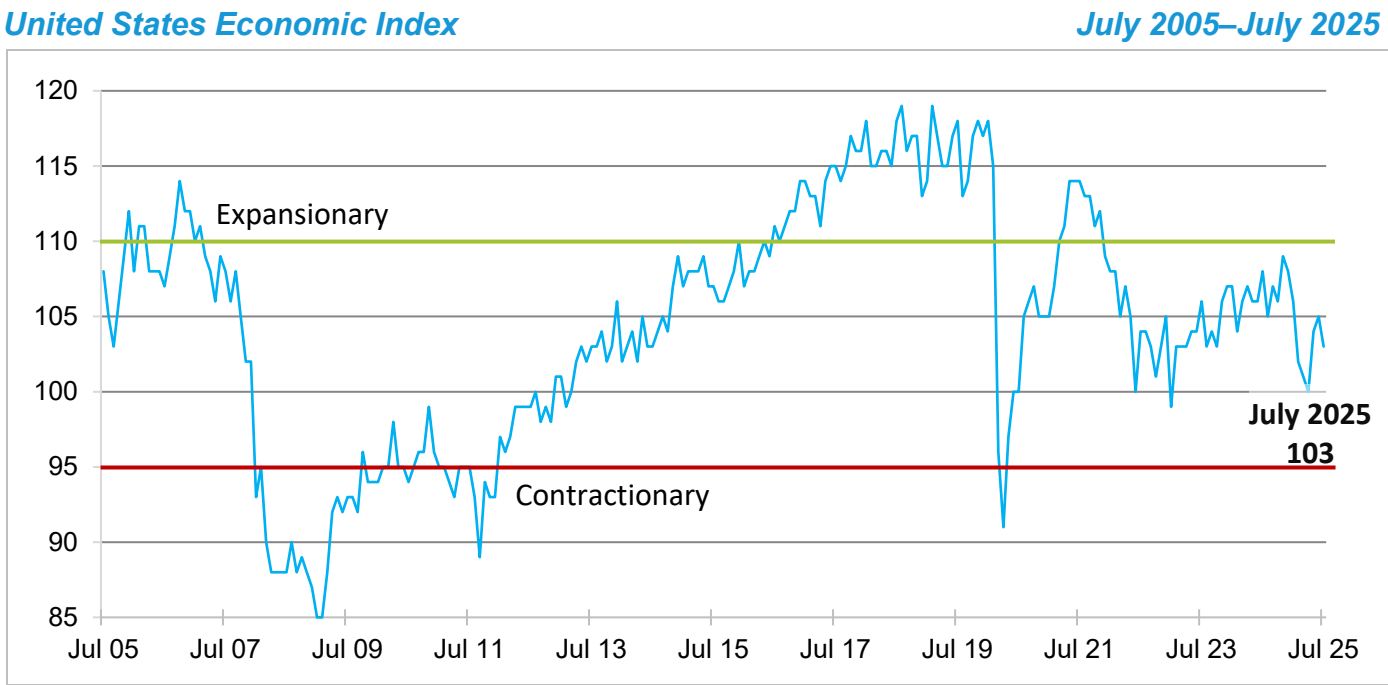




## Decision Analyst's July Economic Index Falters

Arlington, Texas—The Decision Analyst U.S. Economic Index for July 2025 is 103. This is a 2-point decline from June 2025 (105) and 5-point decrease from July 2024 (108). The July downturn in the Economic Index appears to be driven by labor market concerns, continuing worries over inflation, and concerns about job security. The U.S. Economic Index tends to be a leading indicator of the U.S. economy as the history of the Economic Index below indicates:



