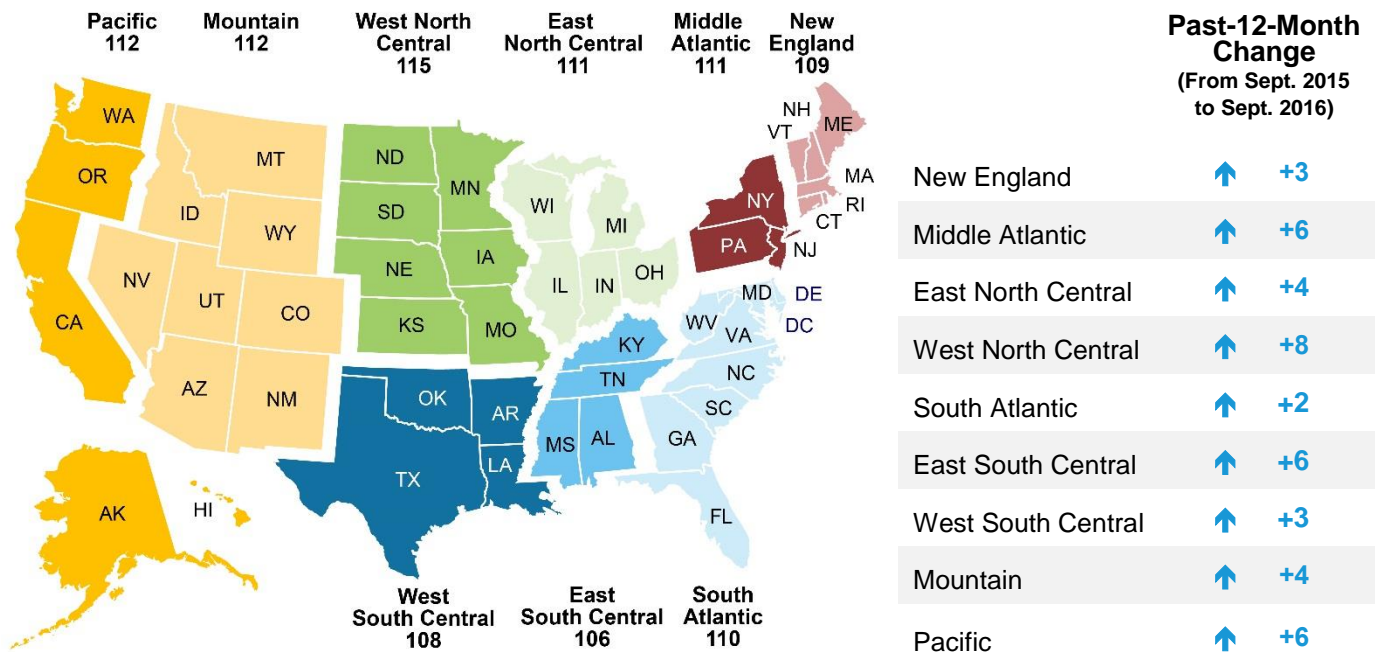


Decision Analyst Economic Index United States Census Divisions

September 2016

Arlington, Texas—The U.S. Census Divisions have increased in the past 12 months. The West North Central had the highest score of all the Census Divisions. It registered an Index score of **115 for September 2016**; that is an increase of 8 points from September 2015. The East South Central had the lowest Index score, a **106 for September 2016**; that is an increase of 6 points from September 2015.

