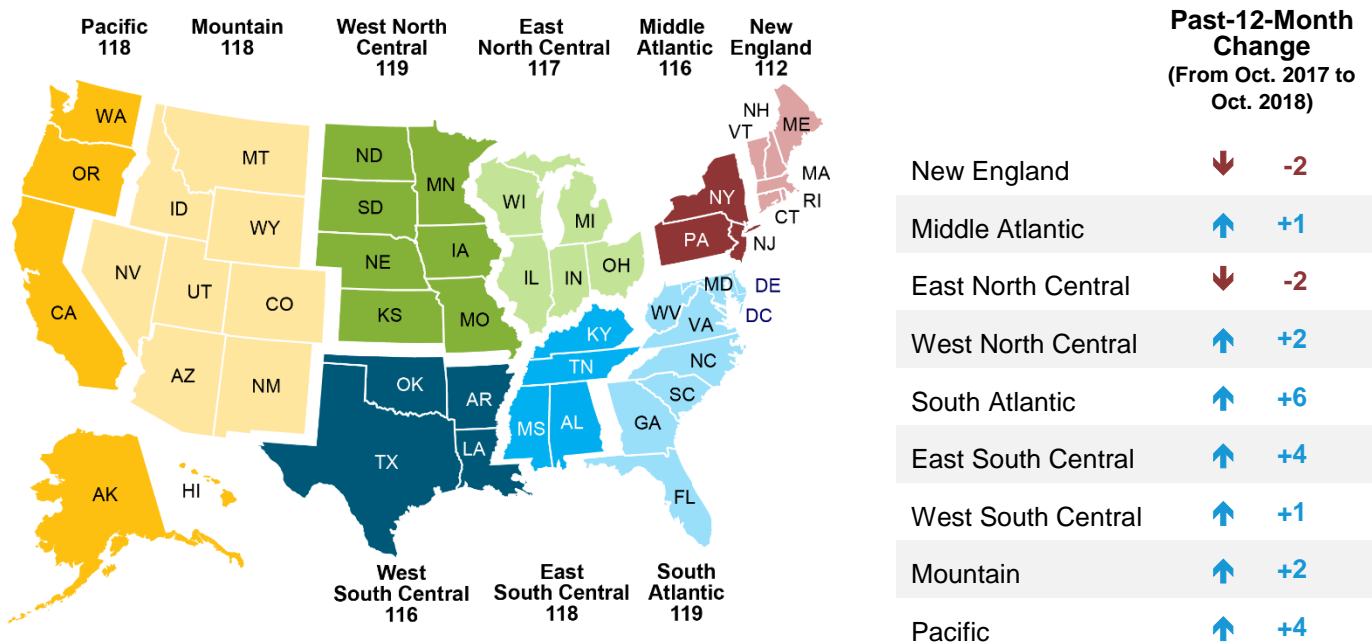# Decision Analyst Economic Index
United States Census Divisions
October 2018

Arlington, Texas—The West North Central and the South Atlantic Census Divisions tied for the highest Index score for October (119), while the New England Census Division has the lowest Index Score (112) for October 2018. The South Atlantic Census Division increased 6 points in the past 12 months, while the New England and the East North Central Census Divisions each declined 2 points.

United States Census Divisions Economic Indices
October 2018*

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

New England	↓	-2
Middle Atlantic	↑	+1
East North Central	↓	-2
West North Central	↑	+2
South Atlantic	↑	+6
East South Central	↑	+4
West South Central	↑	+1
Mountain	↑	+2
Pacific	↑	+4