# Decision Analyst Economic Index

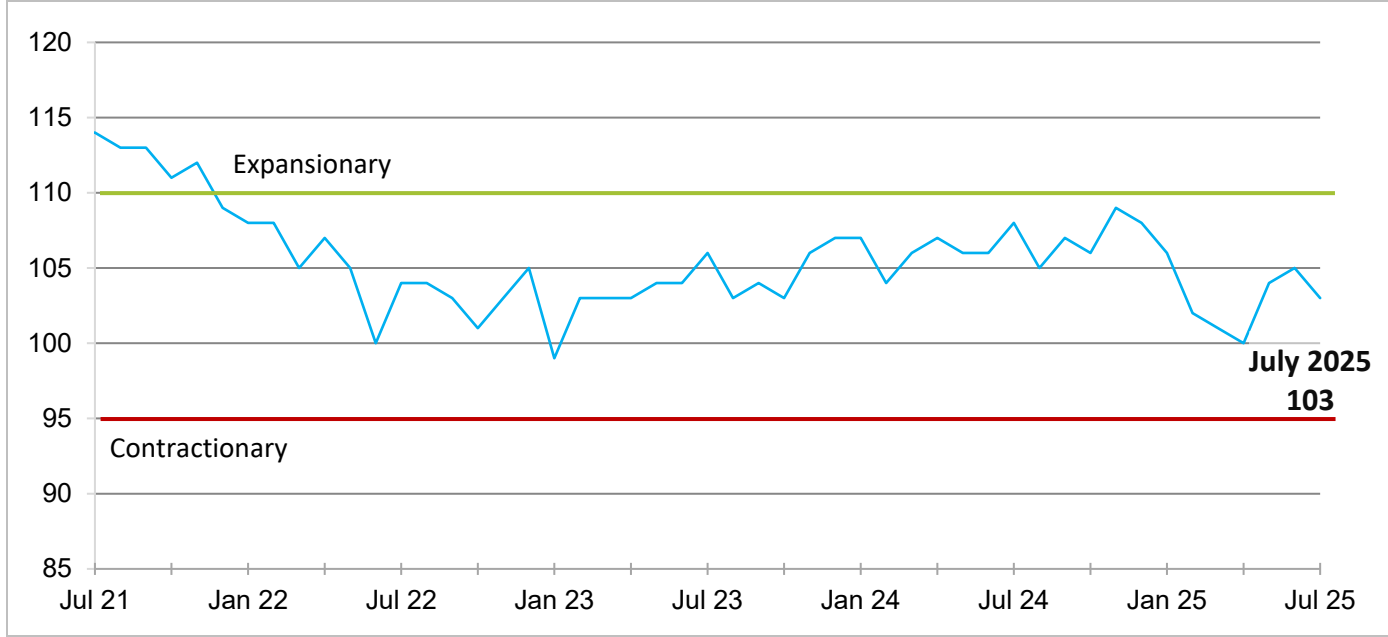
July 2025



## A closer Look at the last 4-years

United States Economic Index

July 2021–July 2025



“The Economic Index on average has been trending downward since October/November of 2024. The percent of U.S. residents who say “Jobs are plentiful and easy to find” has declined about 5 percentage points over the past 12 months, and the percent who say “prices are increasing rapidly” has stubbornly remained above 40% each month of 2025. The unemployment rate is up almost 2 full percentage points over the past year, and the percent “very<sup>[OBJ]</sup> worried” about losing their jobs has grown by about 3 percentage points over the past year. About one-third of U.S. adults expect stock markets to fall in coming months,” said Jerry W. Thomas, CEO of Decision Analyst. “The economy seems to be on the verge of a contraction.”

“The one bright spot is consumer spending plans over the next 12 months. Most consumers plan to spend as usual on vacations, new computers for their homes, new cars, new homes, and new furniture.” said Thomas. “However, if the labor market continues to soften, spending plans could quickly fade away.”

