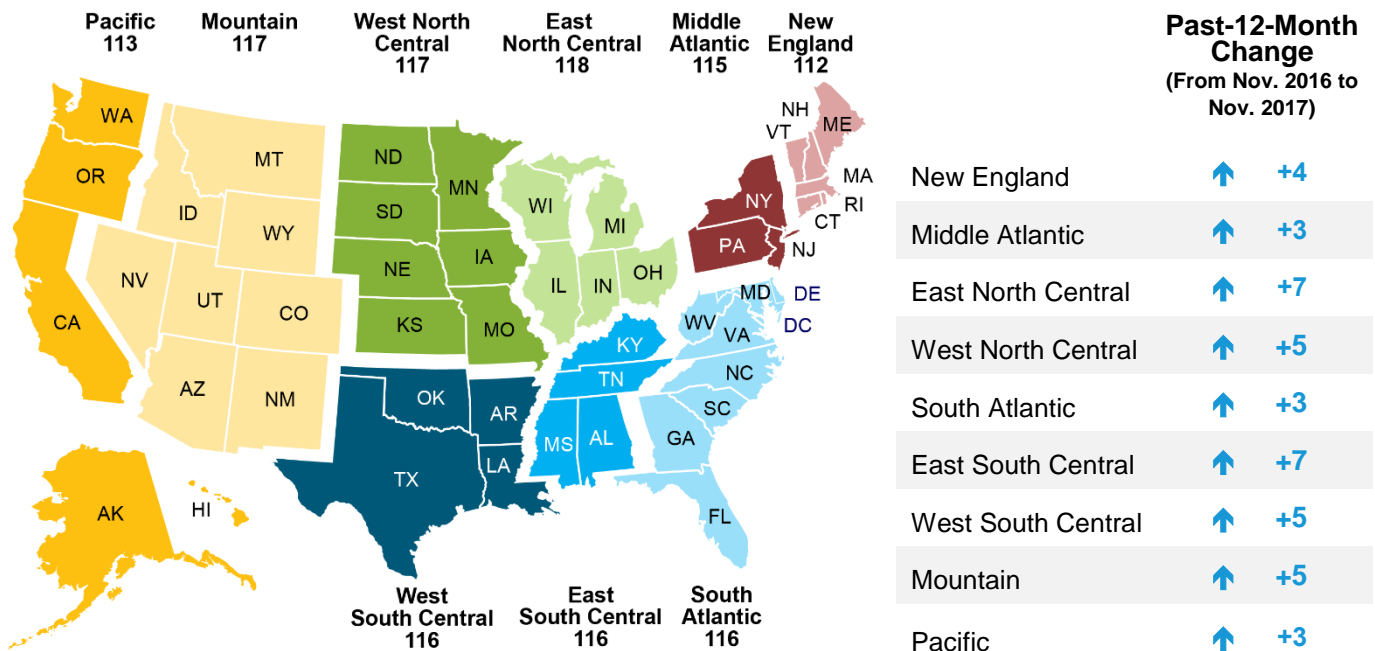


# Decision Analyst Economic Index United States Census Divisions

November 2017

Arlington, Texas—The Economic Indices for the U.S. Census Divisions have increased in the past 12 months. The East North Central Census Division had the highest score in November 2017, with an Index of **118**, while the West North Central Division and the Mountain Census Division each had a score of **117** each. The New England Census Division had the lowest Index at **112**.

