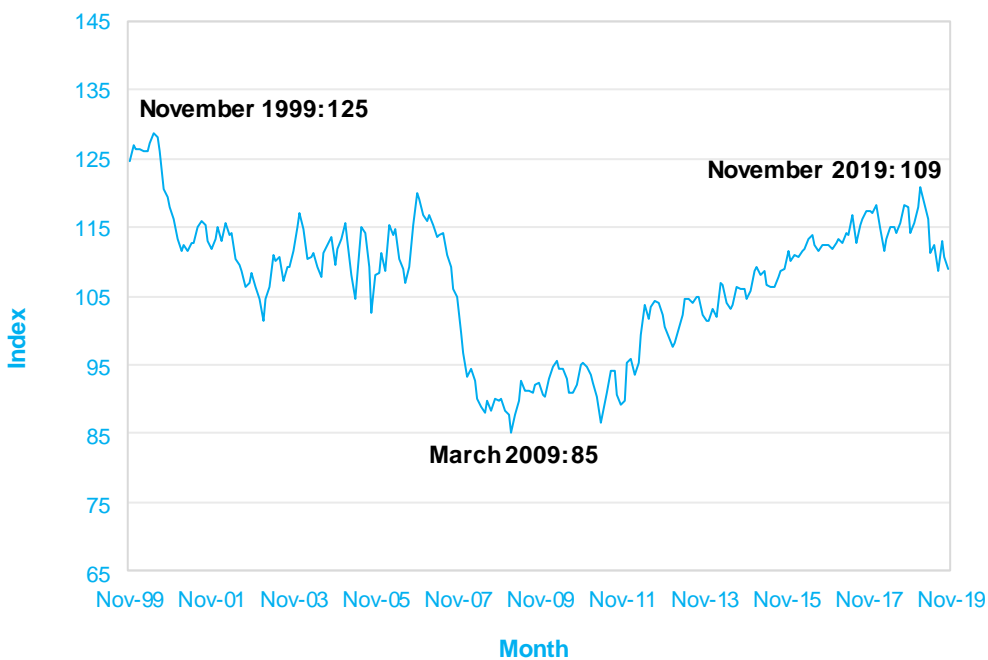


**Past-12-Month  
Change  
(From Nov. 2018 to  
Nov. 2019)**

**+1  
Point(s)**

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

**Mountain Census Division Economic Index\*  
November 1999–November 2019**

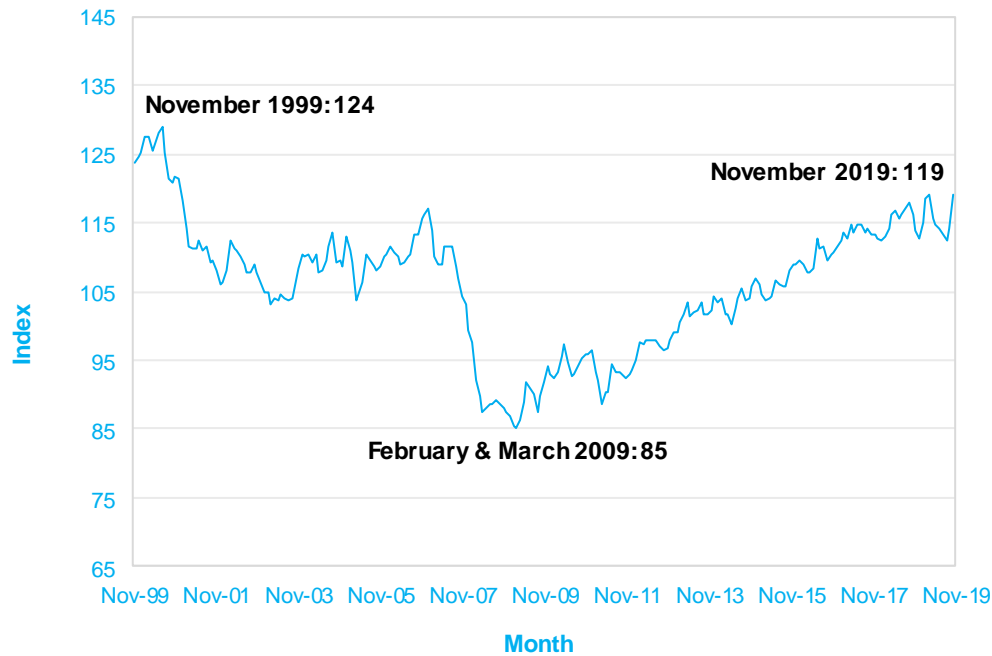


**Past-12-Month  
Change  
(From Nov. 2018 to  
Nov. 2019)**

**-9  
Point(s)**

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

## Pacific Census Division Economic Index\* November 1999–November 2019



**Past-12-Month  
Change  
(From November  
2018 to  
November 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.