Pacific 118 · Mountain 118 · West North Central 119 · East North Central 117 · Middle Atlantic 116 · New England 112 · West South Central 116 · East South Central 118 · South Atlantic 119
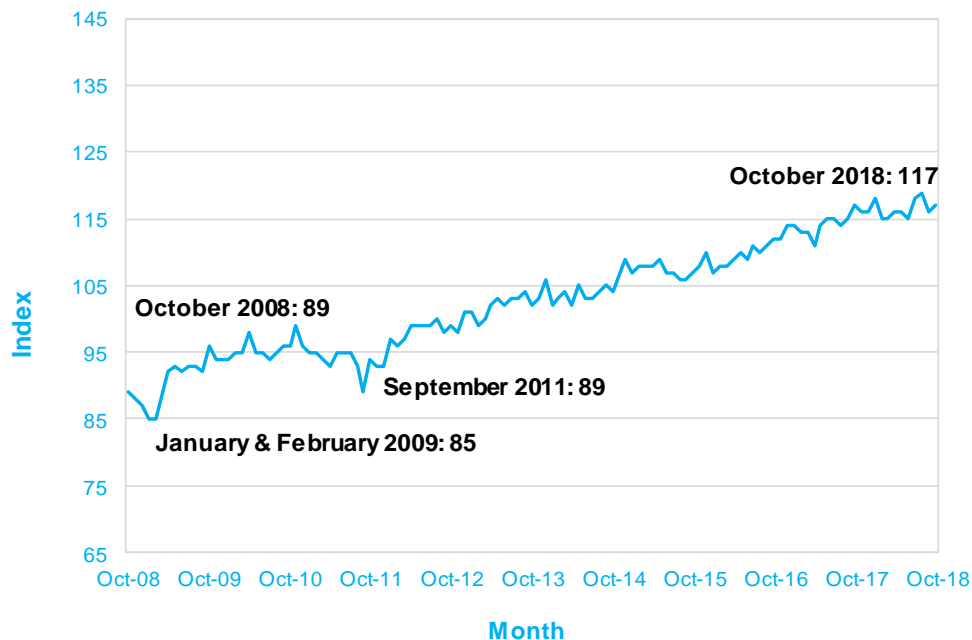
* The Index scores for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index score for each division averages the current month with the previous 2 months.

Decision Analyst
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United States Economic Index

The Decision Analyst U.S. Economic Index stands at **117 for October 2018**, the same score as a year ago, but a 1-point increase from last month (September 2018). The overall trend of the Economic Index indicates slow expansion of the U.S. economy going into the first and second quarters 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
October 2018**

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

+/-0 Points

October 2018: 117

October 2008: 89

September 2011: 89

January & February 2009: 85

Index

Oct-08   Oct-09   Oct-10   Oct-11   Oct-12   Oct-13   Oct-14   Oct-15   Oct-16   Oct-17   Oct-18
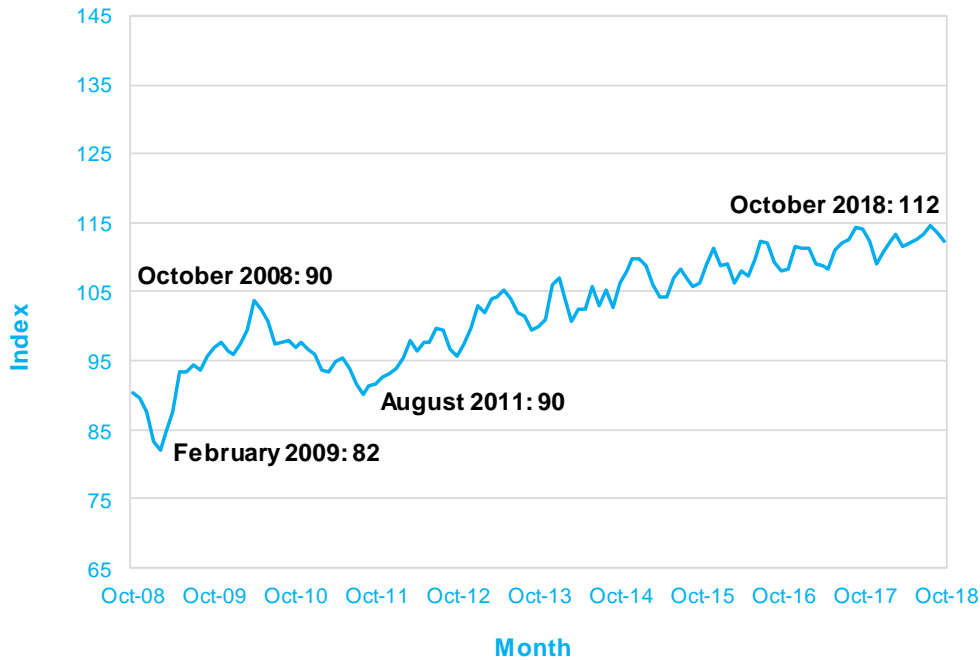
Month

