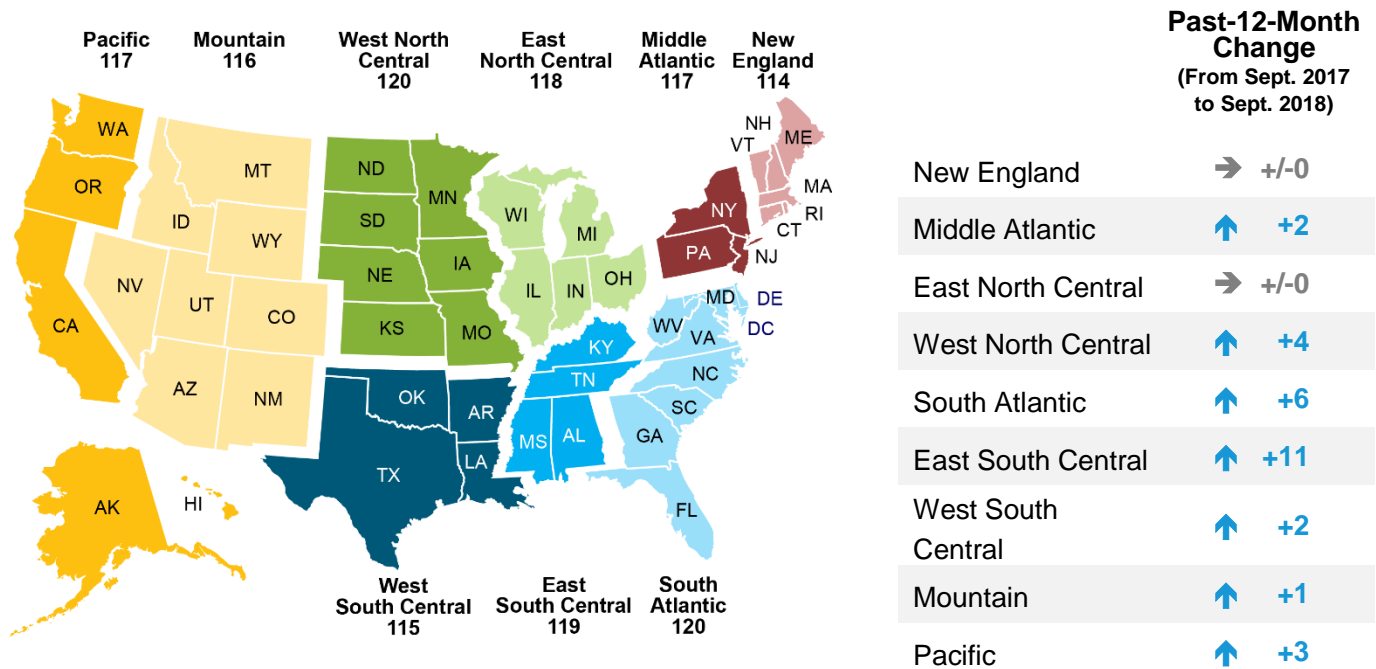# Decision Analyst Economic Index
United States Census Divisions
September 2018

Arlington, Texas—The West North Central and the South Atlantic tied for the highest Index score for September (120). (Hurricane Florence hit the Carolinas in mid-September, 2018; data for this survey was collected starting on September 20th.) The South Atlantic increased 6 points in the past 12 months, while the West North Central increased 4 points. The New England Census Region had the lowest Index with a score of 114; and it saw no change in the past 12 months. Additionally, the East North Central Region also saw no change in the past 12 months.

