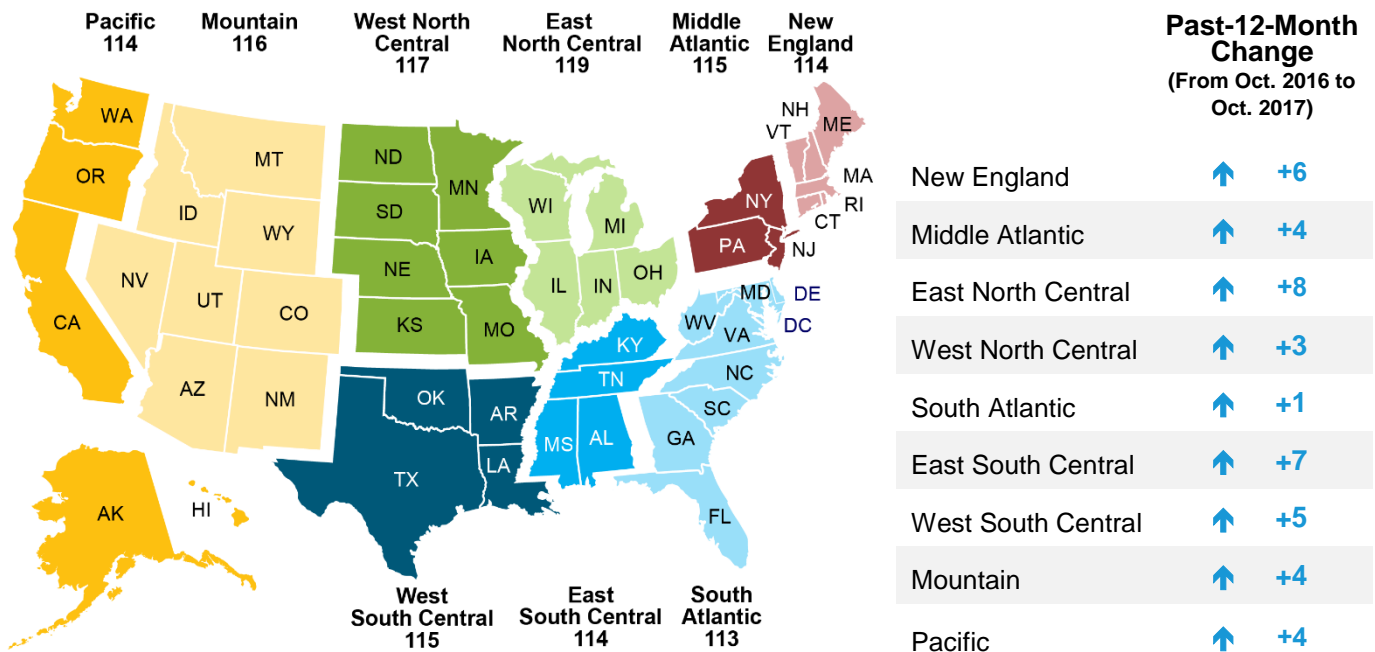


Decision Analyst Economic Index United States Census Divisions

October 2017

Arlington, Texas—The Economic Indices for the U.S. Census Divisions have increased in the past 12 months. The East North Central Census Division has the highest score, with an Index of **119 for October 2017**, while the West North Central Division has a score of **117**. The South Atlantic Census Division had the lowest Index score, **113 for October 2017**.