United States Census Divisions Economic Indices September 2016*

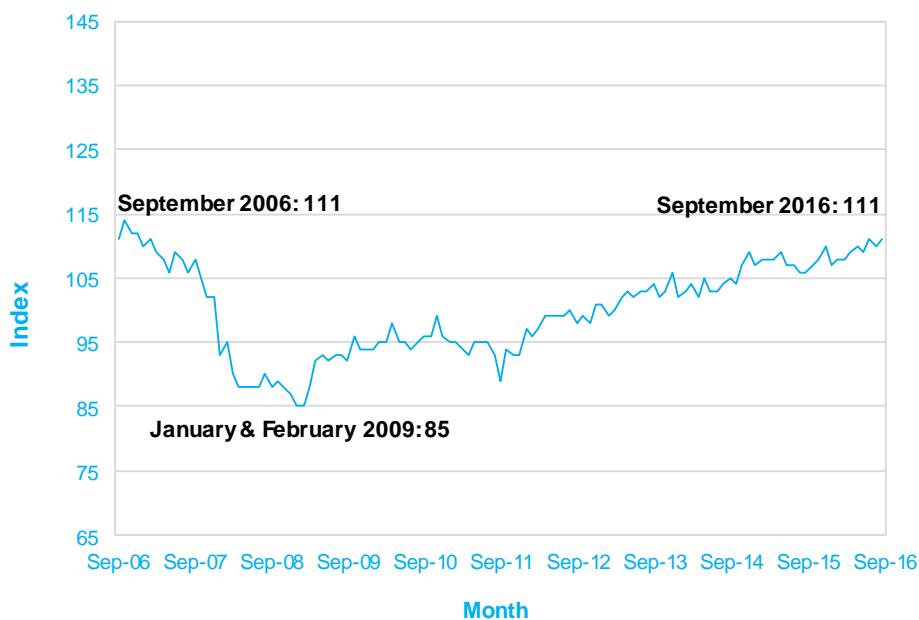


* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index registered **111 in September 2016**, a 5-point increase from September 2015. This increase in the Economic Index signals continued U.S. economic growth for the rest of 2016, and it might indicate an uptick in the pace of U.S. growth. After 3 consecutive quarters of extremely slow economic expansion (about 1% annualized rate of growth), the U.S. economy certainly deserves some happy news. 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 September 2016



