

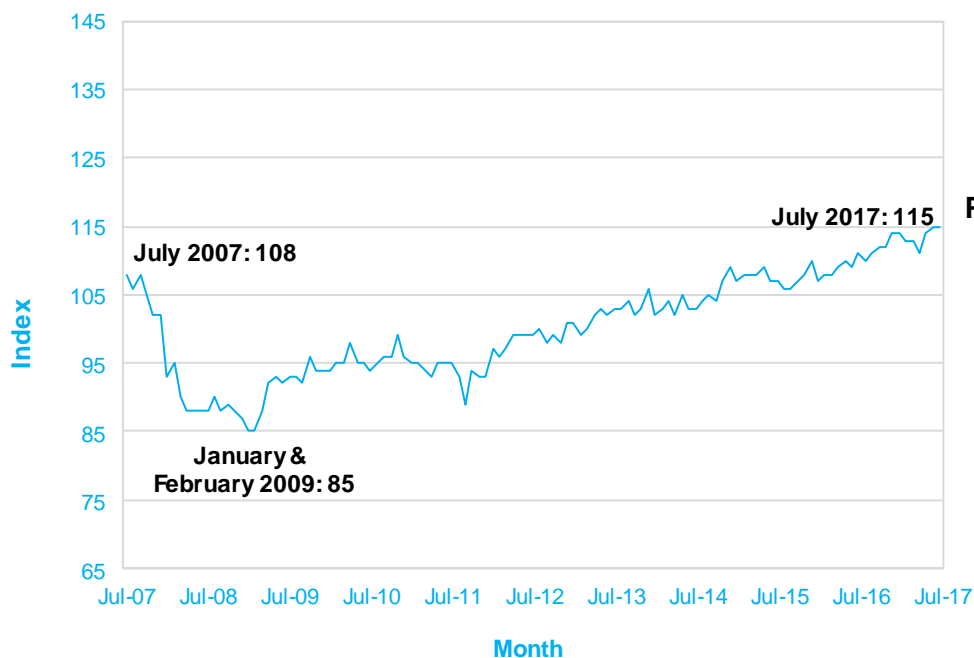
Decision Analyst Economic Index

July 2017

U.S. Economy Continues Growth Pattern, According To Decision Analyst's Economic Index

Arlington, Texas—The Decision Analyst U.S. Economic Index stood at **115 in July 2017**, the same level as June 2017, but a 4-point increase from its July 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. 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 July 2017



















Past-12-Month Change
(From July 2016 to
July 2017)

**+4
Points**

“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,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The greatest risks to the overall U.S. economy during the next 12 months appear to be political risks and stock market and/or financial system risks, as well as trade wars and international crises. 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 also doing well. Right now the positive forces seem to be prevailing, but the risks to the U.S. economy are daunting,” said Thomas.

Global Indices

The following chart compares Decision Analyst's U.S. Economic Index to its Economic Indices for other countries. Chile increased 11 points and Brazil increased 10 points in the past 12 months, while Argentina increased 7 points; however, Colombia declined 5 points in the past 12 months, and Peru declined 4 points. In Europe both Italy and the Russian Federation increased 5 points over the past 12 months, while Spain and France each increased 4 points. The United Kingdom declined 4 points in the past 12 months.