## United States Census Divisions Economic Indices November 2017\*

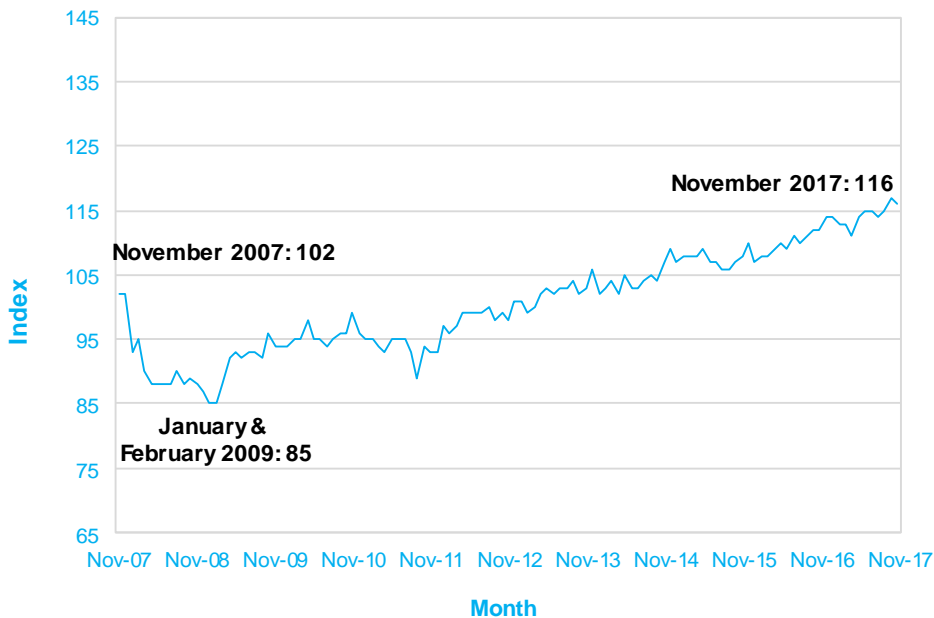


\* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

## United States Economic Index

The Decision Analyst U.S. Economic Index stood at **116 in November 2017**, a 1-point decrease from October 2017; however, the Index is 4 points above its November 2016 level. The past-12-month slope of the Economic Index indicates that the U.S. economy is likely to expand throughout the first half of 2018, and perhaps beyond. 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 November 2017



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

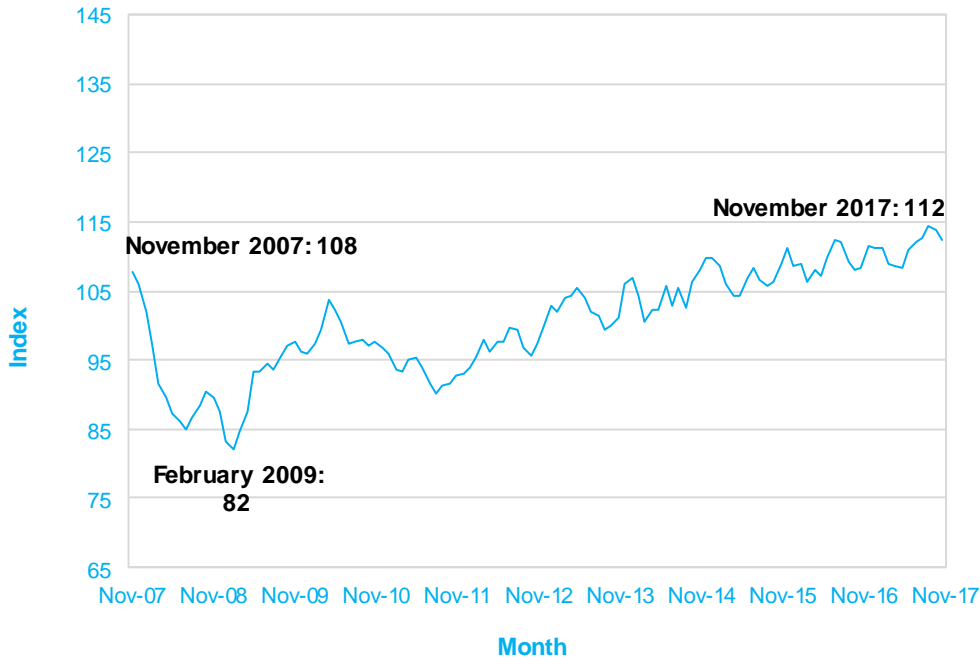


“The U.S. Economic Index is up 4 points over the past 12 months, an indication of moderate economic expansion and an indicator of continued GDP growth,” said Jerry W. Thomas, President/CEO of Decision Analyst. “The greatest risks to the U.S. economy in coming months, apart from political uncertainties in Washington, D.C., are ultra-low interest rates and the cumulative effects of quantitative easing. The vast floods of cheap money that the Federal Reserve has poured into the U.S. economy over the past 6 to 8 years has created a number of asset bubbles. Asset bubbles are difficult to see, and difficult to believe, when prices are rising and everyone is enjoying the party. Unfortunately, asset bubbles don’t last forever, and when they come crashing down, the drag on the overall economy can trigger a recession. The U.S. Economic Index points to continued GDP growth, but the risks are growing also,” 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\* November 2017