United States Census Divisions Economic Indices
September 2018*

Division		Past-12-Month Change (From Sept. 2017 to Sept. 2018)
New England	➔	+/-0
Middle Atlantic	↑	+2
East North Central	➔	+/-0
West North Central	↑	+4
South Atlantic	↑	+6
East South Central	↑	+11
West South Central	↑	+2
Mountain	↑	+1
Pacific	↑	+3

Pacific 117 · Mountain 116 · West North Central 120 · East North Central 118 · Middle Atlantic 117 · New England 114

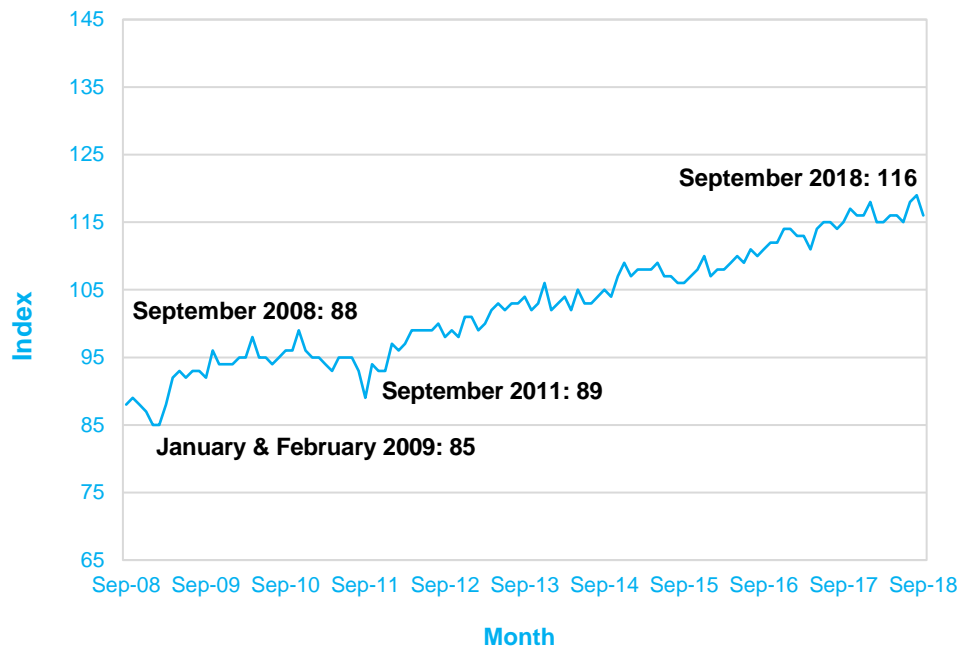West South Central 115 · East South Central 119 · South Atlantic 120

* *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
strategic research ▪ analytics ▪ modeling ▪ optimization

Cristi Allen, Publicity, callen@decisionanalyst.com
604 Avenue H East, Arlington, Texas 76011-3100
Phone: 1-817-640-6166 ▪ www.decisionanalyst.com

United States Economic Index

The Decision Analyst U.S. Economic Index stands at **116 for September 2018**, a 1-point increase over the past 12 months, but a 3-point decline from August 2018. The U.S. Economic Index has flattened out over the past year, suggesting that the U.S. economic expansion might be reaching its apex. The overall trend of the Economic Index suggests slowing growth, and raises the prospect that the current economic cycle may be reaching a turning point—a turn toward recession. The Economic Index tends to foreshadow 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
September 2018