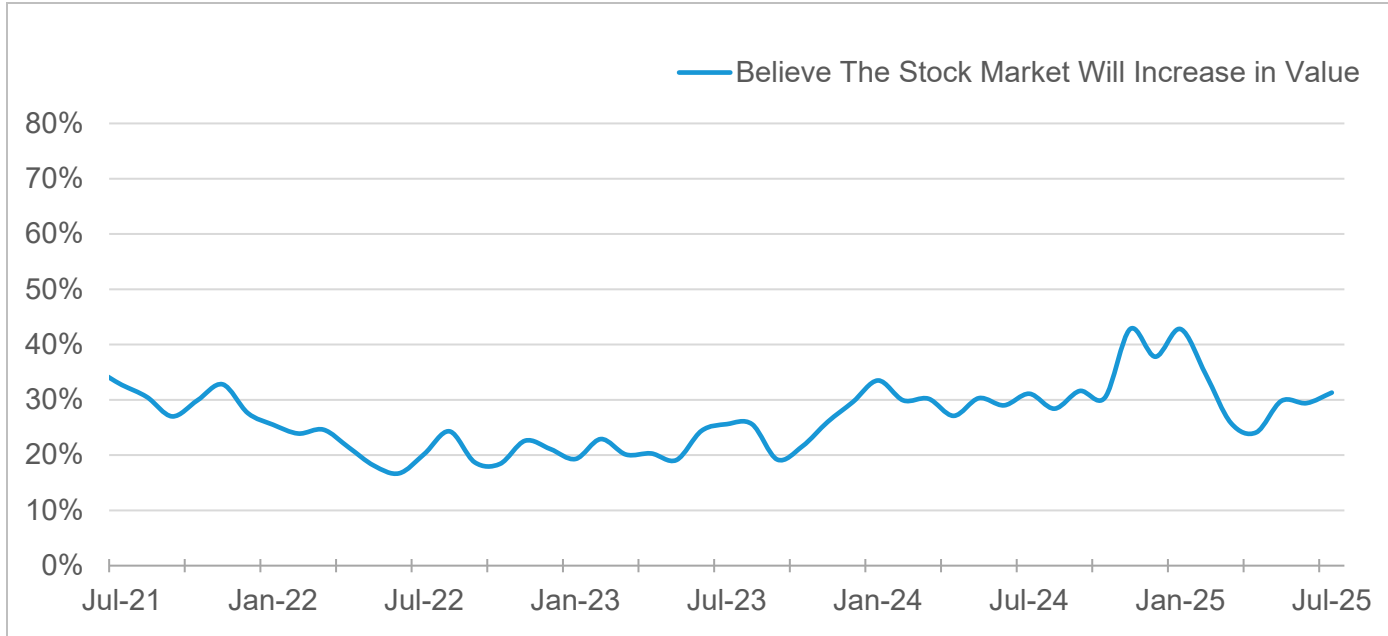


Stock Market

U.S. adults are beginning to lose some faith in the stock market. The percent of U.S. adults that say “stocks and mutual funds will increase in value” has turned downward in the past three months. This metric, however, tends to be volatile as stock market prices go through many ups and downs.