**Past-12-Month
Change**
(From Sept. 2015
to Sept. 2016)

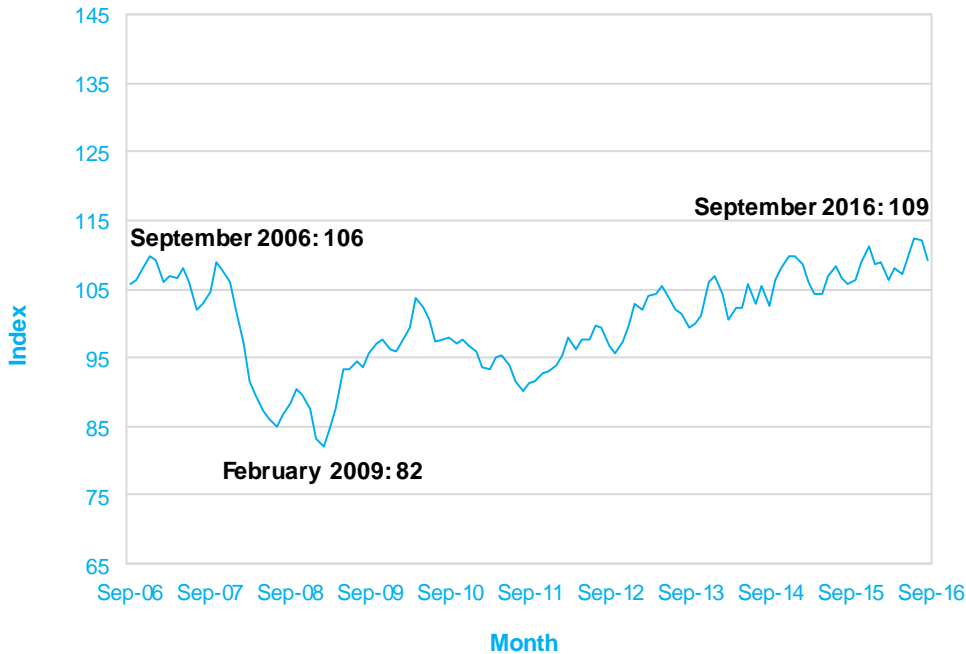


“The overall trend of the U.S. Economic Index over the past year suggests that the fall of 2016 will likely show an improved rate of economic growth,” said Jerry W. Thomas, President/CEO of Decision Analyst. “All of the negative feelings and pessimism over presidential candidates Clinton and Trump do not appear to be negatively affecting the U.S. economy. The U.S. economy is certainly facing major headwinds from slower growth among its major trading partners, such as Canada, the European Union, Japan, and China. The failure of corporate America to adequately invest in new equipment, new products, new people, and new facilities is a major and continuing drag on the U.S. economy, but we may be reaching the point that corporate investment spending will have to expand (buildings and equipment don’t last forever). Slow economic growth itself over the last 2 years has forced the private and public sectors to become more efficient, and it may be time for these ongoing improvements to become evident in faster economic growth,” said Thomas. “More normal interest rates would also be a positive for the U.S. economy. Higher interest rates would help reduce corporate financial engineering and would reduce speculative investments in marginal opportunities.”