United States Census Divisions Economic Indices October 2017*

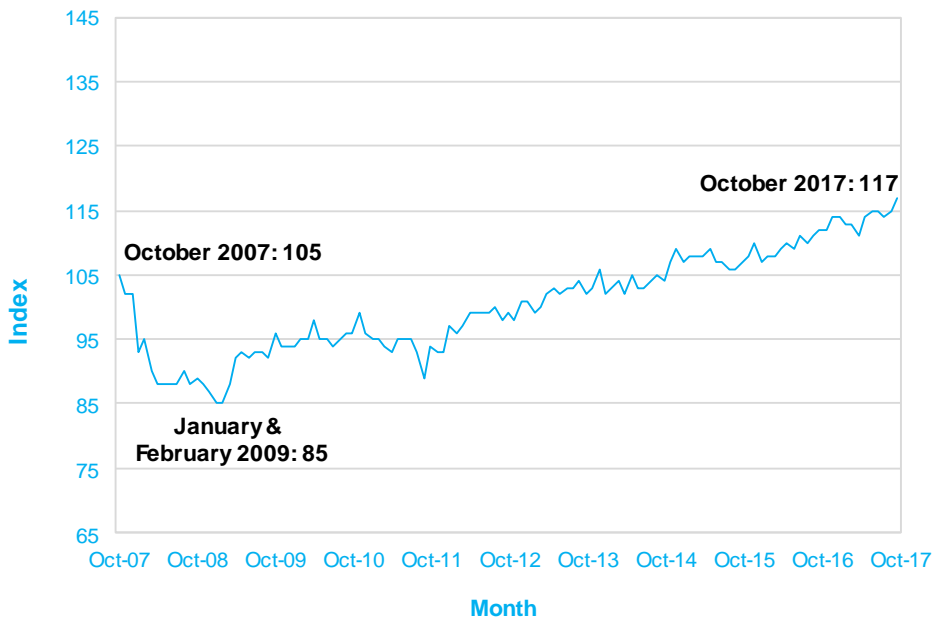


* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stood at **117 in October 2017**, a 2-point increase from September 2017 and a 5-point increase from its October 2016 level. The past-12-month slope of the Economic Index indicates that the U.S. economy is likely to expand throughout 2017 and the first half of 2018. 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 October 2017



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

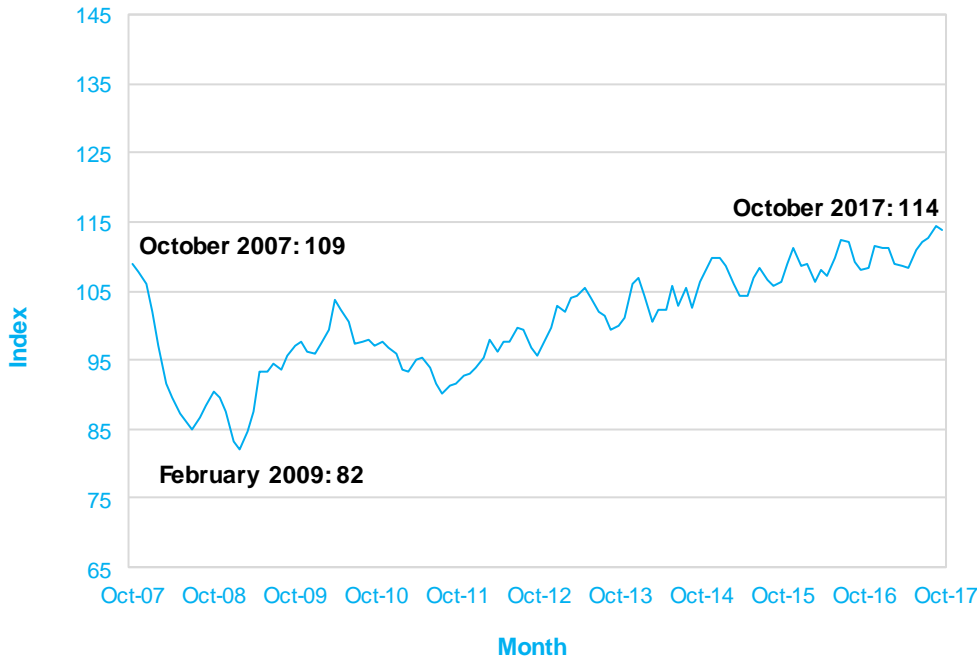


“The U.S. Economic Index is up 5 points over the past 12 months, an indication of moderate economic expansion and an indicator of continued GDP growth,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The greatest risks to the U.S. economy currently, and in coming months, are political uncertainties in Washington, D.C. Large corporations in industry after industry are afraid to make major decisions or investments, because they don’t know what the regulatory policies will be in coming months. This political uncertainty is casting a chill over corporate America. At the same time, ultra low interest rates and quantitative easing have created bubbles in the U.S. economy that pose great risks. The U.S. Economic Index points to continued growth, but the risks are growing also,” said Thomas.