Consumer Perceptions of The Stock Market

July 2021–July 2025



# Decision Analyst Economic Index

July 2025

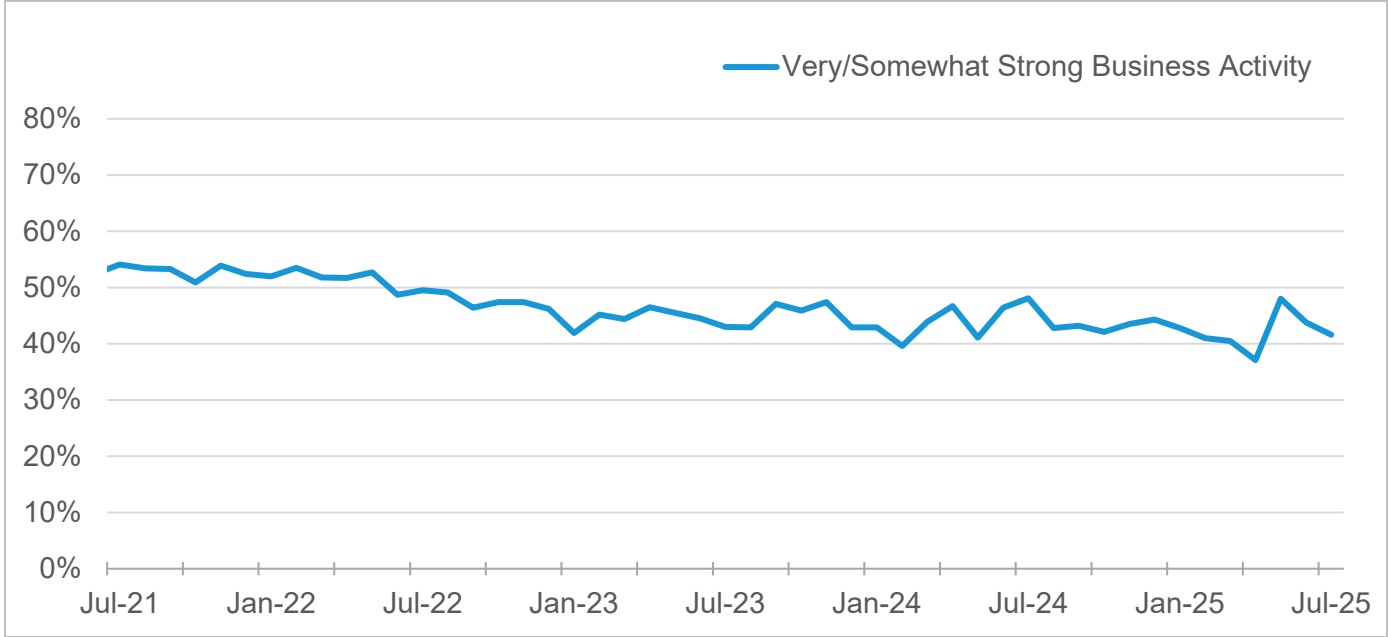


## General Business Activity

General business activity (where people work) bumped up in July. As suggested, this could be a byproduct of inventory build-up ahead of tariffs. The percent of U.S. adults that say “business activity” is “Very Strong/Somewhat Strong” has trended down for the past four years but jumped up in July.