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* September 2016

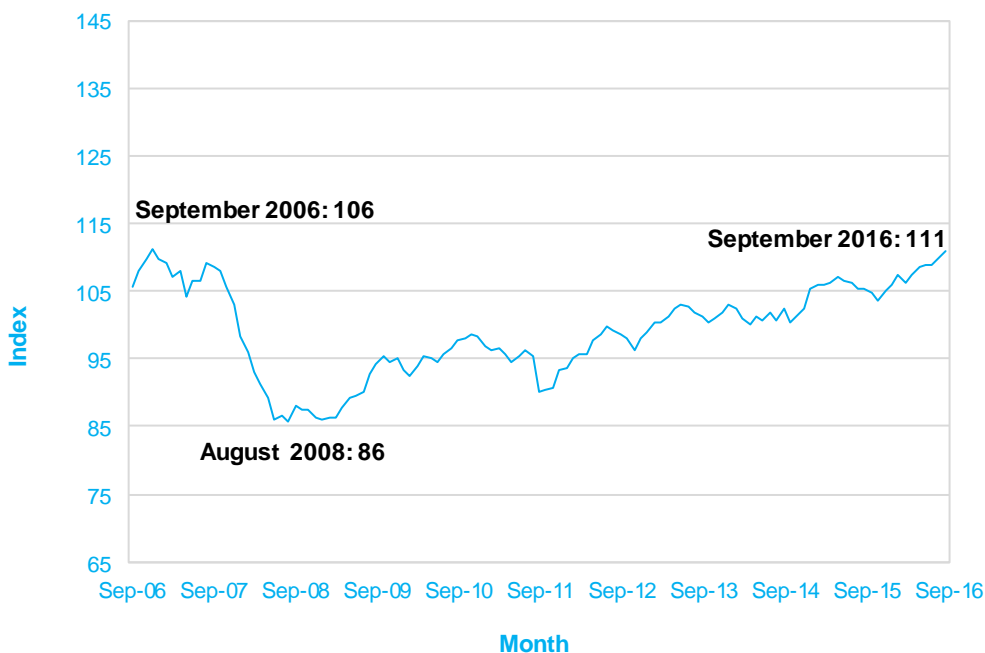


**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)



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

Middle Atlantic Census Division Economic Index* September 2016

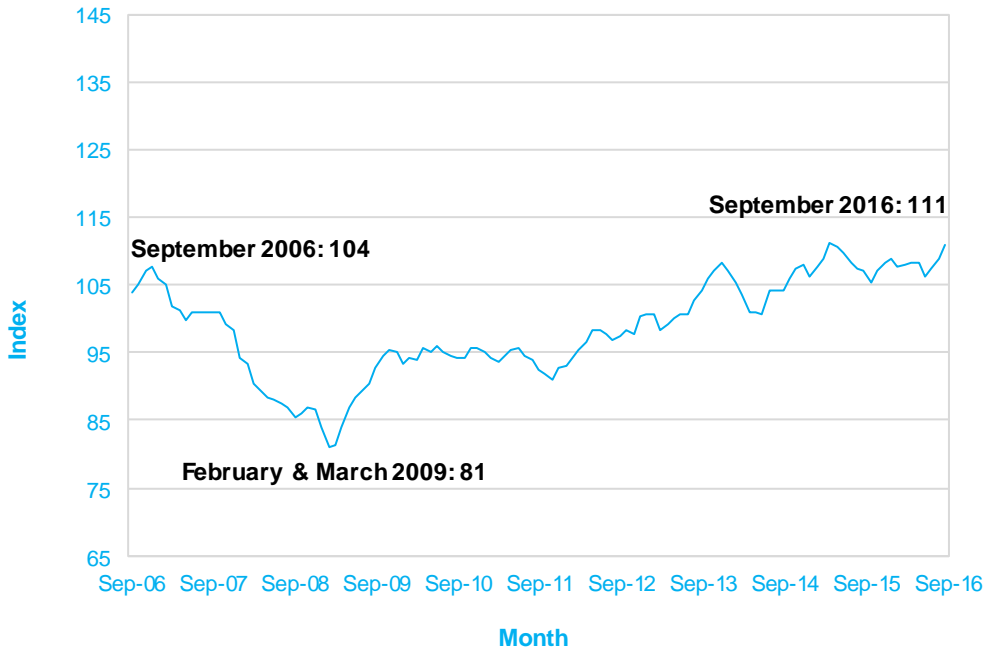


**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)



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

**East North Central Census Division Economic Index*
September 2016**

