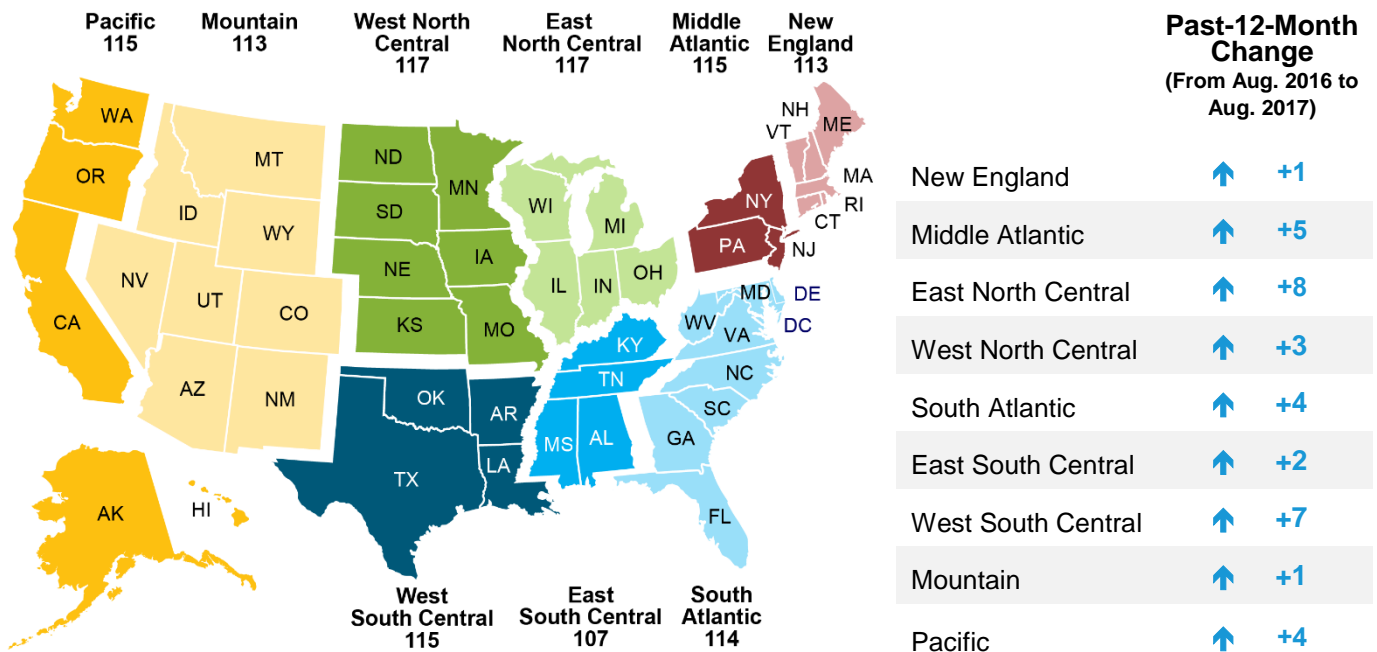


Decision Analyst Economic Index United States Census Divisions

August 2017

Arlington, Texas—The Economic Indices for the U.S. Census Divisions have all stayed the same in the past 12 months. The West North Central and the East North Central Census Divisions have the highest scores of all the Census Divisions, each with an Index score of **117 for August 2017**, and the East North Central had the largest increase over the past 12 months, increasing 8 points. The East South Central had the lowest Index score, **107 for August 2017**.