Consumer Perceptions of General Business Activity

July 2021–July 2025

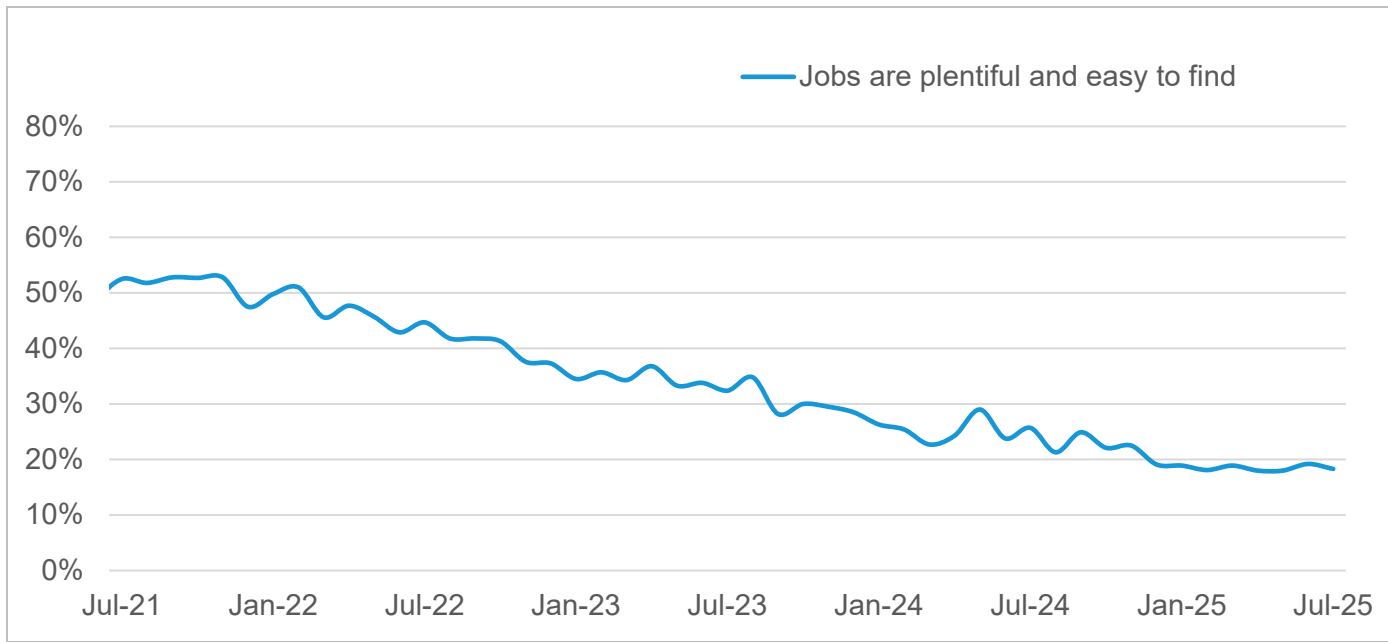




Job Availability Perceptions

The job market appears to be weakening, a trend that began four or five years ago, and indicated by the decline in the percent of U.S. residents who say “jobs are plentiful and easy to find.”

Job Availability July 2021–July 2025





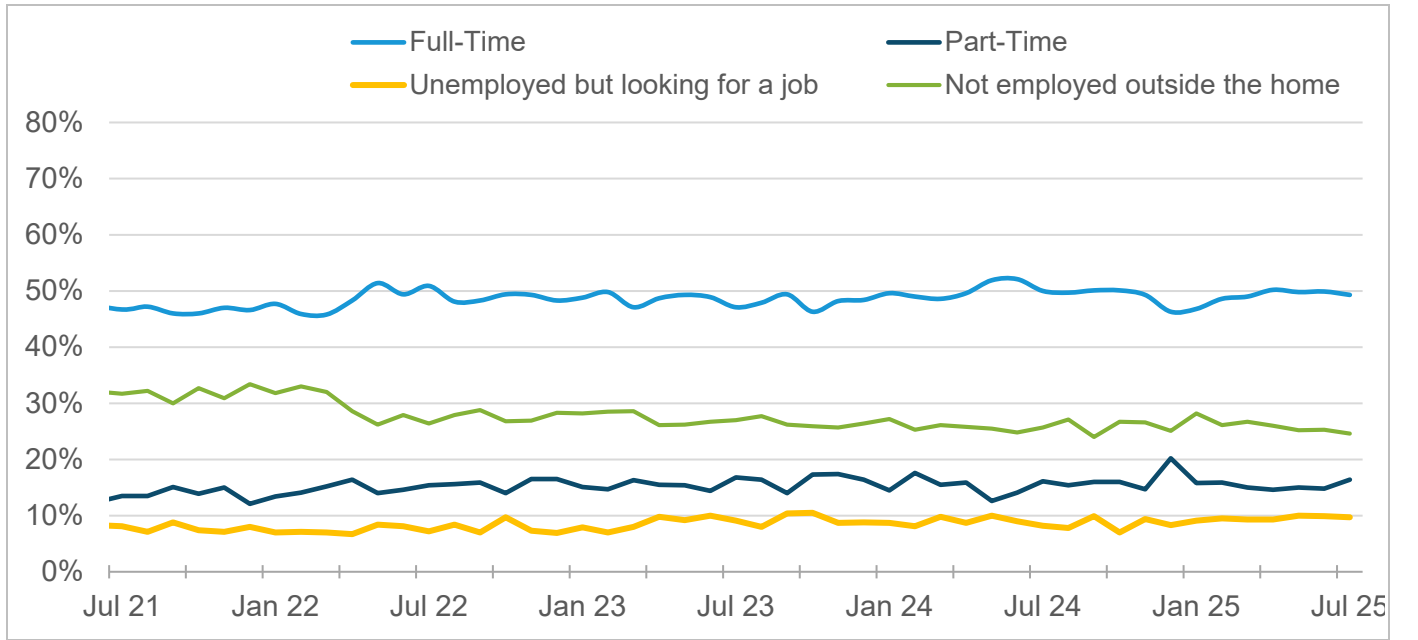


Employment Status

Decision Analyst tracks the U.S. unemployment rate and labor force participation rates, and both metrics have held up pretty well. The growing shortage of “blue collar” and younger workers in the U.S. economy might be hiding growing stress in the Labor Market; that is, employers are reluctant to lay off workers, because employers fear they might not be able to replace them later. This solid employment data, however, might look better than it really is. Layoffs could change this pretty picture very quickly.