September 2018: 116

September 2008: 88

September 2011: 89

January & February 2009: 85

Index

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

Month

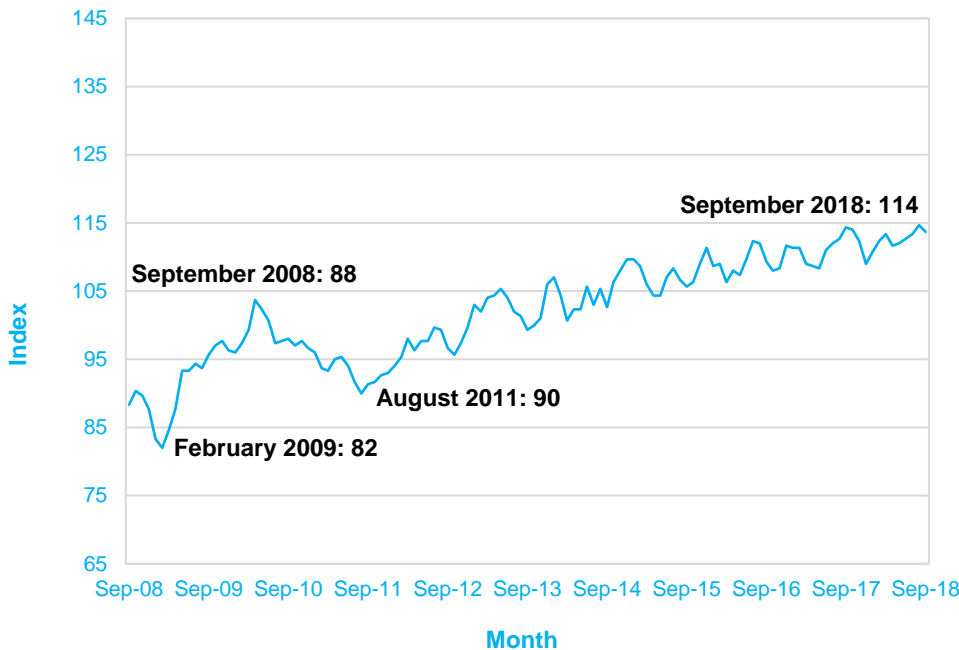**Past-12-Month Change**
(From Sept. 2017 to Sept. 2018)

+1 Point

"The U.S. Economic Index is beginning to signal slower growth, or perhaps a coming downturn in the U.S. economy. Trade disputes, tariffs, and threats of tariffs are disrupting sectors of the U.S. economy, and the continuing rise in interest rates is beginning to take its toll on credit-sensitive industries, such as housing, construction, and automotive. The strengthening U.S. dollar is raising the risks of financial crises in emerging economies around the world. Once the flames of financial crises begin, they can quickly spread to developed economies. The growing mountains of corporate and governmental debts are major risk factors to the U.S. economy," said Jerry W. Thomas, President/CEO of Decision Analyst. "The dangers of recession or ultraslow growth are lurking in the shadows."

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*
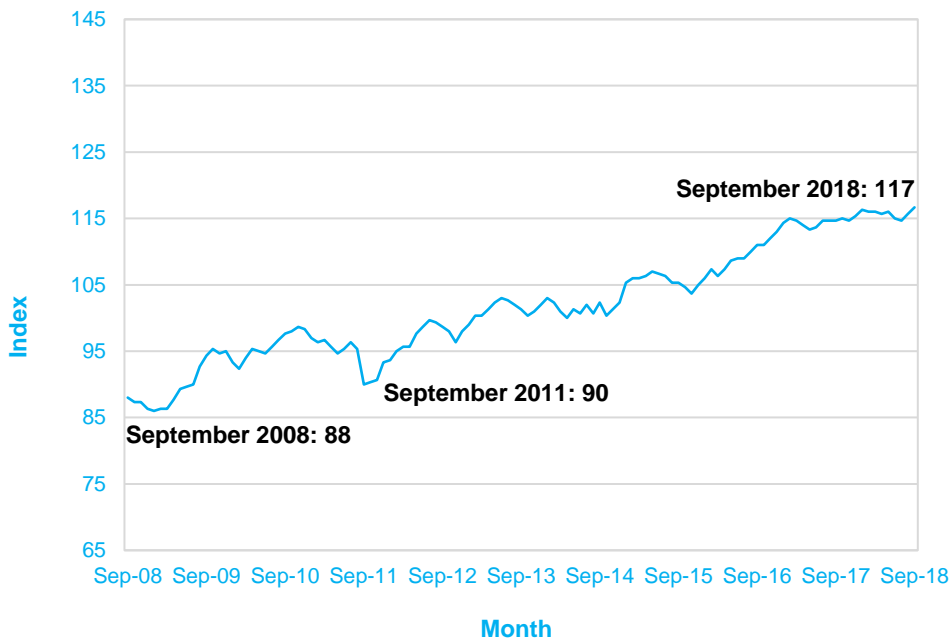**September 2018**

