

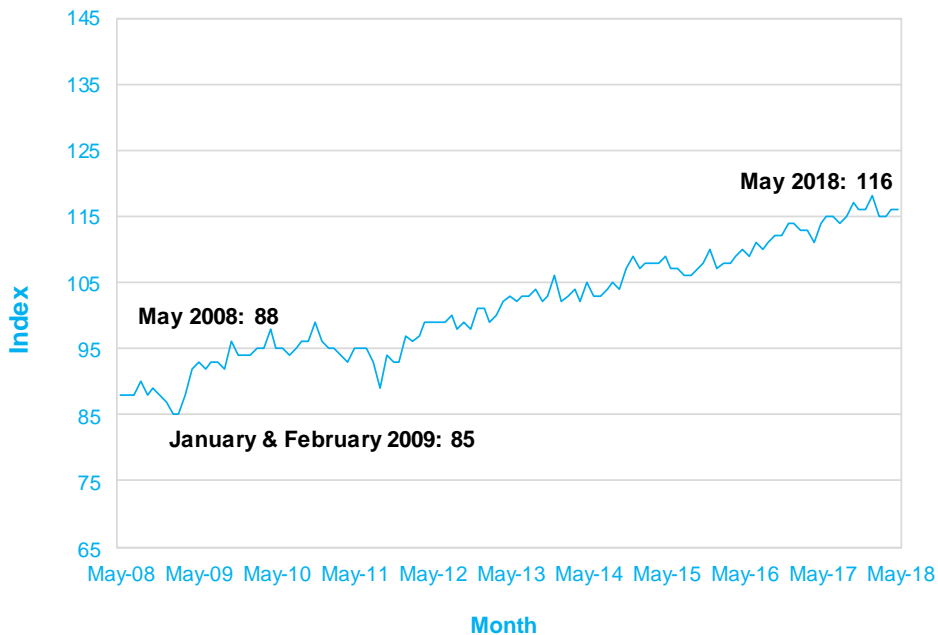
# Decision Analyst Economic Index

May 2018

## U.S. Economic Index Predicts Continued Economic Growth

Arlington, Texas—The Decision Analyst U.S. Economic Index stands at **116 in May 2018**, the same score as last month. However, the U.S. Economic Index score is up 2 points over the past 12 months. The overall trend of the Economic Index continues to indicate that the U.S. economy will continue to expand throughout 2018. 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 May 2018



Past-12-Month Change  
(From May 2017 to  
May 2018)



“The U.S. Economic Index is at a reasonably high level and is up 2 points over the past 12 months. Both of these facts indicate that the U.S. economy will continue to expand throughout 2018,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The economic picture is not entirely sanguine, however. Inflation is beginning to show its ugly face, and the threats of trade wars and rising tariffs promise to exacerbate the U.S. inflation rate. The likely disruption to major trading agreements (NAFTA, for example) poses severe risks to U.S. economy activity. Rising U.S. interest rates could also pop U.S. asset bubbles (stock prices, real estate, etc.) and trigger a rapid downturn. These threats to the U.S. economy are likely to offset some of the potential benefits from the recent federal tax cuts. Economic slowdowns in several European economies, as well as the possibility of recession in China, loom as potential negatives for the U.S. economy. Somewhere in the next 12-24 months, a recession lurks in the shadows.”

## Global Indices

The following chart compares the U.S. Economic Index to Decision Analyst's Economic Indices for other countries. The Economic Indices for all European countries are substantially below the U.S. Economic Index, and several countries in Europe are seeing declines in their Indices. France declined 9 points in the past 12 months, Italy declined 4 points, Spain declined 2 points, and Germany 1 point. The United Kingdom did increase by 1 point in the past 12 months. The major countries tracked are shown below.