United States Census Divisions Economic Indices August 2017*

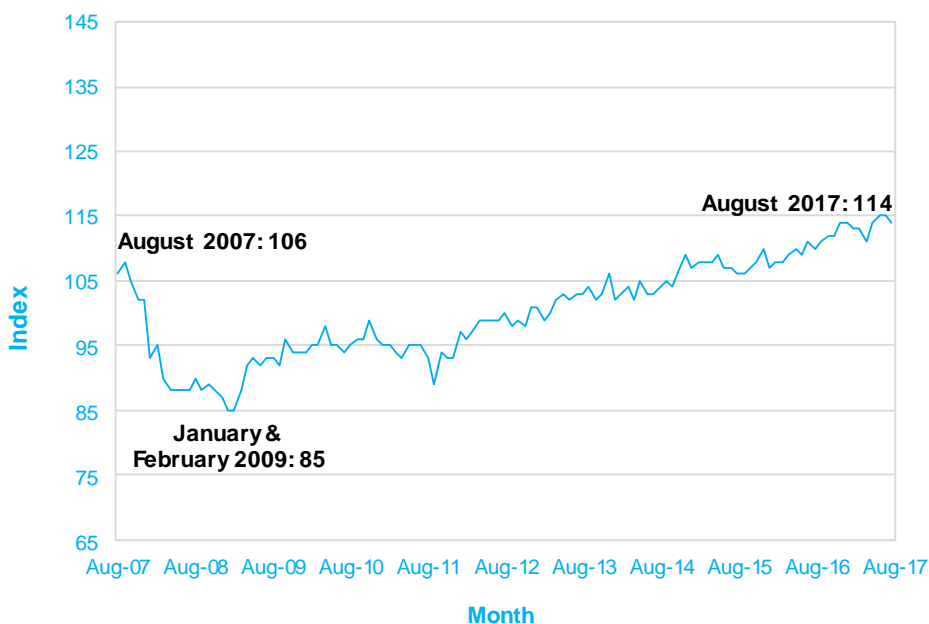


* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

United States Economic Index

The Decision Analyst U.S. Economic Index stood at **114 in August 2017**, a 1 point decrease from July 2017, but a 4-point increase from its August 2016 level. The past-12-month slope of the Economic Index is trending upwards, indicating 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 August 2017



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

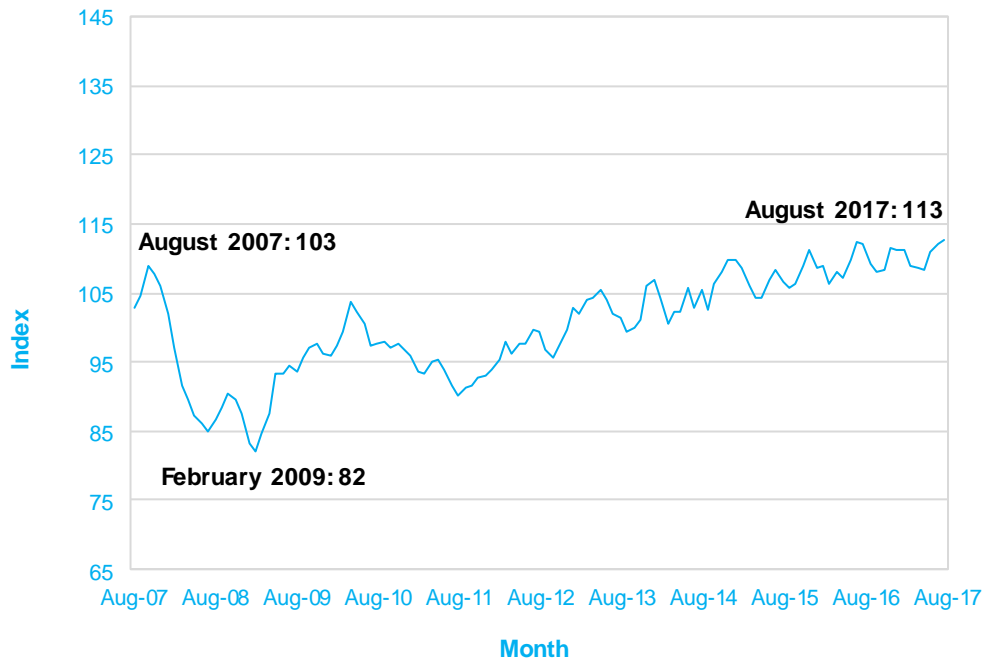


“The U.S. Economic Index is up 4 points over the past 12 months, an indication of moderate economic expansion and an indicator of continued GDP growth throughout 2017 and into 2018,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The greatest risks to the overall U.S. economy during the next 6 to 12 months are political risks and financial system risks related to ultra low interest rates and quantitative easing. International trade disruptions are also a major risk factor. The falling dollar, on the other hand, is boosting exports and serving as an economic stimulus, and low energy costs are a continuing stimulus. The European economy is doing well, and Japan is finally showing some positive numbers. Right now the positive forces seem to be prevailing, but the risks to the U.S. economy are significant,” said Thomas.