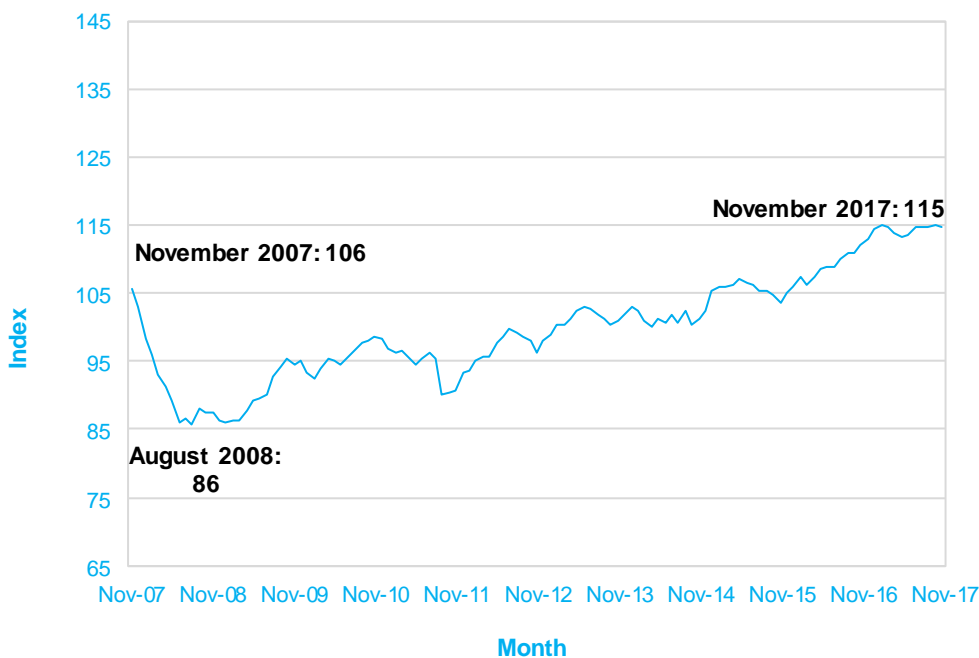


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)

**+4  
Points**

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

### Middle Atlantic Census Division Economic Index\* November 2017

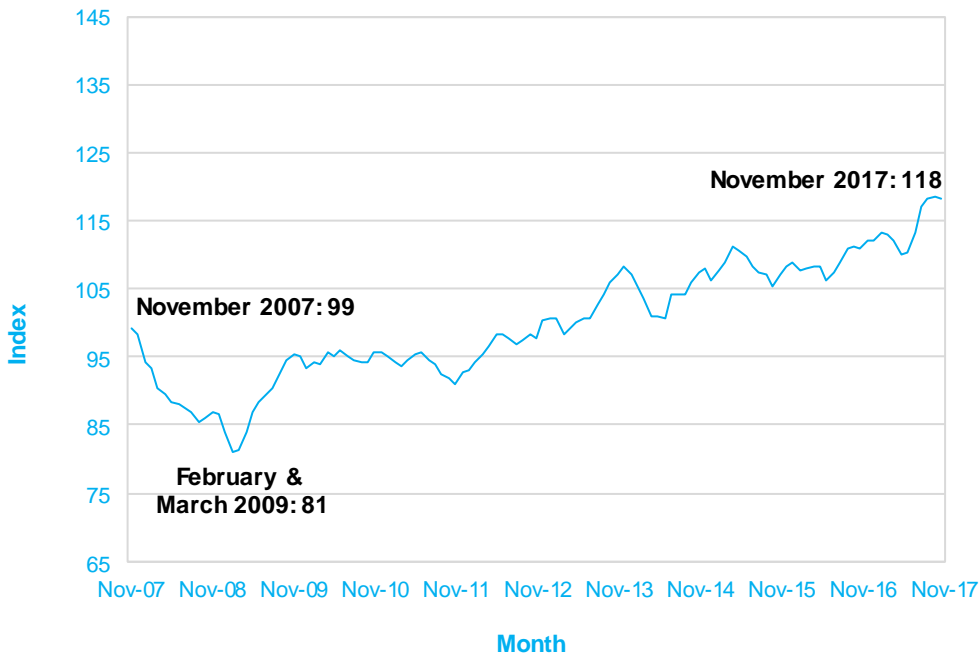


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)