Employment Status

July 2021–July 2025



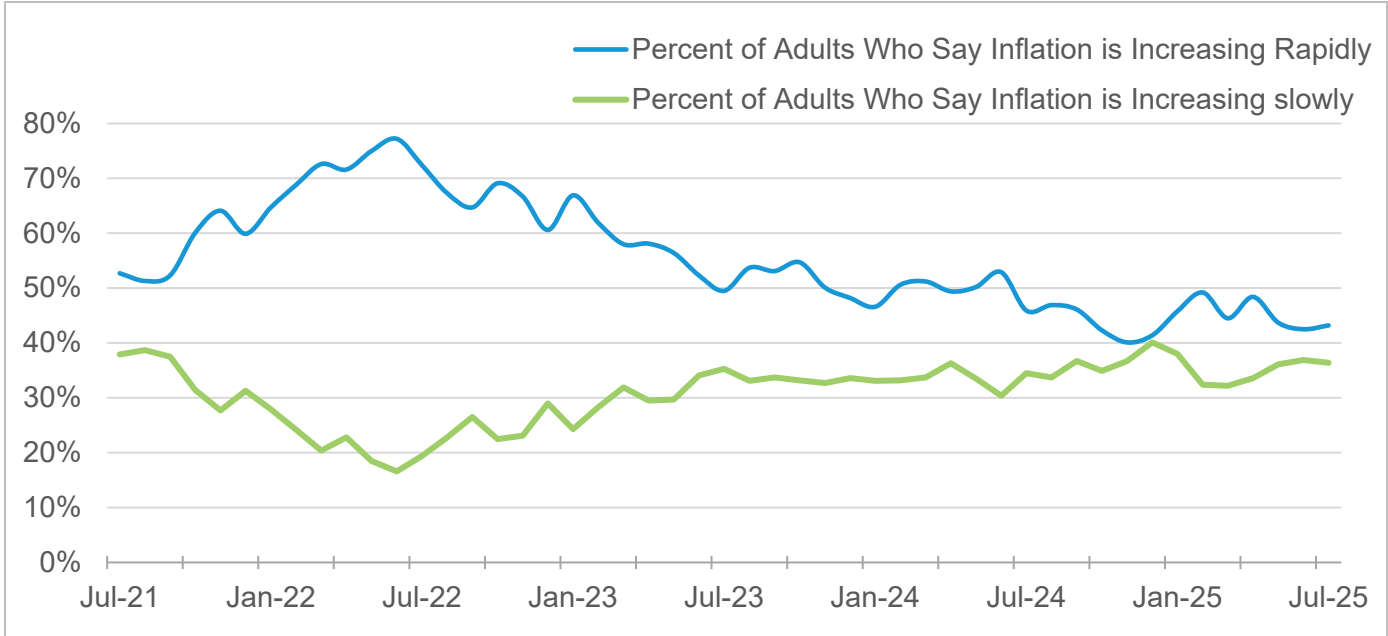


Consumer Perceptions of Rising Prices

Consumers continue to express serious concerns over rising prices. While inflation is moderating in 2025, over 40% of U.S. adults continue to report that prices are “increasing rapidly.” A total of almost 80% of the U.S. population say prices are increasing rapidly or increasing slowly—that is almost 80% report as least some inflation in 2025. The Economic Index tends to go up when price inflation is low.