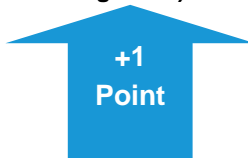
History

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* August 2017

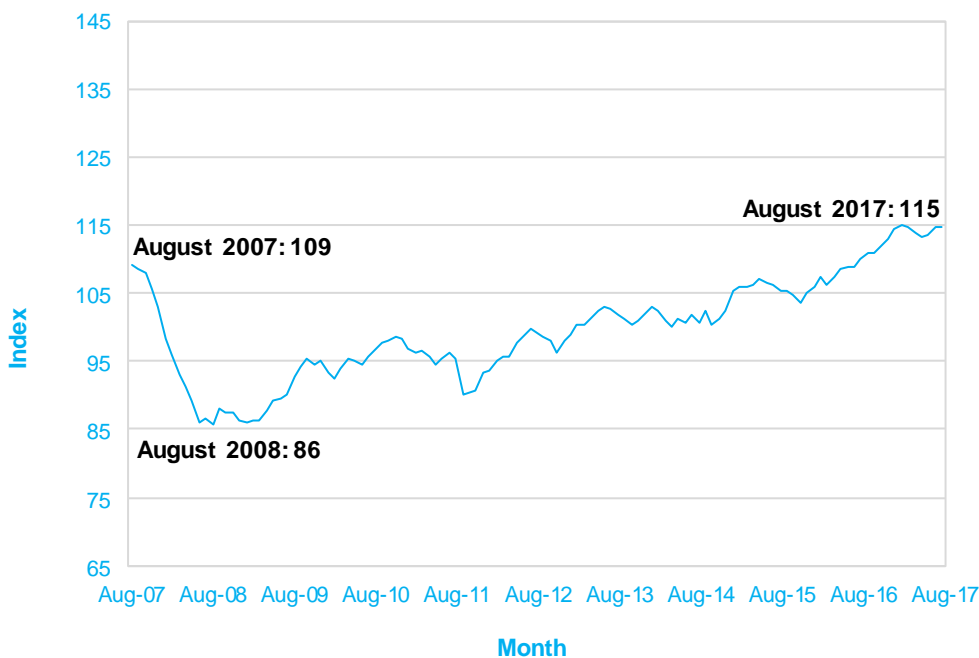


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



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

Middle Atlantic Census Division Economic Index* August 2017

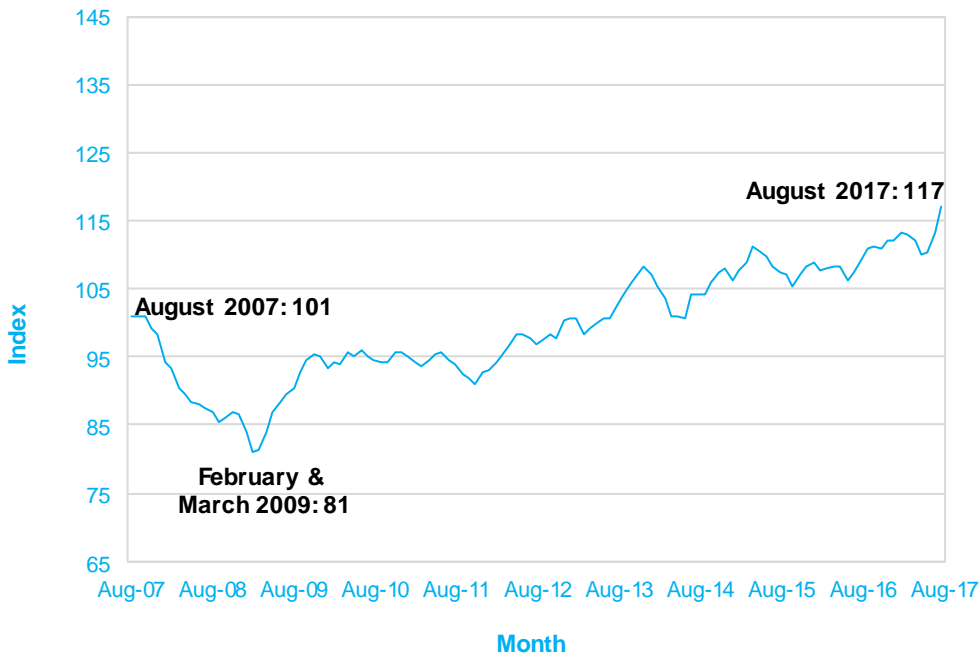