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

+/-0 Points

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

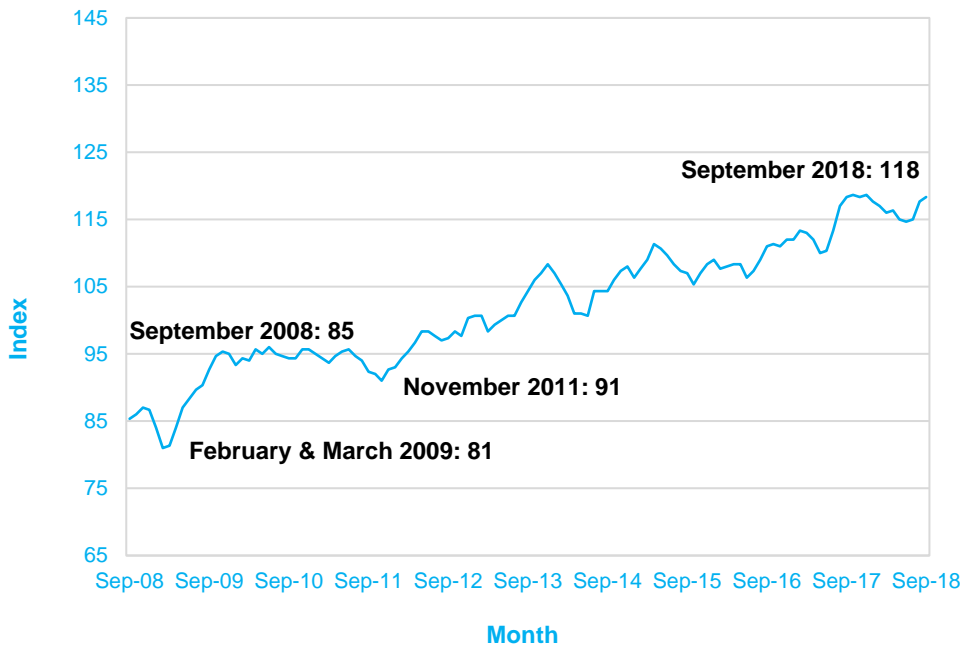**Middle Atlantic Census Division Economic Index***
September 2018

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

+2 Points

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

East North Central Census Division Economic Index*
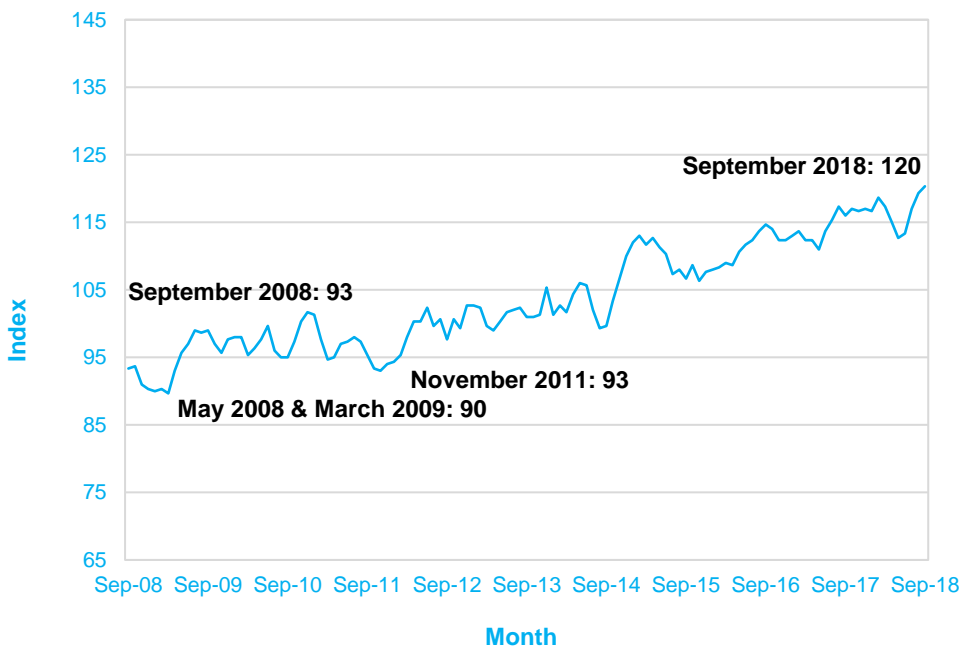## September 2018

Index

September 2018: 118

September 2008: 85

November 2011: 91

February & March 2009: 81

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

Month

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

+/-0 Points

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

West North Central Census Division Economic Index*
## September 2018

Index

September 2018: 120

September 2008: 93

November 2011: 93

May 2008 & March 2009: 90

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

Month

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

+4 Points

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

.