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* October 2017

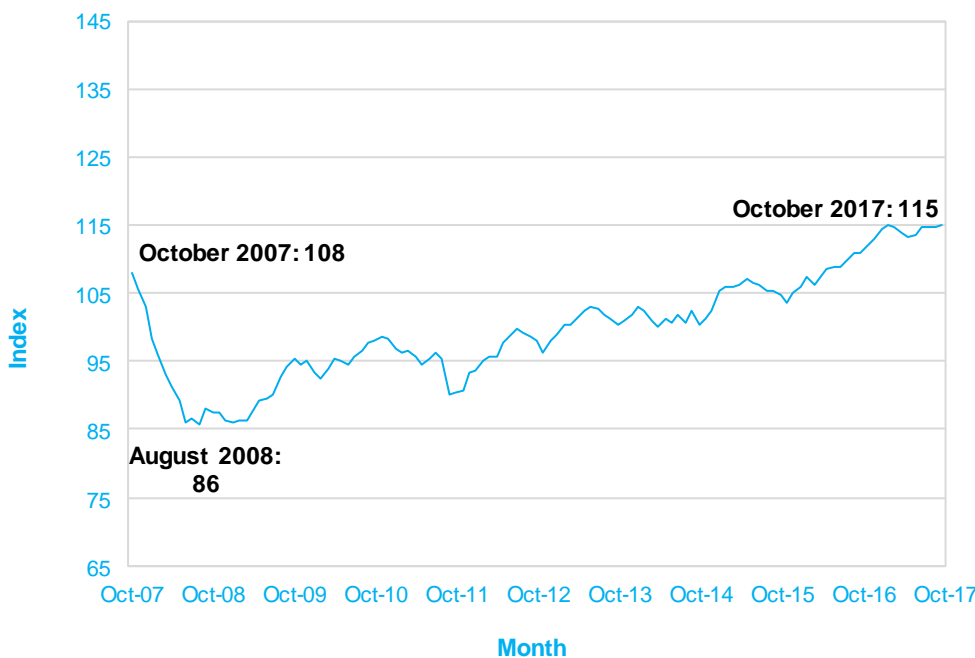


**Past-12-Month
Change**
(From Oct. 2016 to
Oct. 2017)



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

Middle Atlantic Census Division Economic Index* October 2017

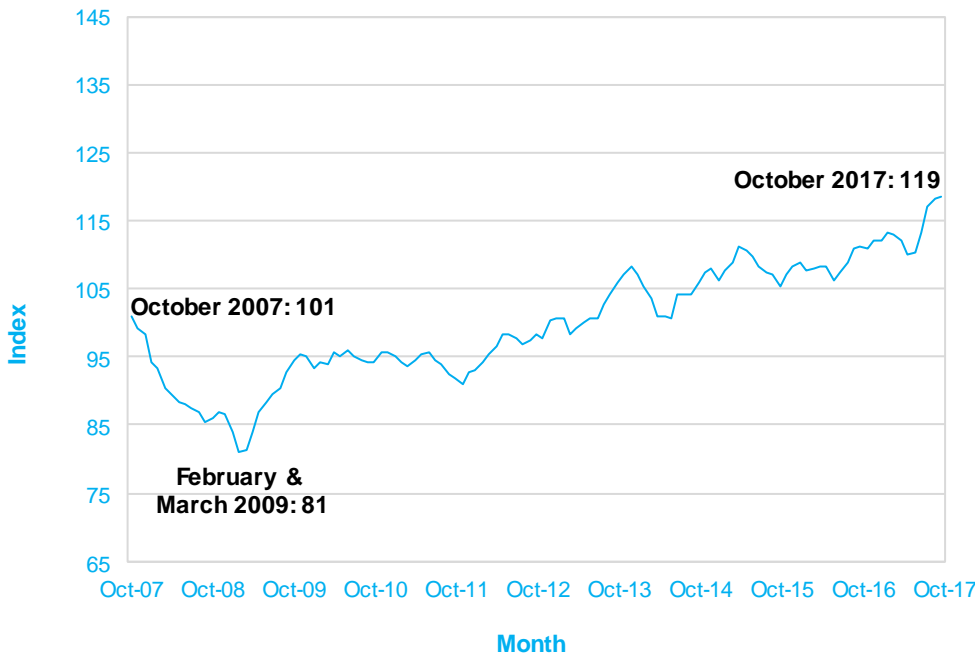


**Past-12-Month
Change**
(From Oct. 2016 to
Oct. 2017)