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



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

East North Central Census Division Economic Index* August 2017

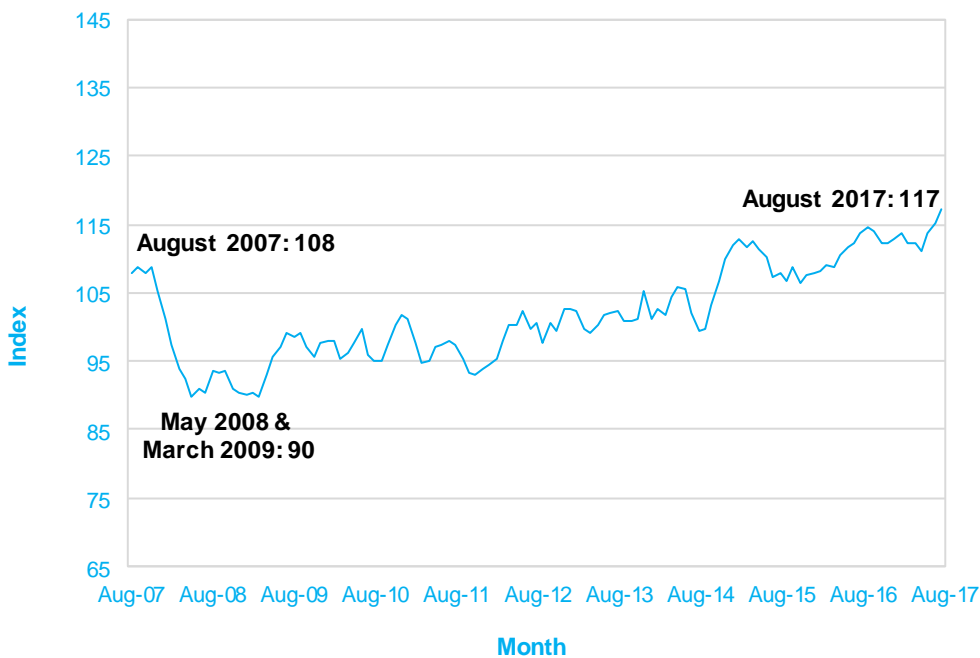


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+8
Points**

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

West North Central Census Division Economic Index* August 2017