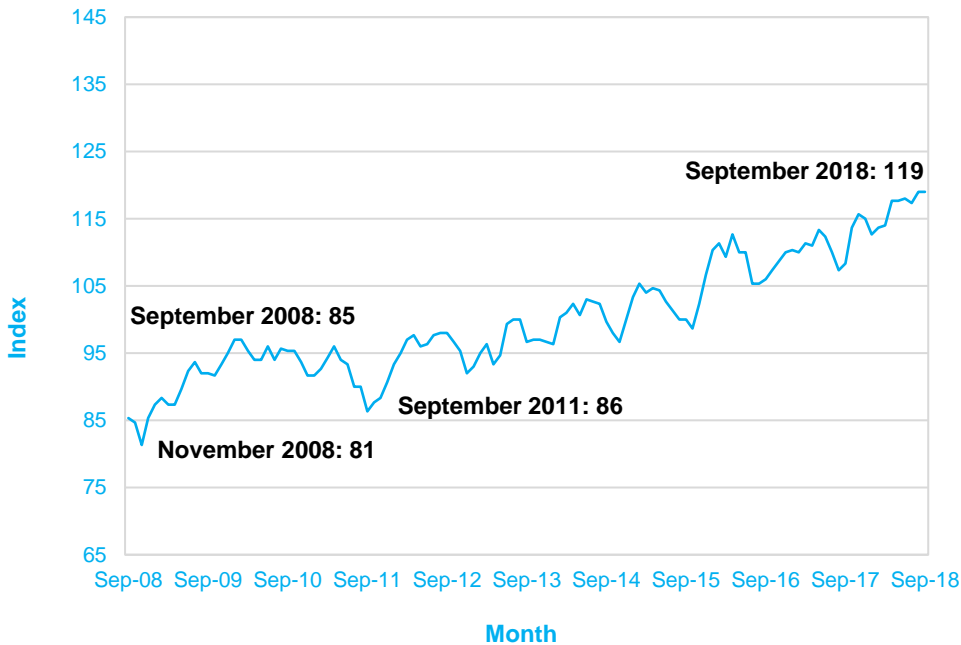## South Atlantic Census Division Economic Index*
September 2018

September 2018: 120

September 2008: 87

February 2009: 84

October 2011: 89

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

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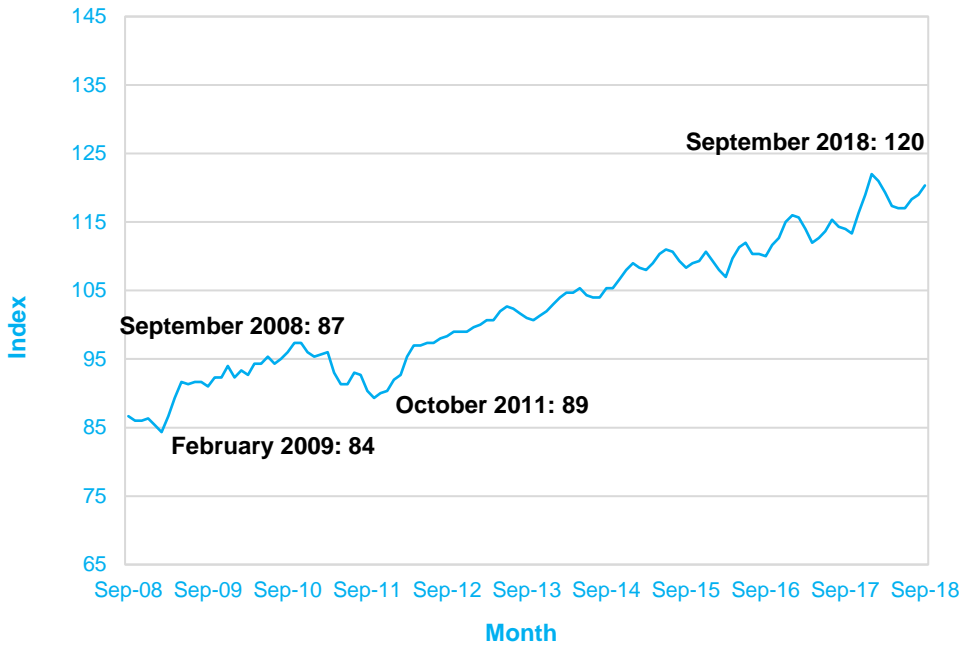
South Atlantic Census Division includes Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia