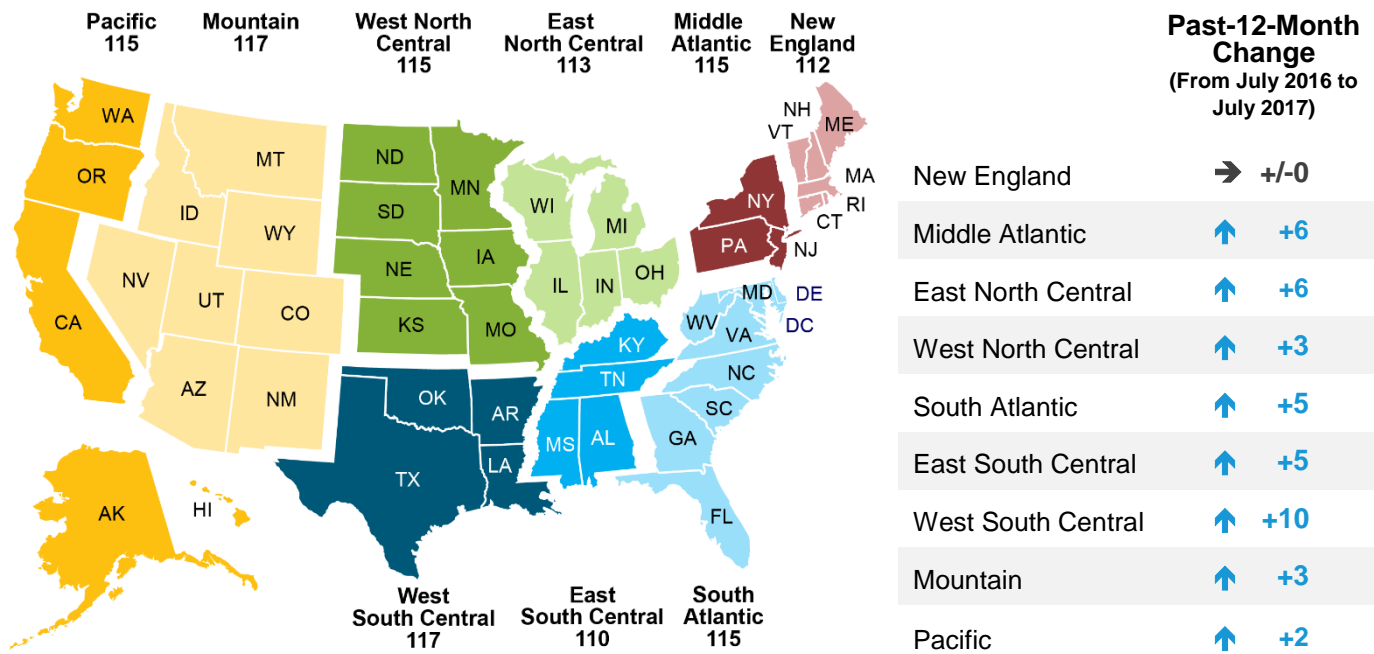
Decision Analyst Global Economic Indices July 2017			Past-12-Month Change (From July 2016 to July 2017)	
North America		July 2017 Index		
	United States	115	↑	+4
	Canada	90	↑	+1
	Mexico*	100	↑	+8
South America				
	Argentina*	85	↑	+7
	Brazil*	96	↑	+10
	Chile*	99	↑	+11
	Colombia*	96	↓	-5
	Peru*	102	↓	-4
Europe				
	France	95	↑	+4
	Germany	108	↑	+3
	Italy	101	↑	+5
	Russian Federation*	97	↑	+5
	Spain*	105	↑	+4
	United Kingdom	103	↓	-4
Australia/Asia				
	Australia*	94	→	+/-0
	India*	124	→	+/-0

* The Index numbers for Argentina, Australia, Brazil, Chile, Colombia, India, Mexico, Peru, the Russian Federation, and Spain are 3-month moving averages to smooth out month-to-month fluctuations. The reported Index number averages the current month with the previous 2 months.

U.S. Census Divisions

The Economic Indices for the U.S. Census Divisions have either increased or stayed the same in the past 12 months. The West South Central and the Mountain Census Divisions have the highest scores of all the Census Divisions, each with an Index score of **117 for July 2017**, and the West South Central has the largest increase over the past 12 months, increasing 10 points. The East South Central had the lowest Index score, **110 for July 2017**; however, it still increased 5 points over the past 12 months.

United States Census Divisions Economic Indices July 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.

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, the 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.