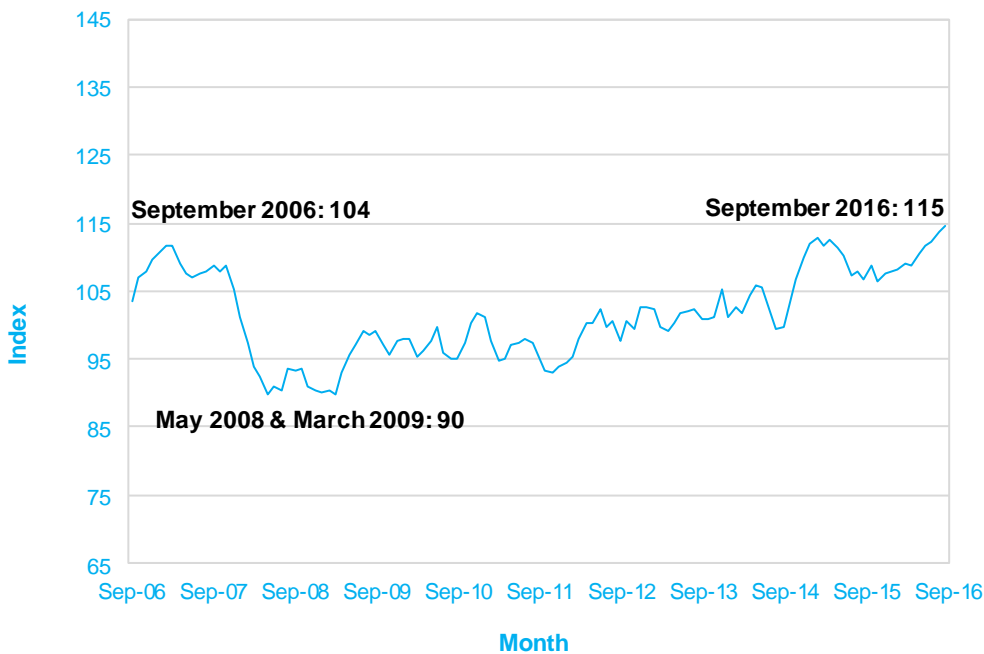


**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)

**+4
Points**

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

**West North Central Census Division Economic Index*
September 2016**

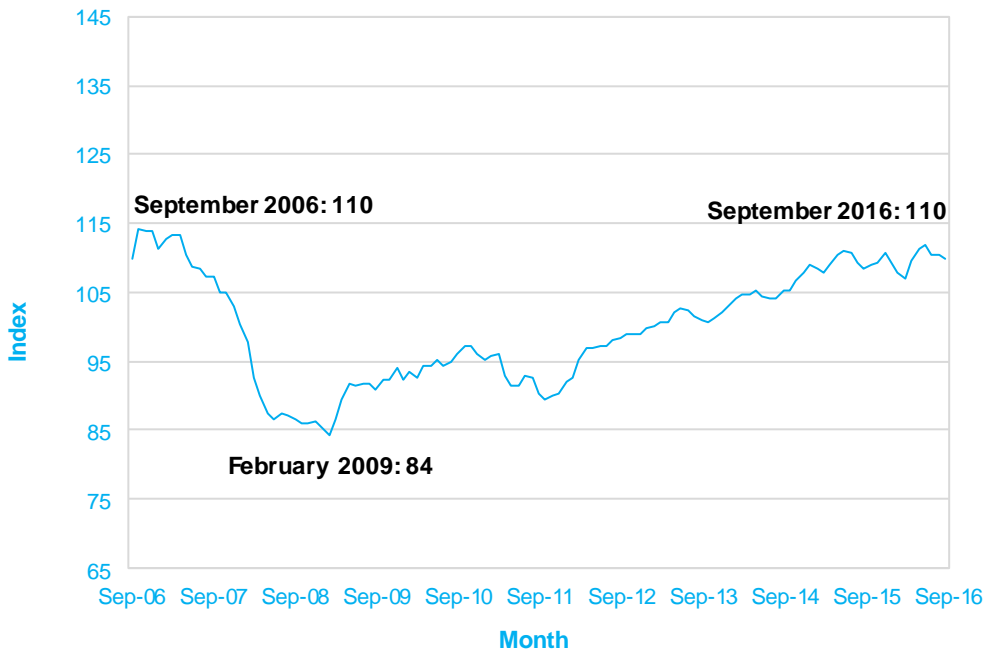


**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)

**+8
Points**

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

South Atlantic Census Division Economic Index* September 2016