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

East North Central Census Division Economic Index* October 2017

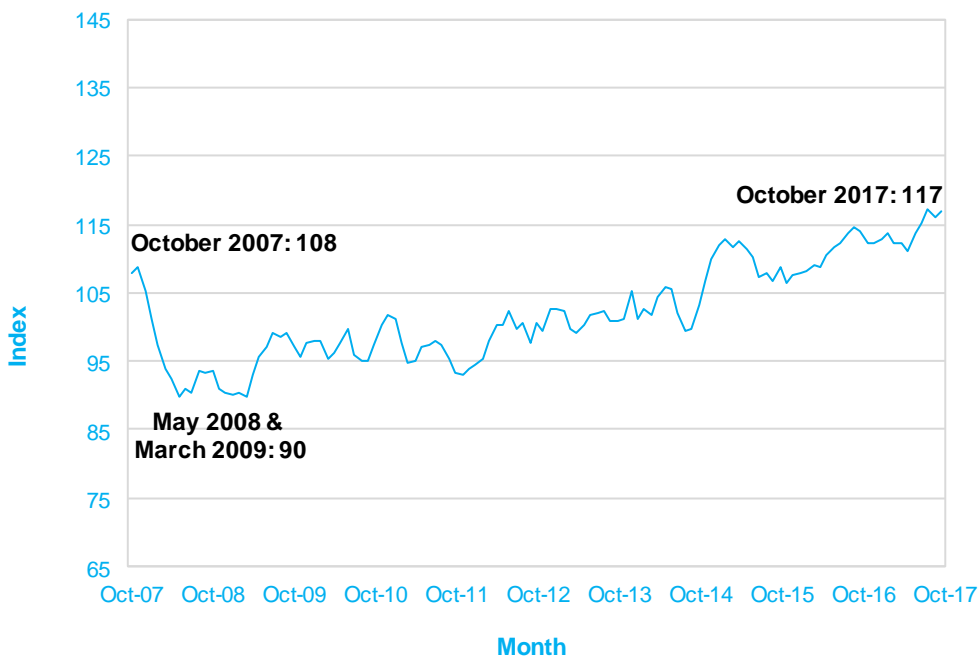


Past-12-Month Change
(From Oct. 2016 to Oct. 2017)

+8 Points

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

West North Central Census Division Economic Index* October 2017

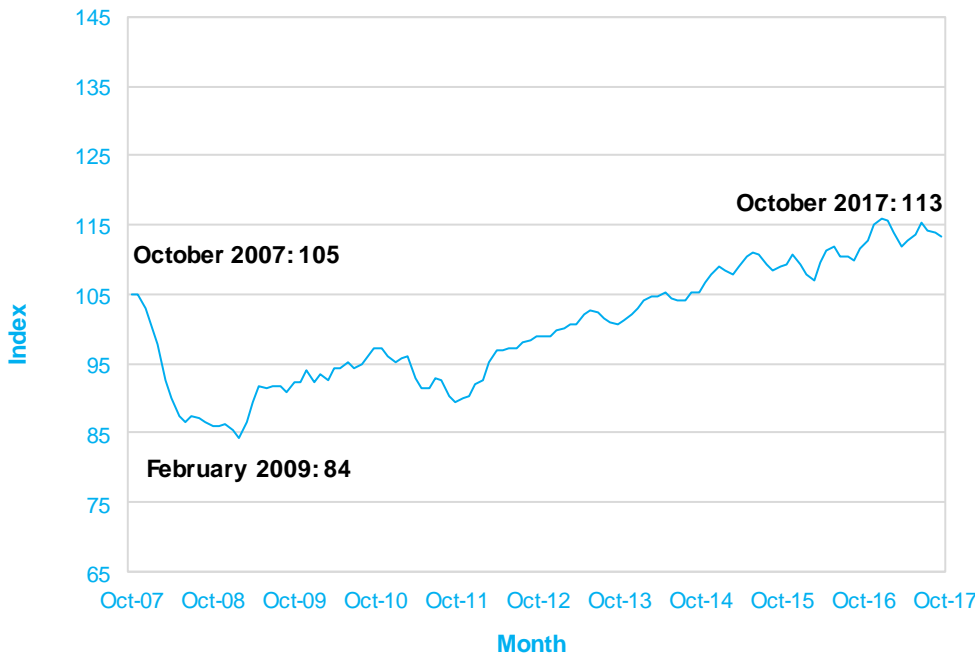


Past-12-Month Change
(From Oct. 2016 to Oct. 2017)