"The U.S. Economic Index has been relatively flat over the past 12 months, suggesting that several years of economic expansion is pausing, or topping out. 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 a driver of overall economic growth, so this failure to invest is a drag on the U.S. economy. Consumer consumption spending is constrained: by languishing median U.S. household income and by growing inflationary pressures. The newly imposed tariffs and the threats of additional tariffs pose ongoing risks to future U.S. economic growth. Trading agreements are massive documents setting forth the ground rules for mutual trade. Any disruption of these agreements 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. "Looking forward, the macroeconomic picture is ominous. The possibility of recession is growing."

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 2018

October 2018: 112

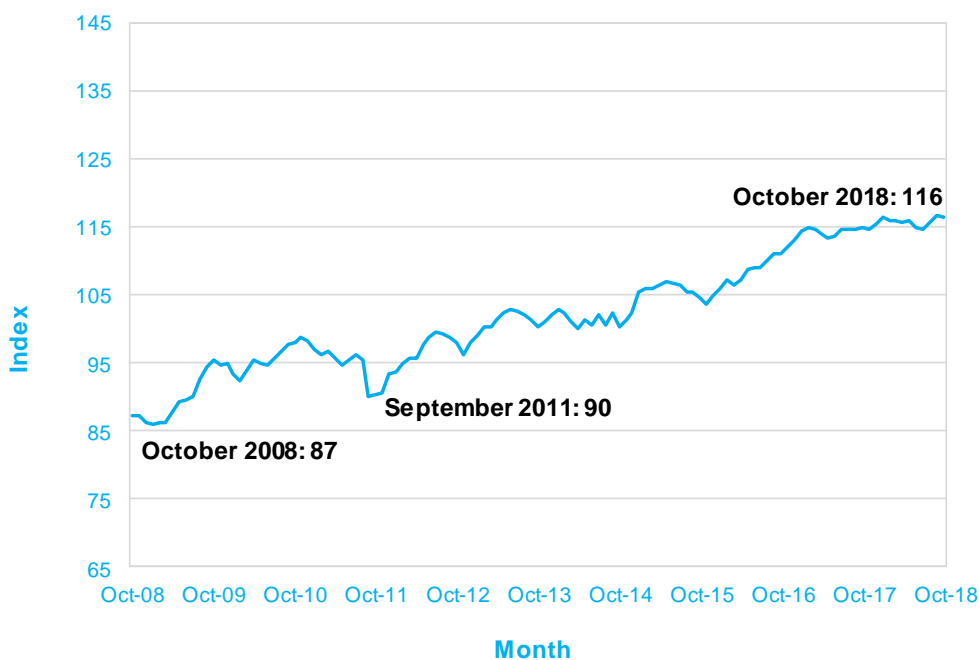October 2008: 90

August 2011: 90

February 2009: 82

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

-2 Points

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

Middle Atlantic Census Division Economic Index*
October 2018

October 2018: 116
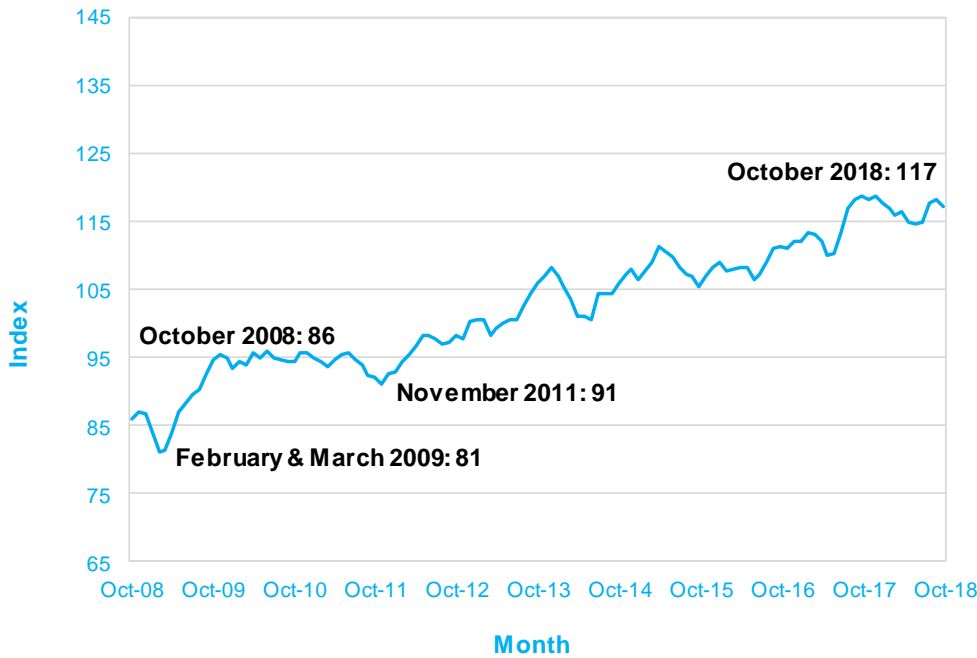
September 2011: 90

October 2008: 87

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

+1 Point

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

East North Central Census Division Economic Index*
October 2018

October 2018: 117

October 2008: 86

November 2011: 91
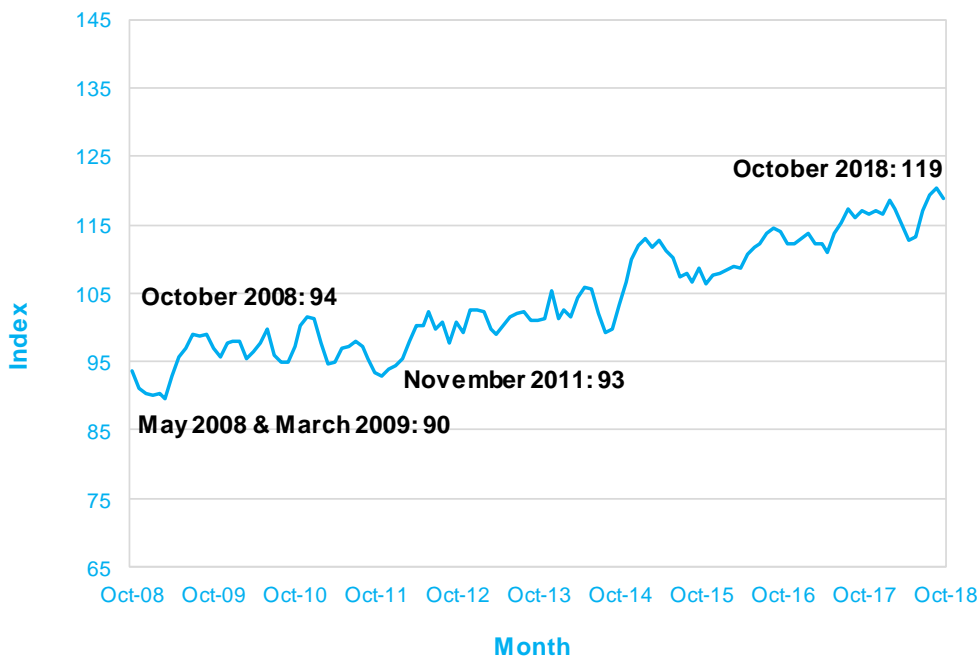
February & March 2009: 81