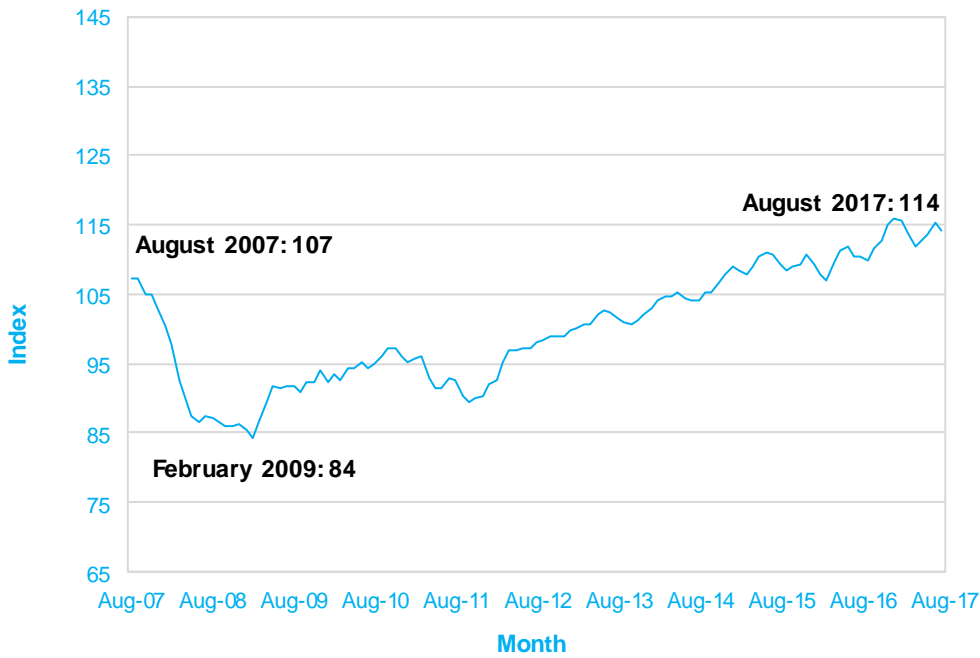


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+3
Points**

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

South Atlantic Census Division Economic Index* August 2017

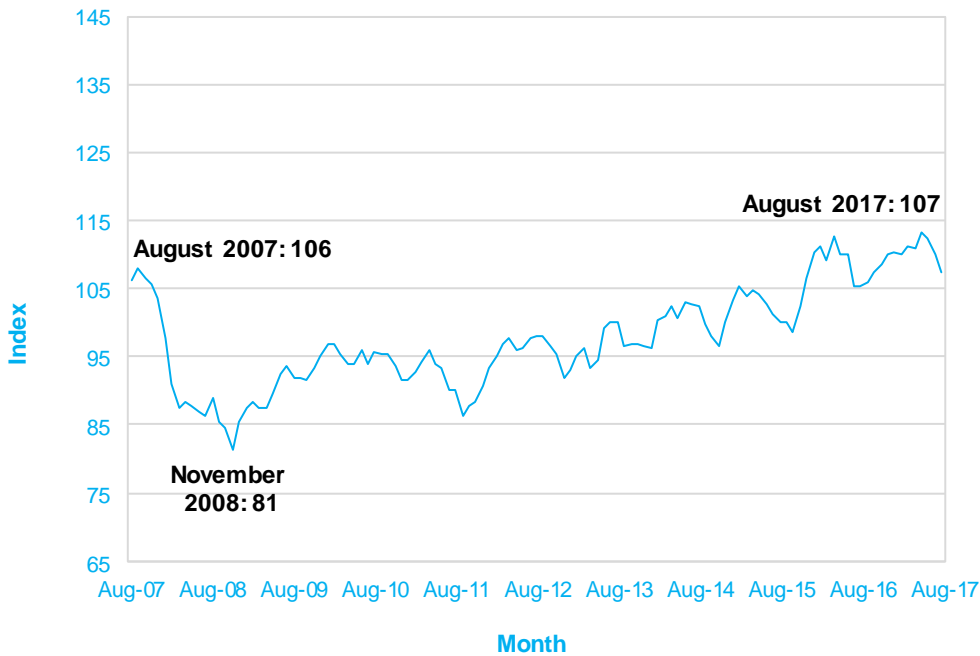


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+4
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* August 2017