+3 Point

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

South Atlantic Census Division Economic Index* October 2017

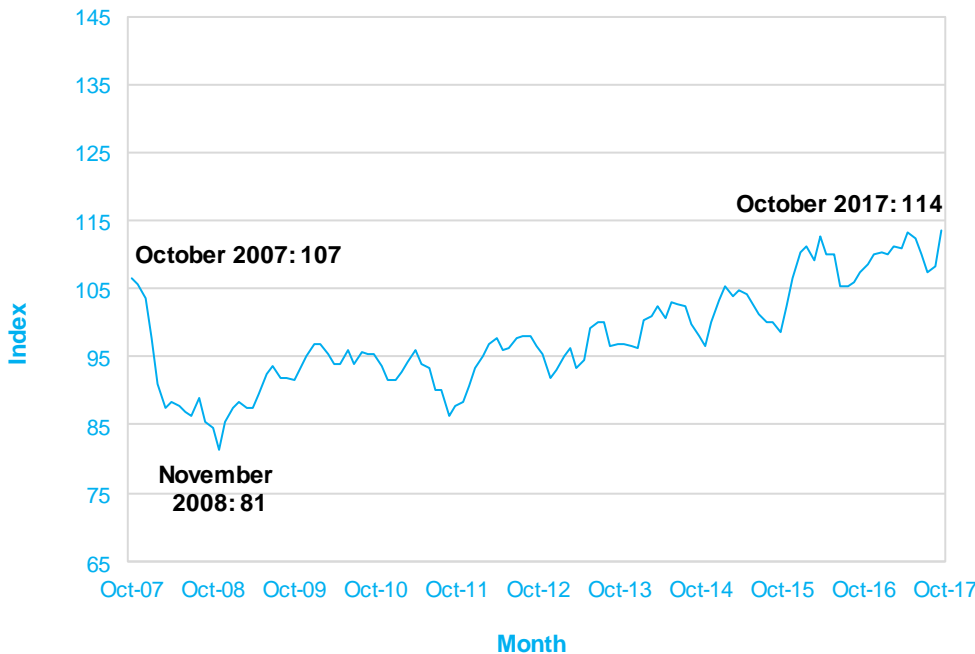


**Past-12-Month
Change**
(From Oct. 2016 to
Oct. 2017)



*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* October 2017

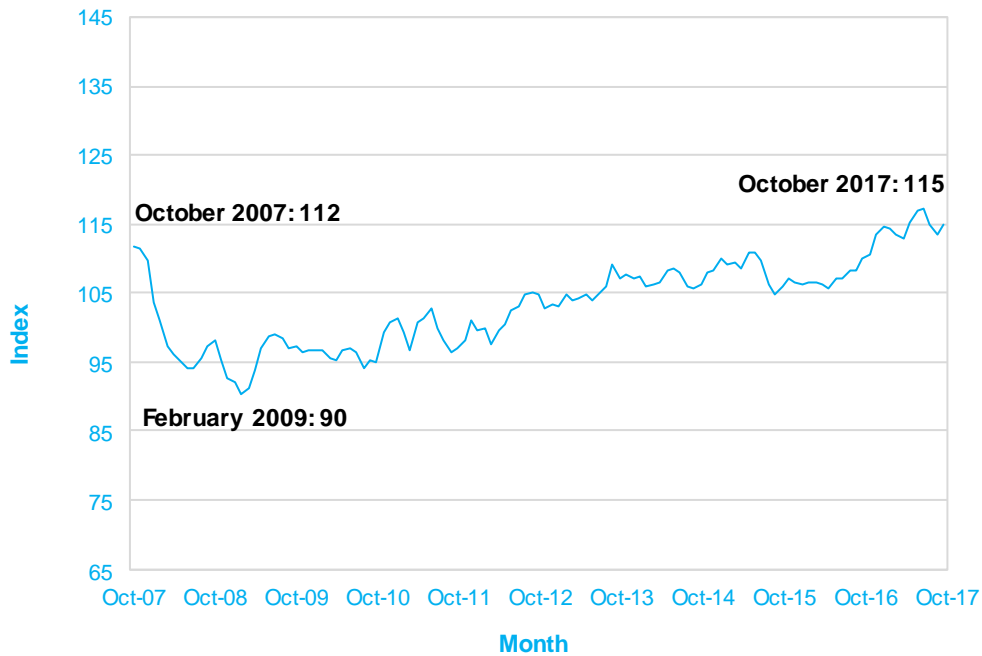


**Past-12-Month
Change**
(From Oct. 2016 to
Oct. 2017)



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

West South Central Census Division Economic Index* October 2017

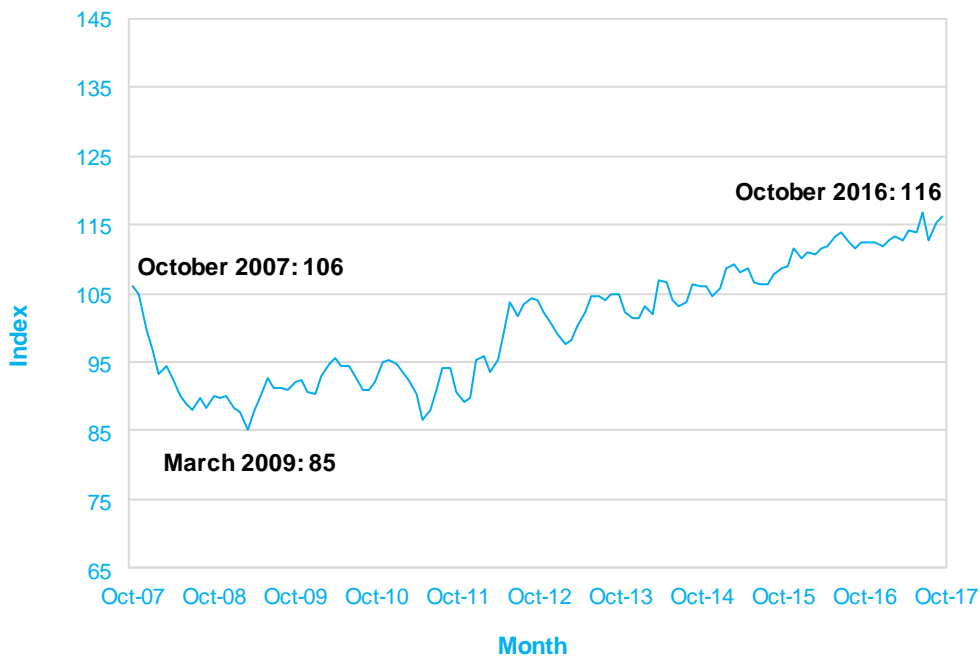