Index

Month

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

-2 Points

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

West North Central Census Division Economic Index*
October 2018

October 2018: 119

October 2008: 94

November 2011: 93

**May 2008 & March 2009: 90**

Index

Month

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

+2 Points

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

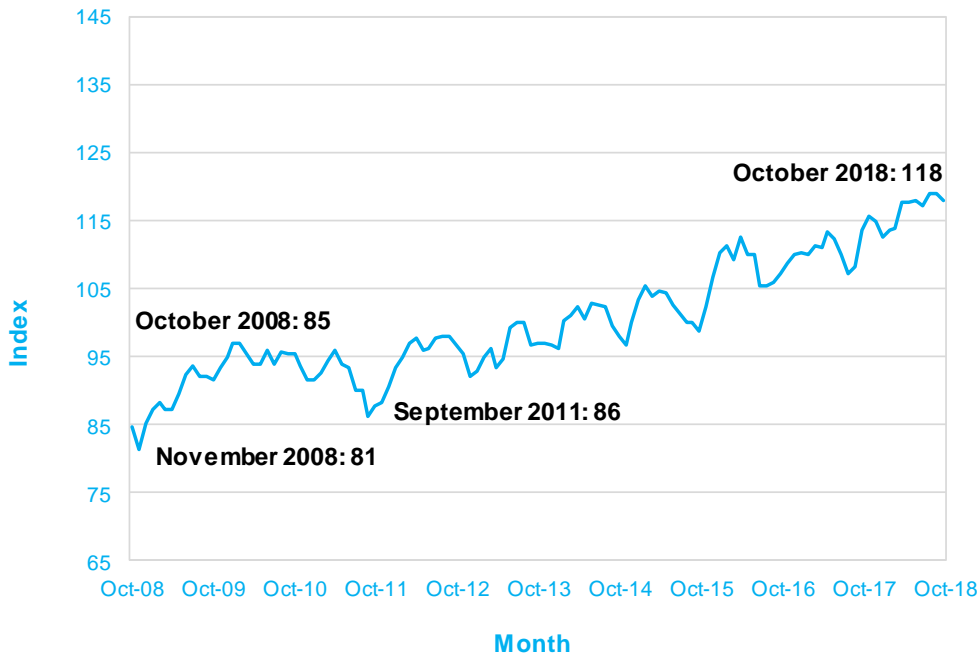## South Atlantic Census Division Economic Index*
October 2018

October 2018: 119

October 2008: 86

October 2011: 89

February 2009: 84

Index

Month

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

+6 Points
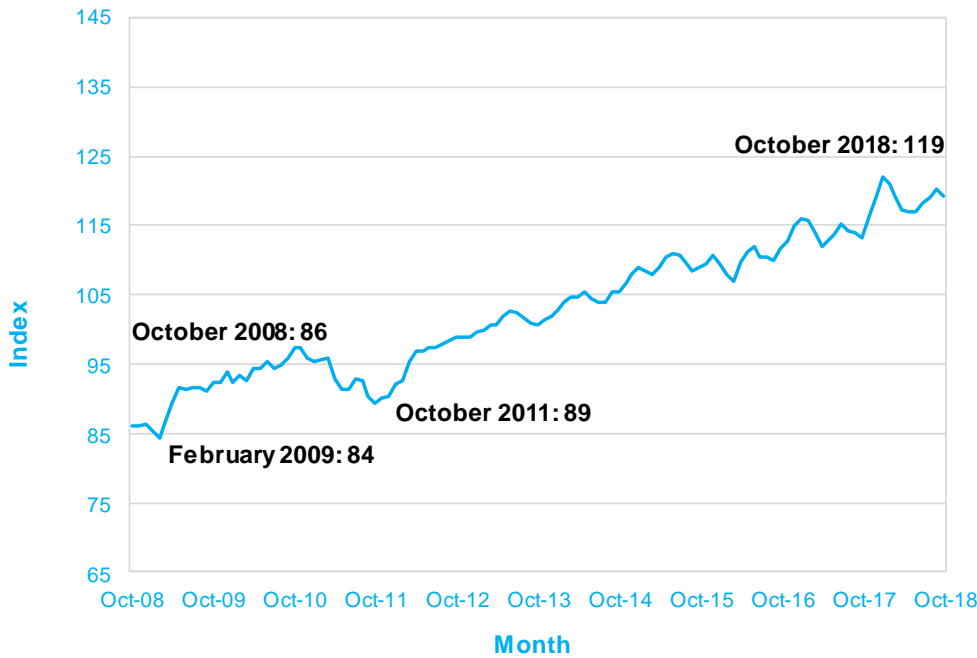
South Atlantic Census Division includes Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia