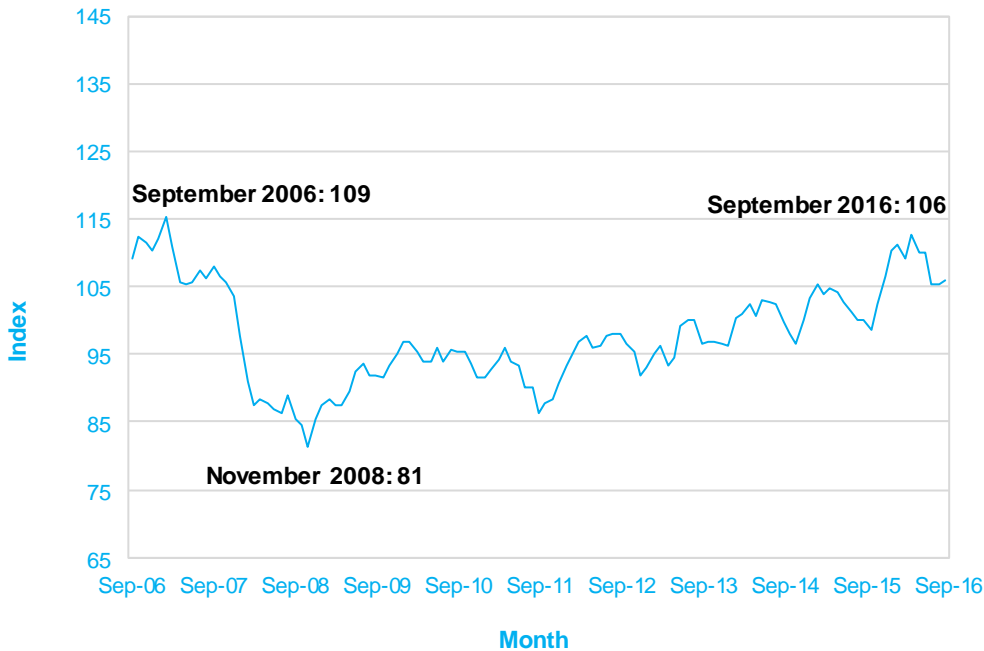


**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)

**+2
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* September 2016

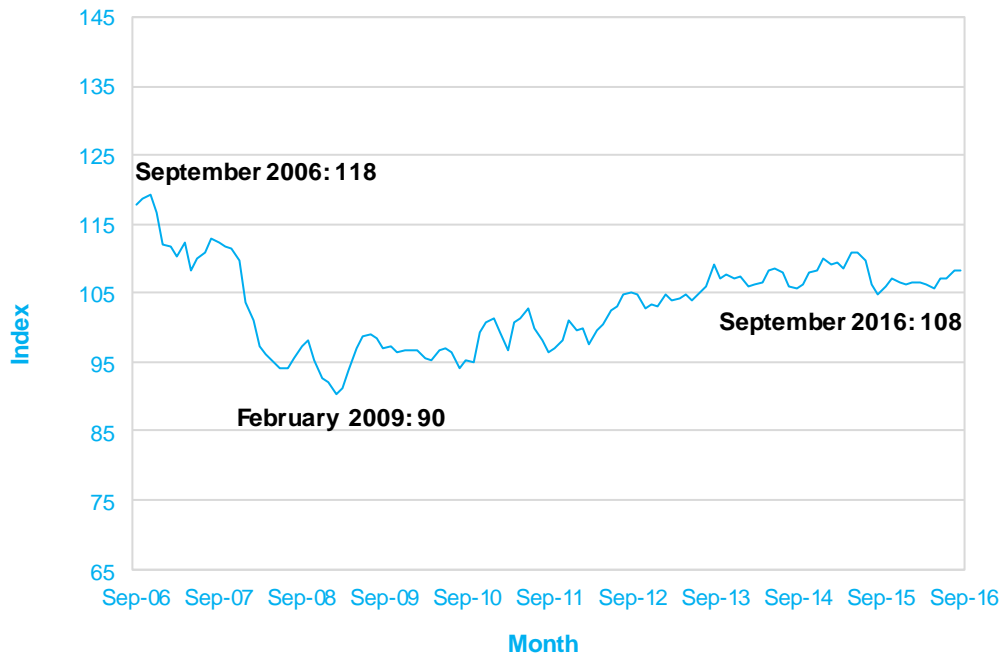


**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)

**+6
Points**

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

West South Central Census Division Economic Index* September 2016

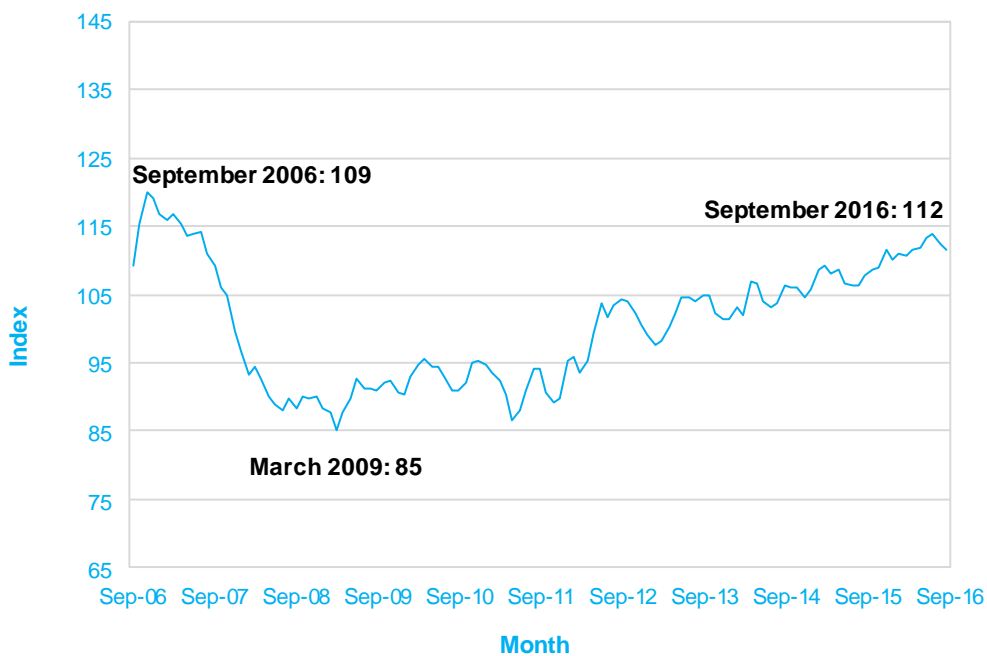


Past-12-Month Change