**Past-12-Month
Change**
(From Oct. 2016 to
Oct. 2017)

**+5
Points**

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

Mountain Census Division Economic Index* October 2017

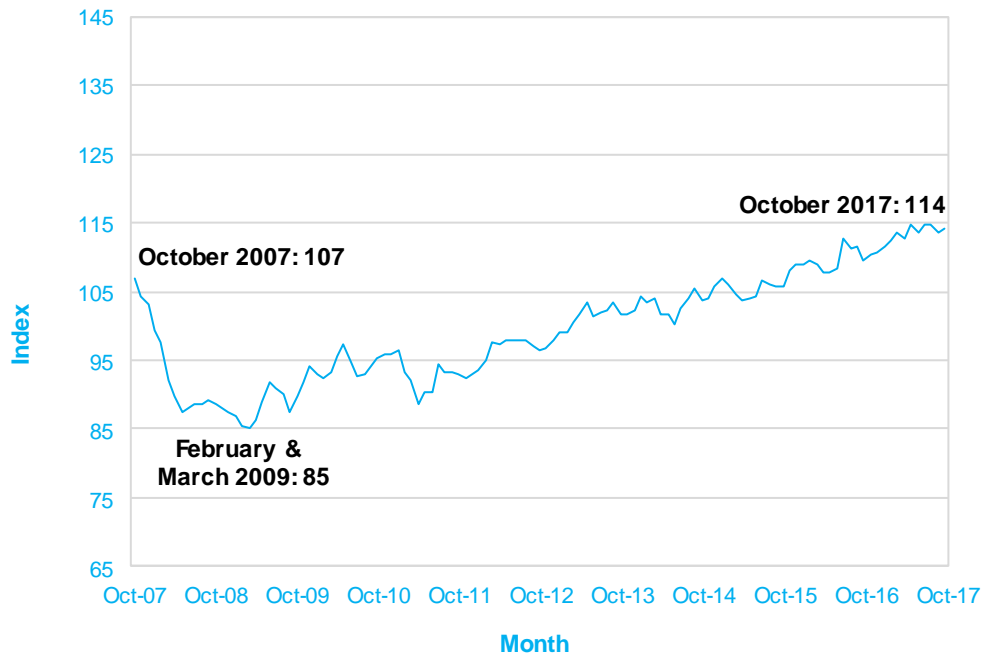


**Past-12-Month
Change**
(From Oct. 2016 to
Oct. 2017)

**+4
Points**

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

Pacific Census Division Economic Index* October 2017



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

**+4
Points**

*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 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.