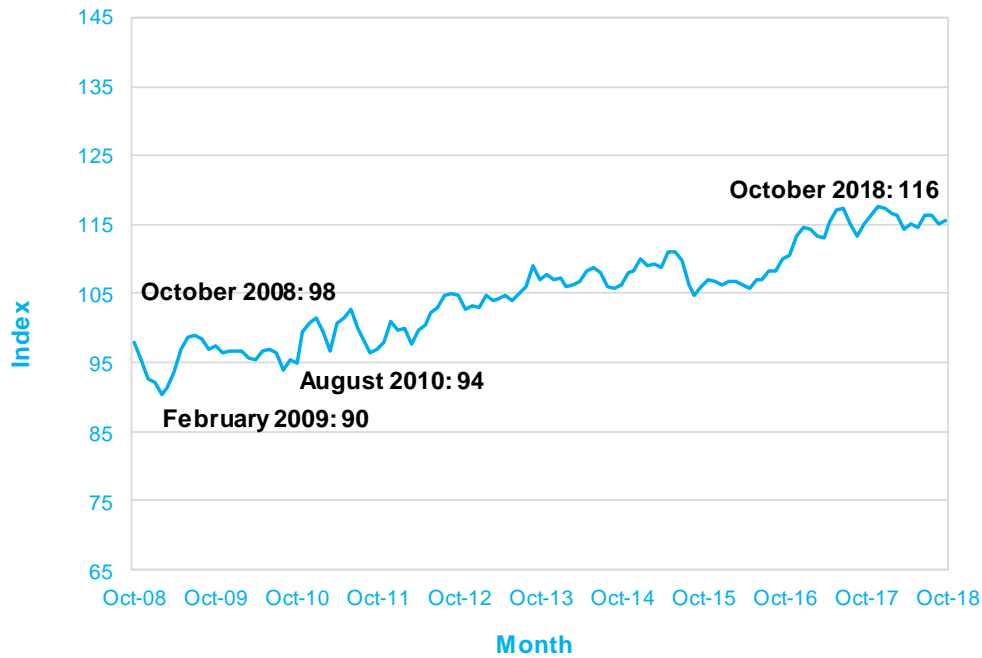## East South Central Census Division Economic Index*
October 2018

October 2018: 118

October 2008: 85

September 2011: 86

November 2008: 81

Index

Month

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

+4 Points

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

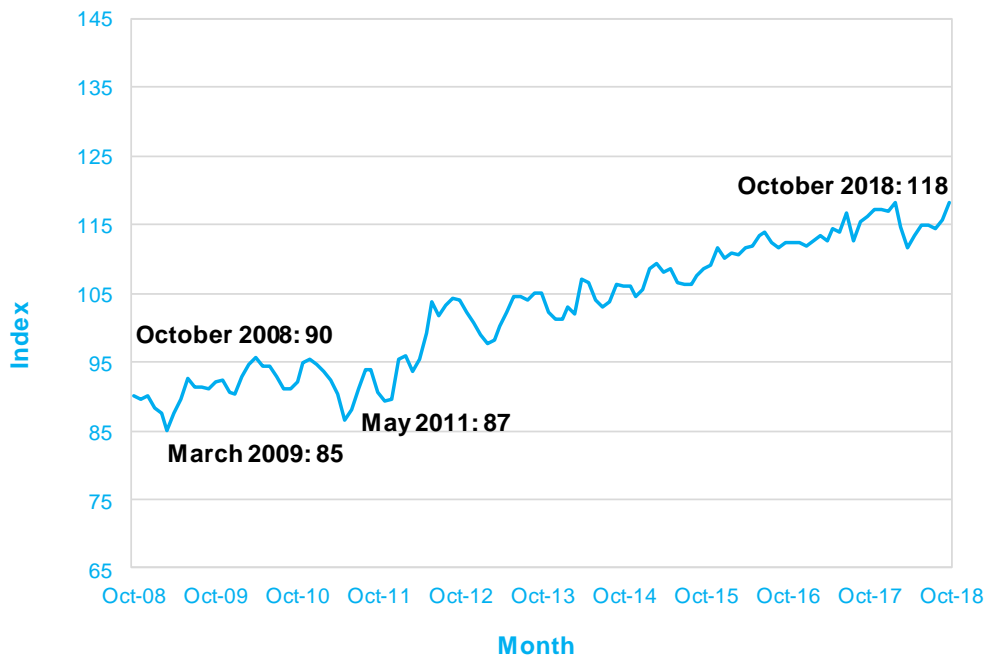## West South Central Census Division Economic Index*
October 2018