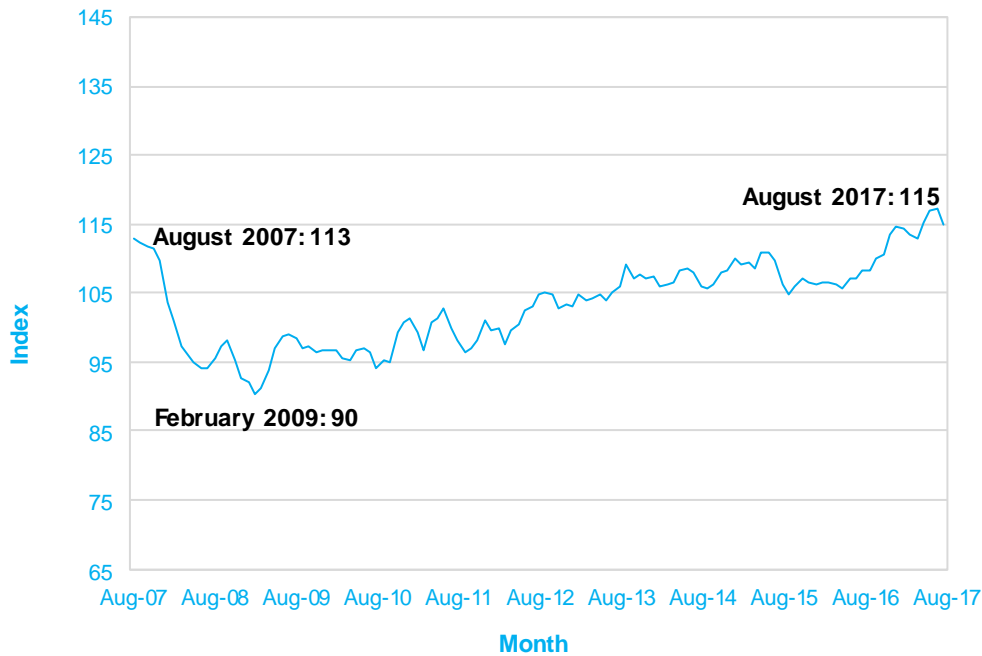


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+2
Points**

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

West South Central Census Division Economic Index* August 2017

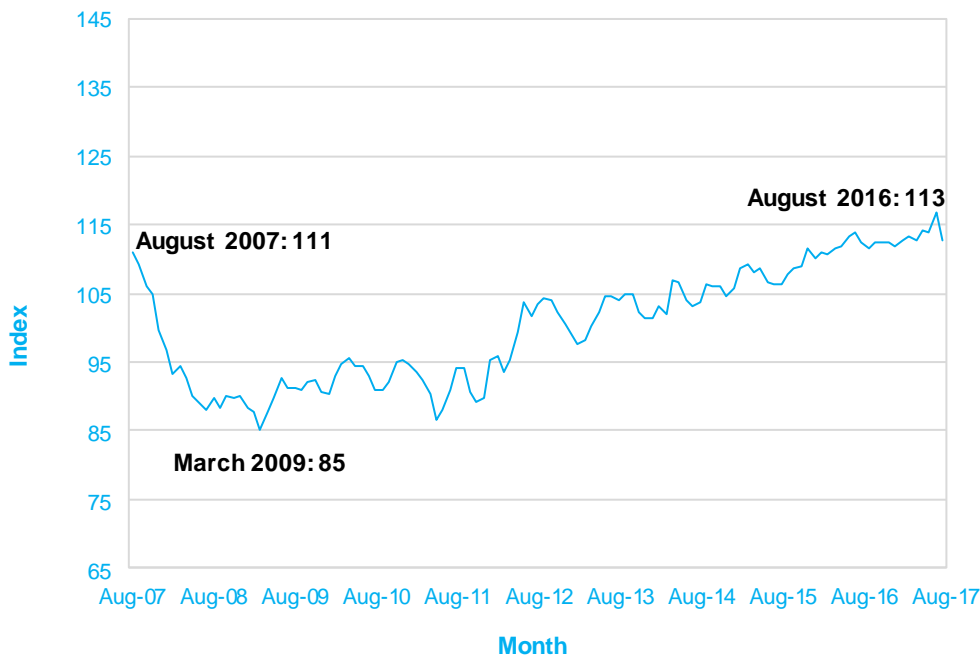


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



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

Mountain Census Division Economic Index* August 2017

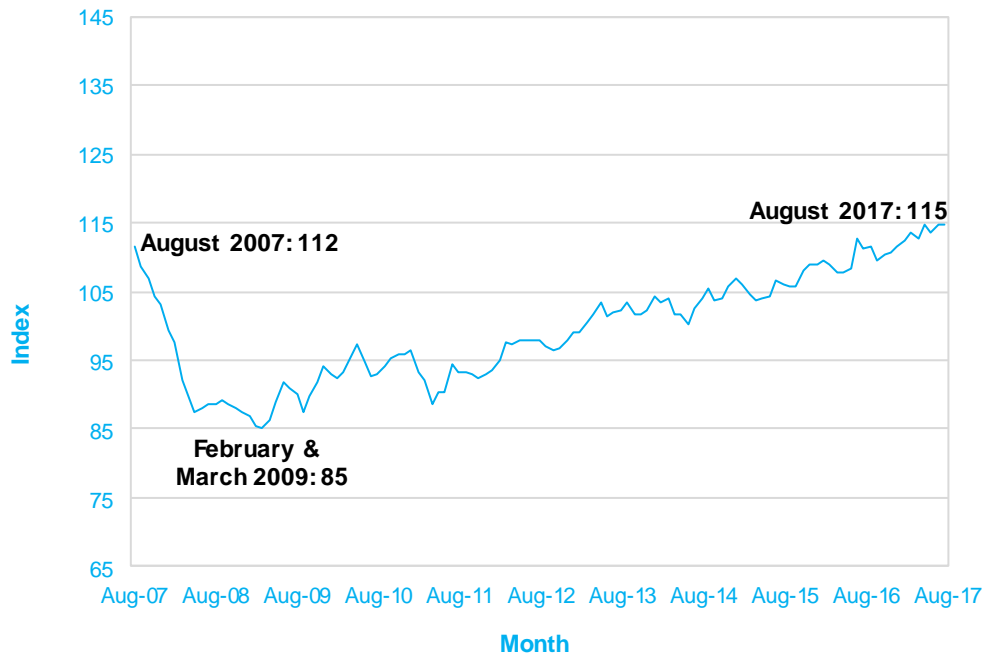


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



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

Pacific Census Division Economic Index* August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 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.