**+3  
Points**

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

### East North Central Census Division Economic Index\* November 2017

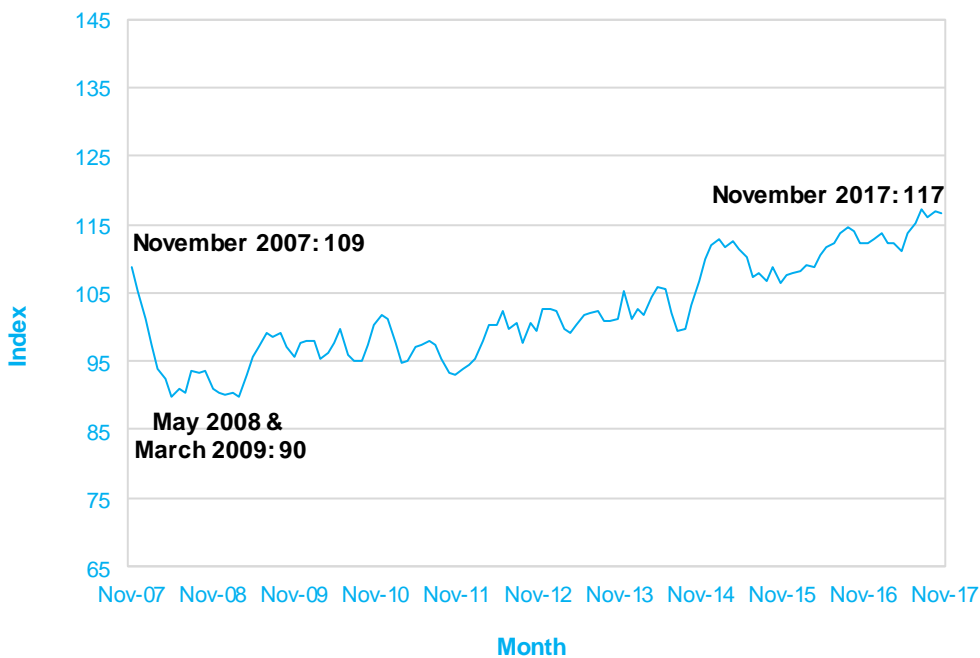


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)

**+7  
Points**

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

### West North Central Census Division Economic Index\* November 2017

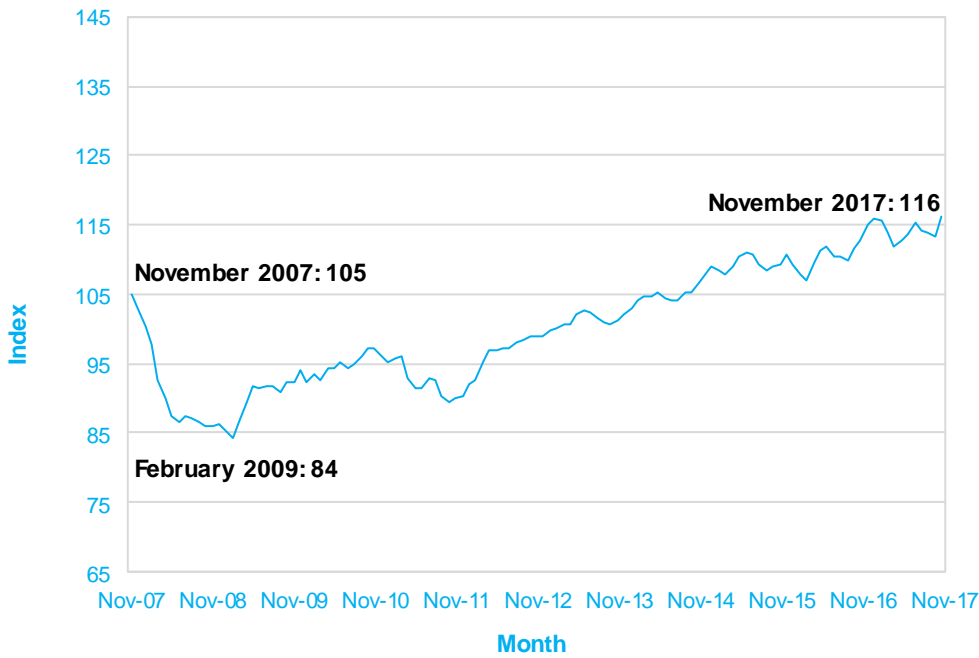


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)