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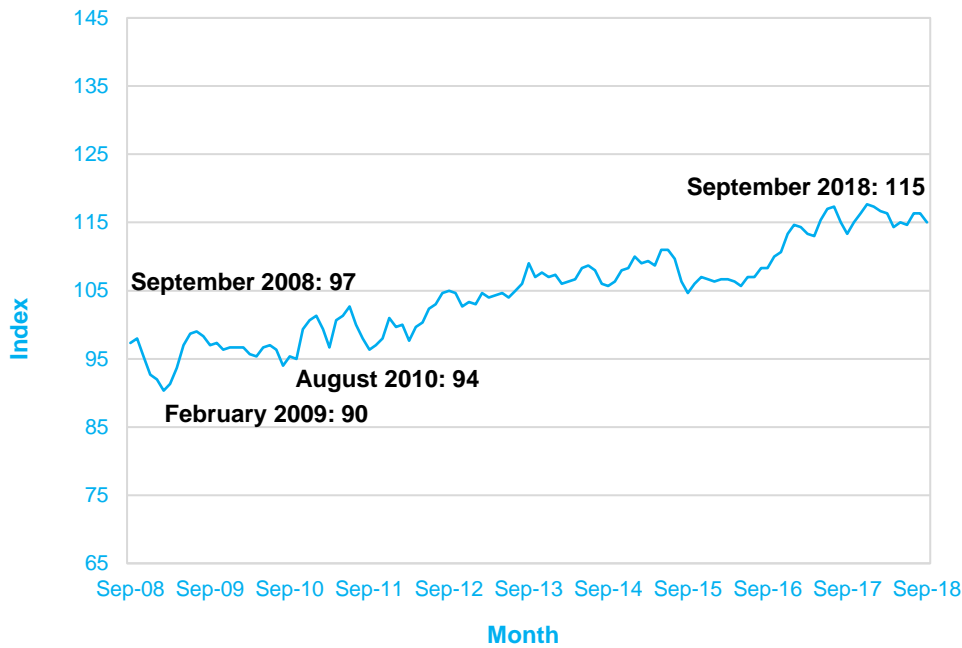## September 2018

September 2018: 119

September 2008: 85

November 2008: 81

September 2011: 86

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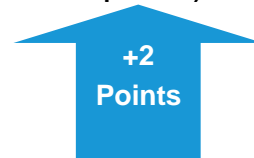(From Sept. 2017 to Sept. 2018)