(From Sept. 2015 to Sept. 2016)

+3 Points

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

Mountain Census Division Economic Index* September 2016

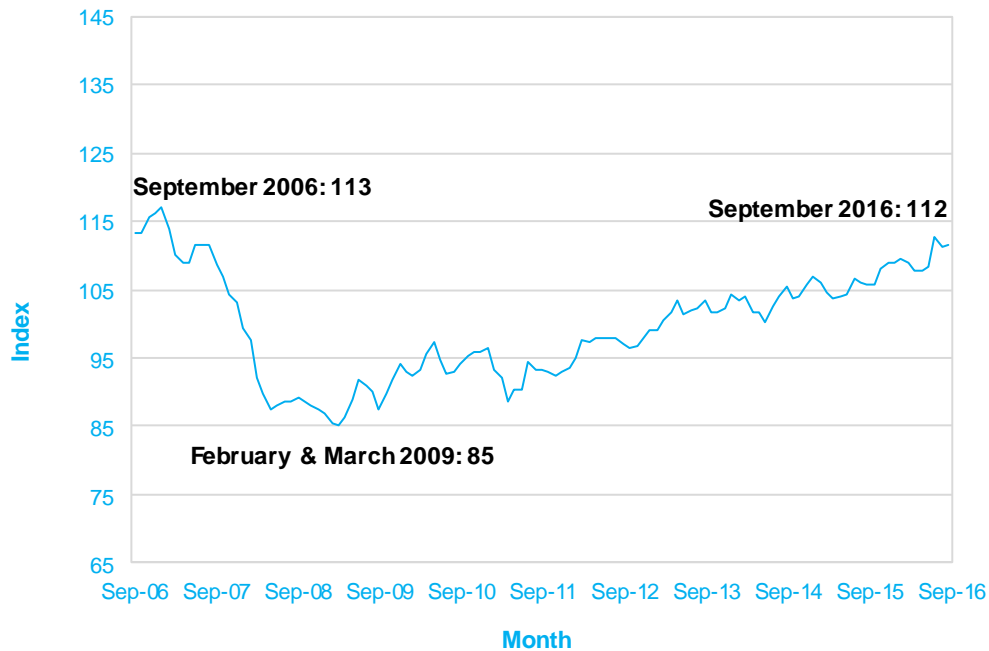


Past-12-Month Change
(From Sept. 2015 to Sept. 2016)

+4 Points

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

Pacific Census Division Economic Index* September 2016



**Past-12-Month
Change**
(From Sept. 2015 to
Sept. 2016)

**+6
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.