**+5  
Points**

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

### South Atlantic Census Division Economic Index\* November 2017

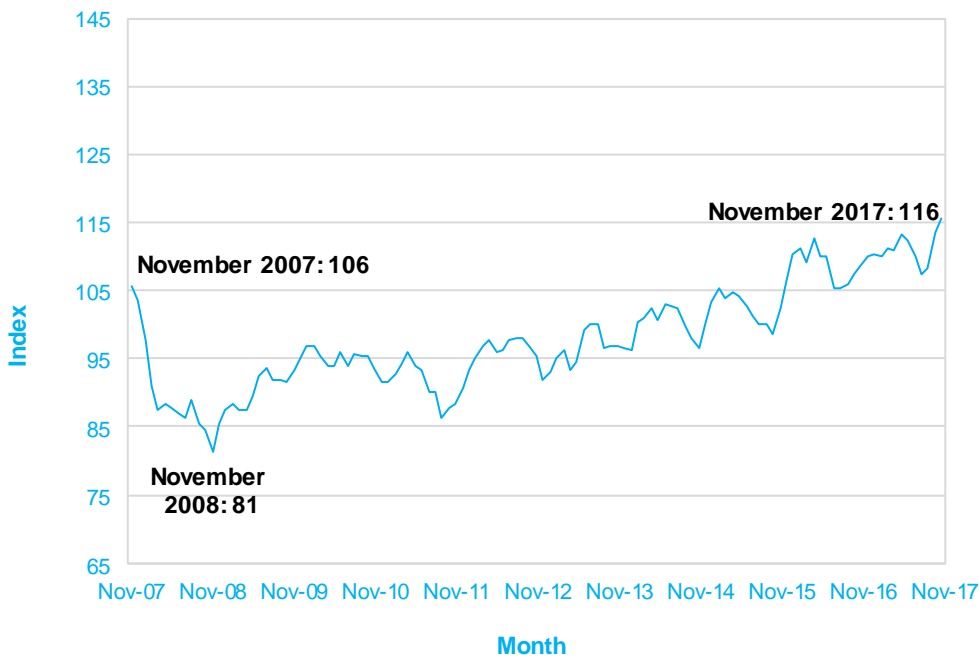


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)

**+3  
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\* November 2017

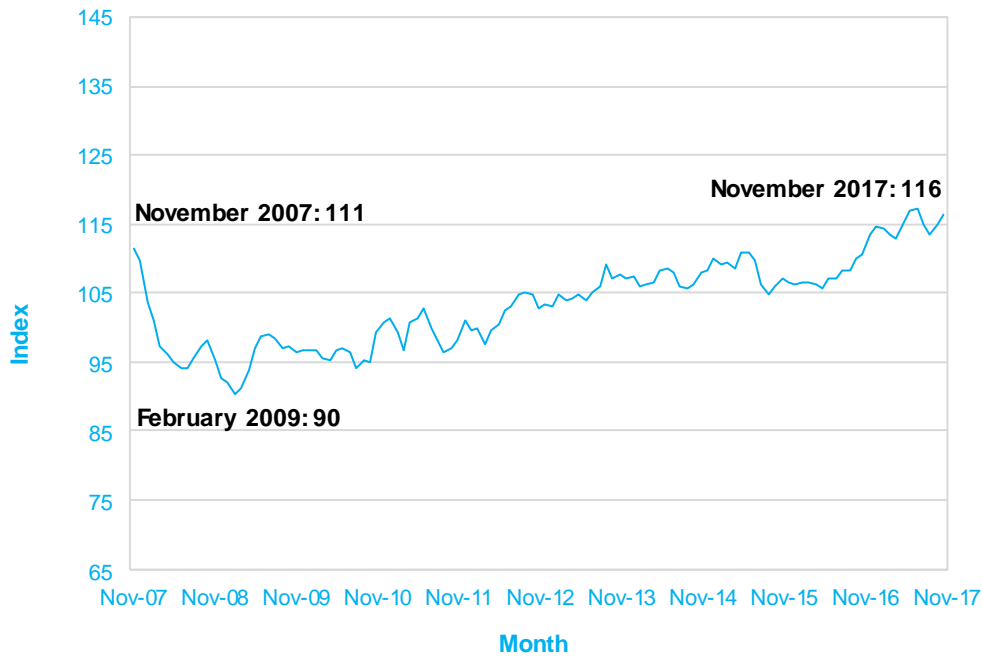


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)