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

+1 Point

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

October 2018: 116

October 2008: 98

August 2010: 94

February 2009: 90

Index

Oct-08   Oct-09   Oct-10   Oct-11   Oct-12   Oct-13   Oct-14   Oct-15   Oct-16   Oct-17   Oct-18

Month

Mountain Census Division Economic Index*
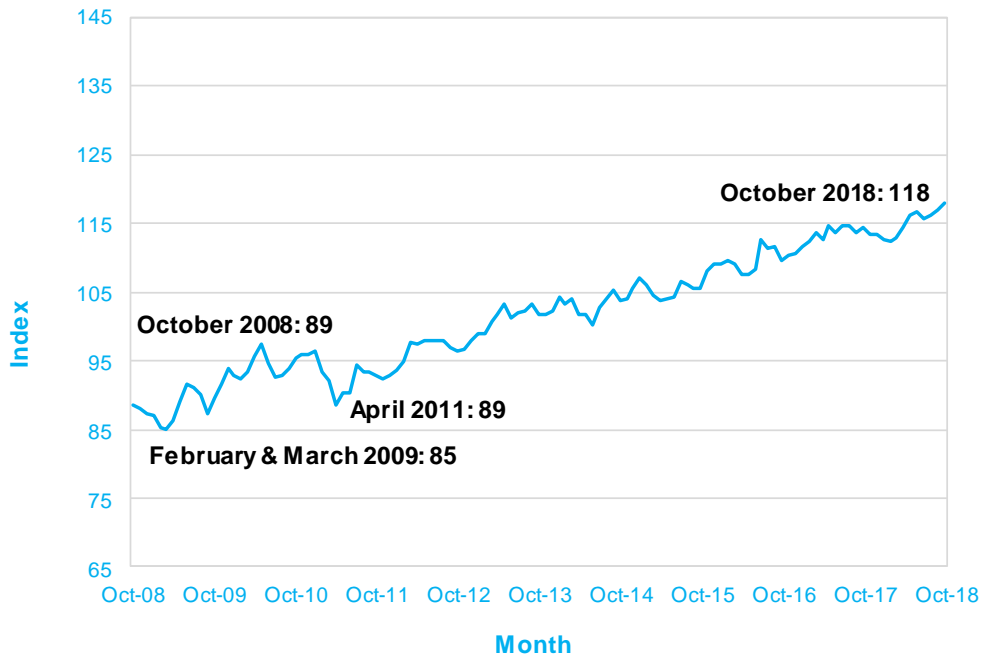## October 2018

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

+2 Point

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

October 2018: 118

October 2008: 90

May 2011: 87

March 2009: 85

Index

Oct-08   Oct-09   Oct-10   Oct-11   Oct-12   Oct-13   Oct-14   Oct-15   Oct-16   Oct-17   Oct-18

Month

Pacific Census Division Economic Index*
October 2018

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

+4 Points

Pacific Census Division includes Alaska, California, Hawaii, Oregon, and Washington

Chart annotations: October 2018: 118 · October 2008: 89 · April 2011: 89 · February & March 2009: 85

*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) 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.