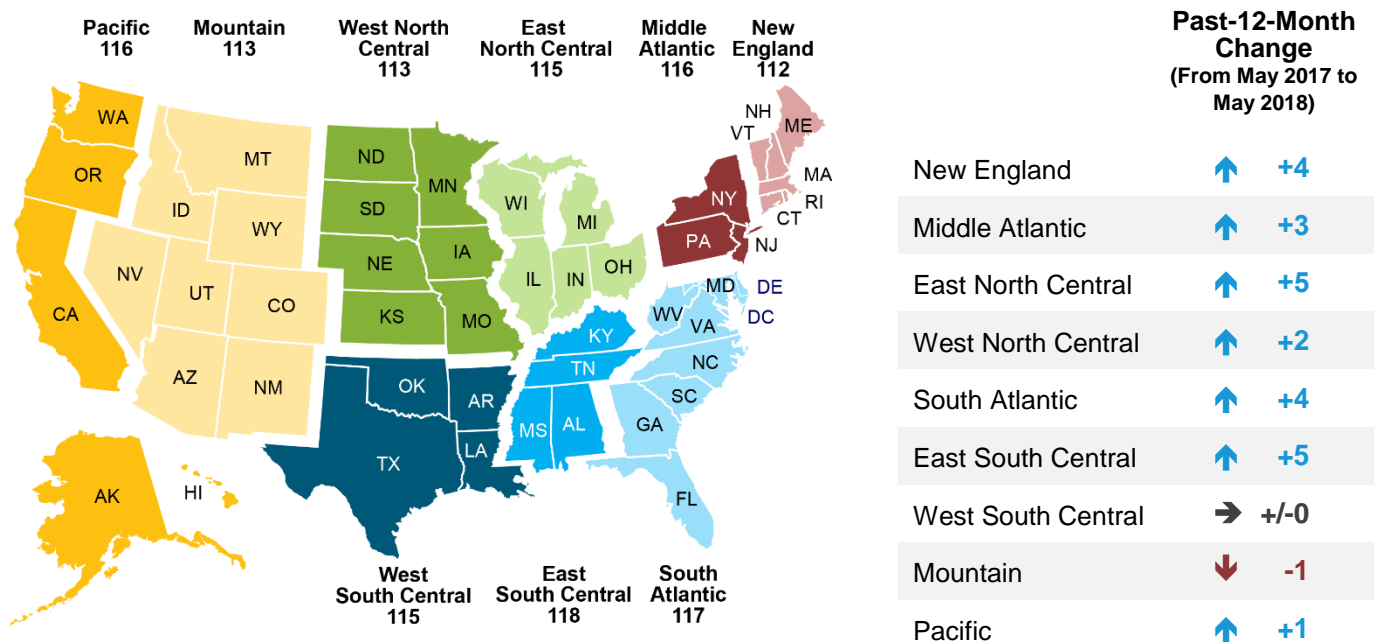
Global Economic Indices May 2018			Past-12-Month Change (From May 2017 to May 2018)	
	May 2018 Index			
<b>North America</b>				
 United States	116	↑	+2	
 Canada	92	→	+/-0	
 Mexico*	98	↑	+2	
<b>South America</b>				
 Argentina*	86	↓	-7	
 Brazil*	103	↑	+8	
 Chile*	102	↑	+7	
 Colombia*	97	↓	-4	
 Peru*	105	→	+/-0	
<b>Europe</b>				
 France	88	↓	-9	
 Germany	105	↓	-1	
 Italy	96	↓	-4	
 Russian Federation*	101	↑	+2	
 Spain*	99	↓	-2	
 United Kingdom	106	↑	+1	
<b>Australia/Asia</b>				
 Australia*	97	↑	+4	
 India*	123	↓	-1	

\* 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 is an average of the current month with the previous 2 months.

## U.S. Census Divisions

The Mountain Census Division was the only division to see a decline in the past 12 months, while the West South Central Division stayed the same. The East South Central Census Division had the highest score in May 2018 with a **118**, which was an increase of 5 points in the past 12 months. The South Atlantic Census Division had an Index of **117**, an increase of 4 points in the past 12 months. The New England Census Division had the lowest score in May 2018 with a score of **112**.

### United States Census Divisions Economic Indices May 2018\*



\* 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 for each division 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, 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](http://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.