**+7  
Points**

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

### West South Central Census Division Economic Index\* November 2017

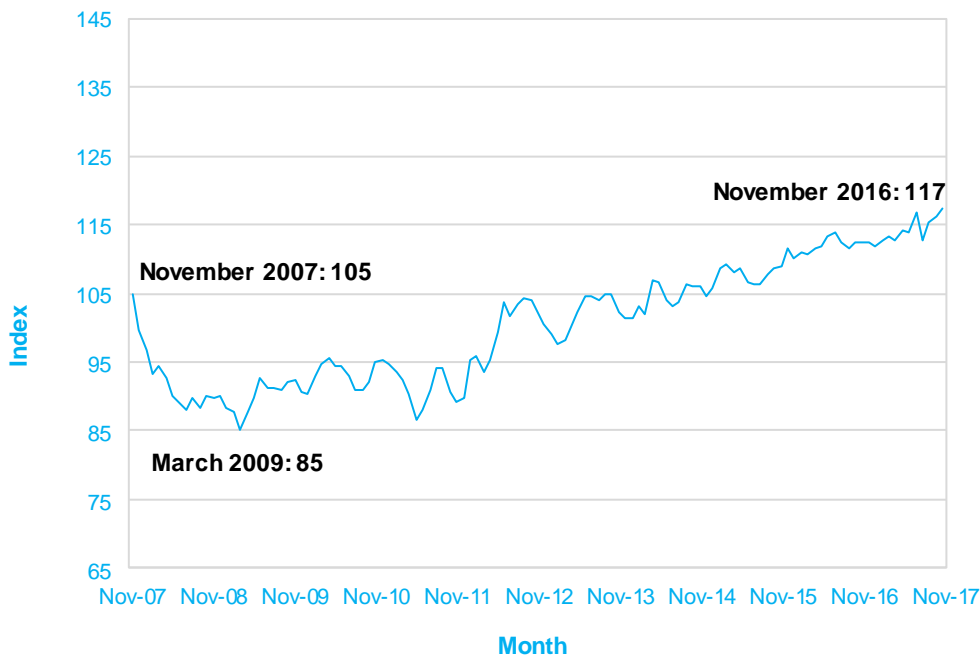


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)



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

### Mountain Census Division Economic Index\* November 2017

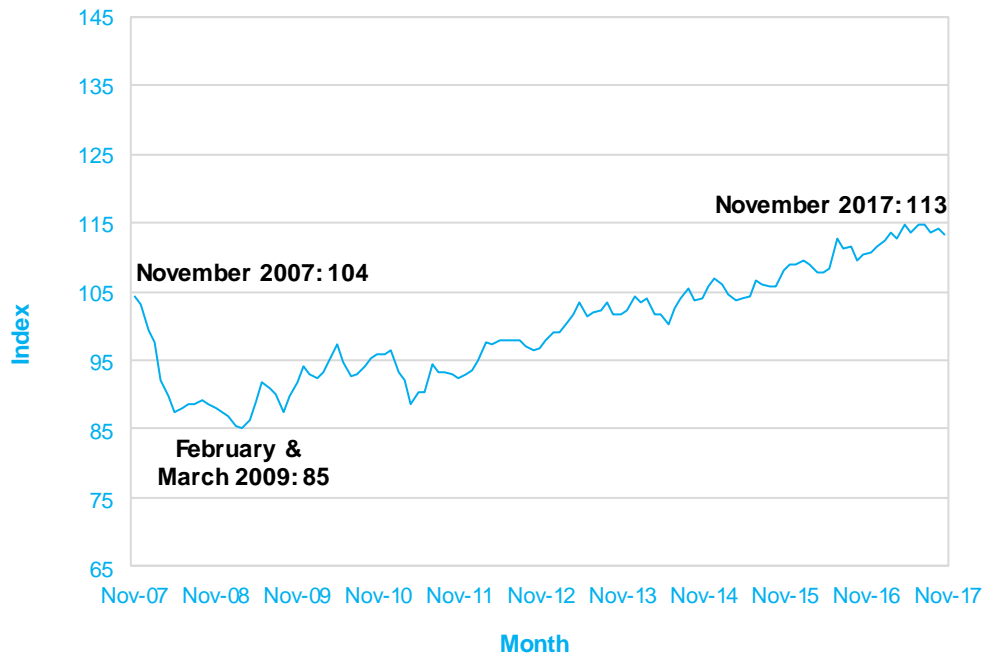


**Past-12-Month  
Change**  
(From Nov. 2016 to  
Nov. 2017)



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

## Pacific Census Division Economic Index\* November 2017



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



*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](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.