+11 Points

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

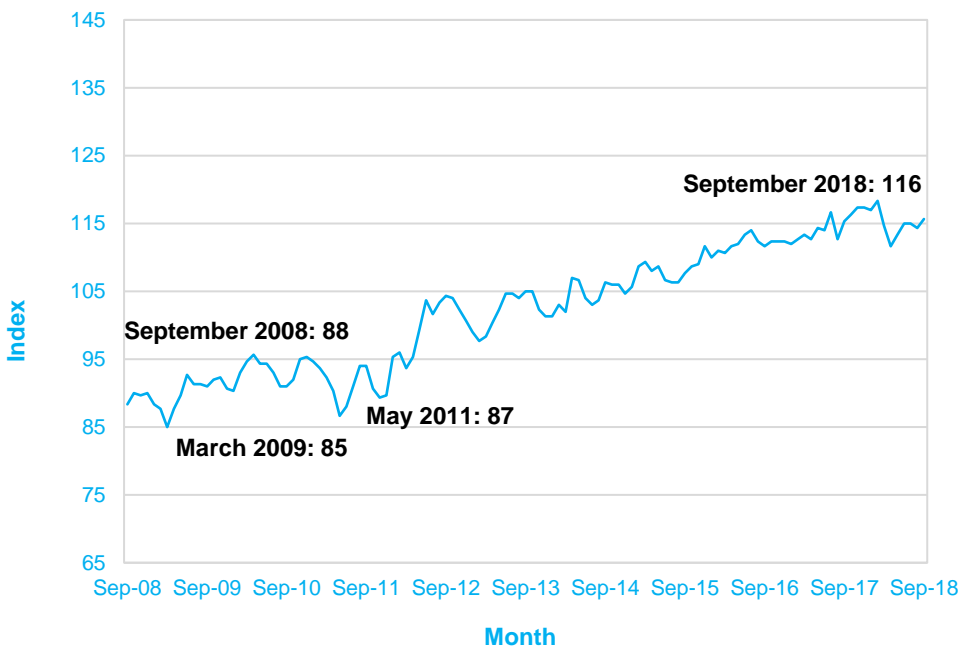## West South Central Census Division Economic Index*
September 2018

September 2018: 115

September 2008: 97

August 2010: 94

February 2009: 90

Index

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

Month

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

+2 Points

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

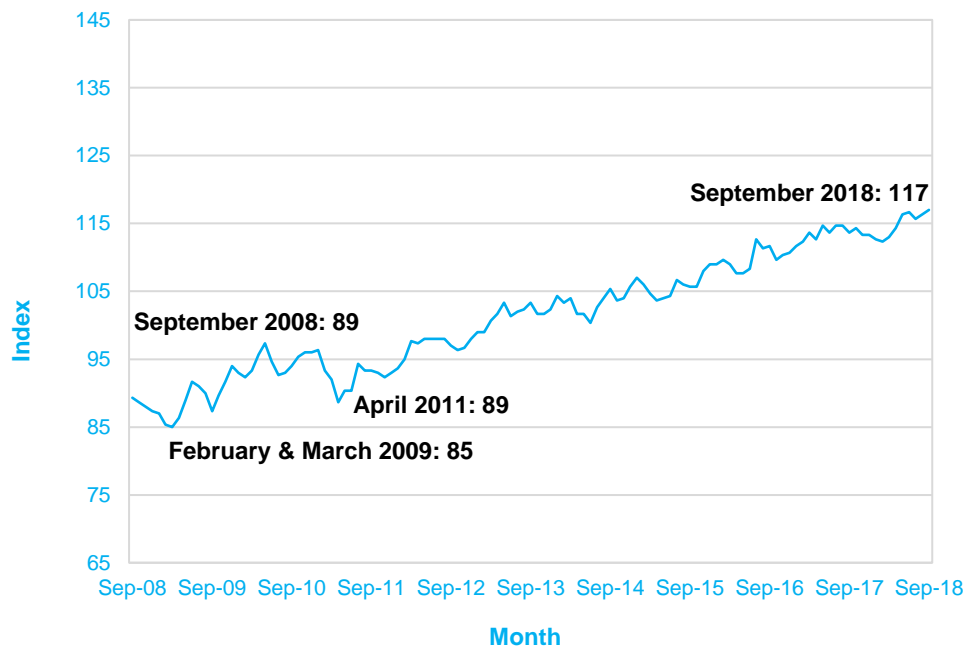## Mountain Census Division Economic Index*
September 2018

September 2018: 116

September 2008: 88

May 2011: 87

March 2009: 85

Index

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

Month

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

+1 Point

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

Pacific Census Division Economic Index*
September 2018

September 2018: 117

September 2008: 89

April 2011: 89

February & March 2009: 85

Index

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

Month

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

+3 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 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, Australia, 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.