Consumer Perceptions of Rising Prices

July 2021–July 2025



# Decision Analyst Economic Index

July 2025

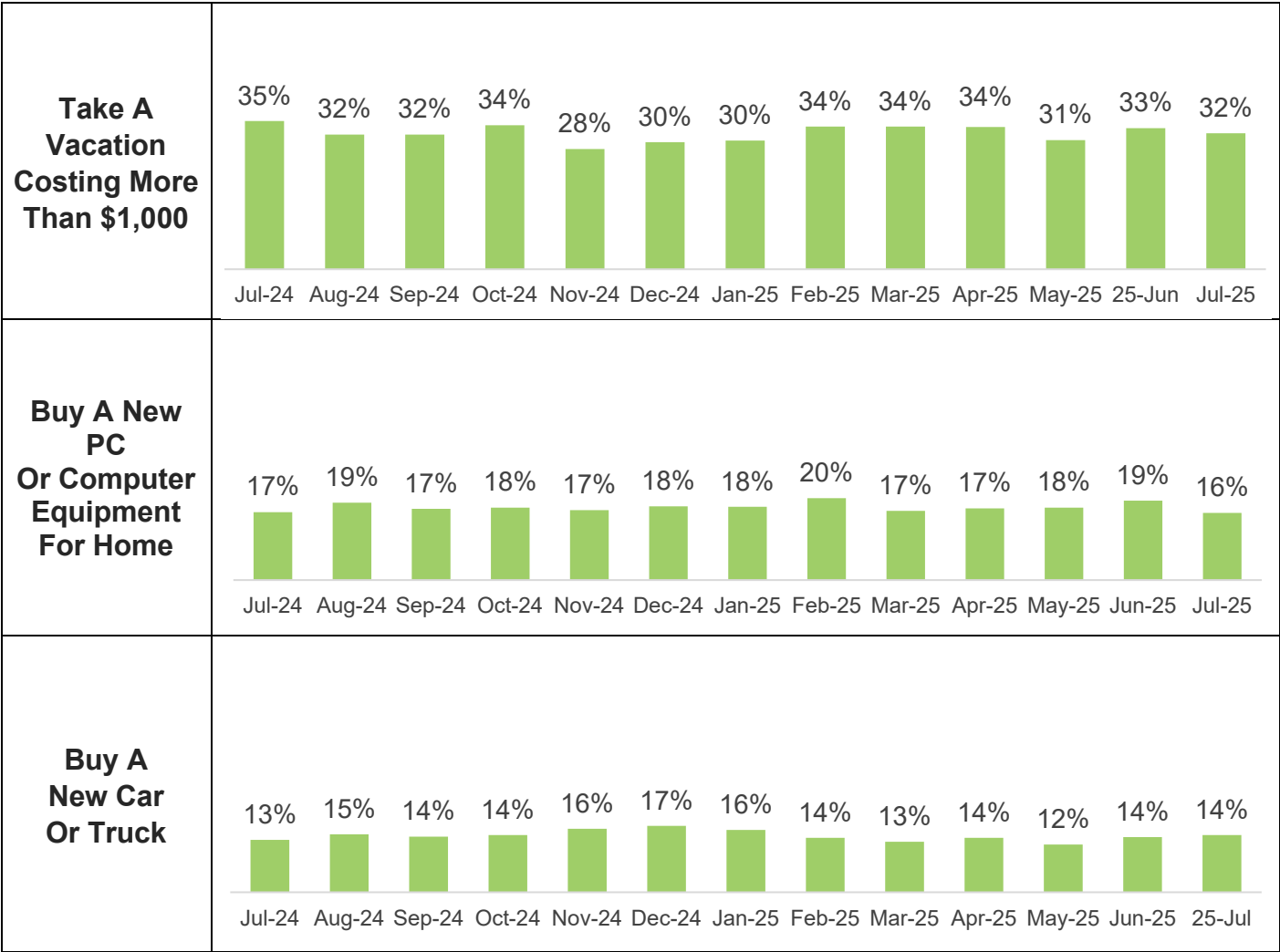


## Future Purchase Intent

A quick look at the trend charts reveals that consumers’ spending plans are relatively stable, but new tariffs and rising unemployment in coming months could undermine these healthy spending plans. Even so, the consumer is a huge part of the U.S. economy (roughly 70%), so if consumer spending remains robust, any type of economic downturn will likely be avoided.

Likely Consumer Purchases In The Next 12 Months

July 2024–July 2025





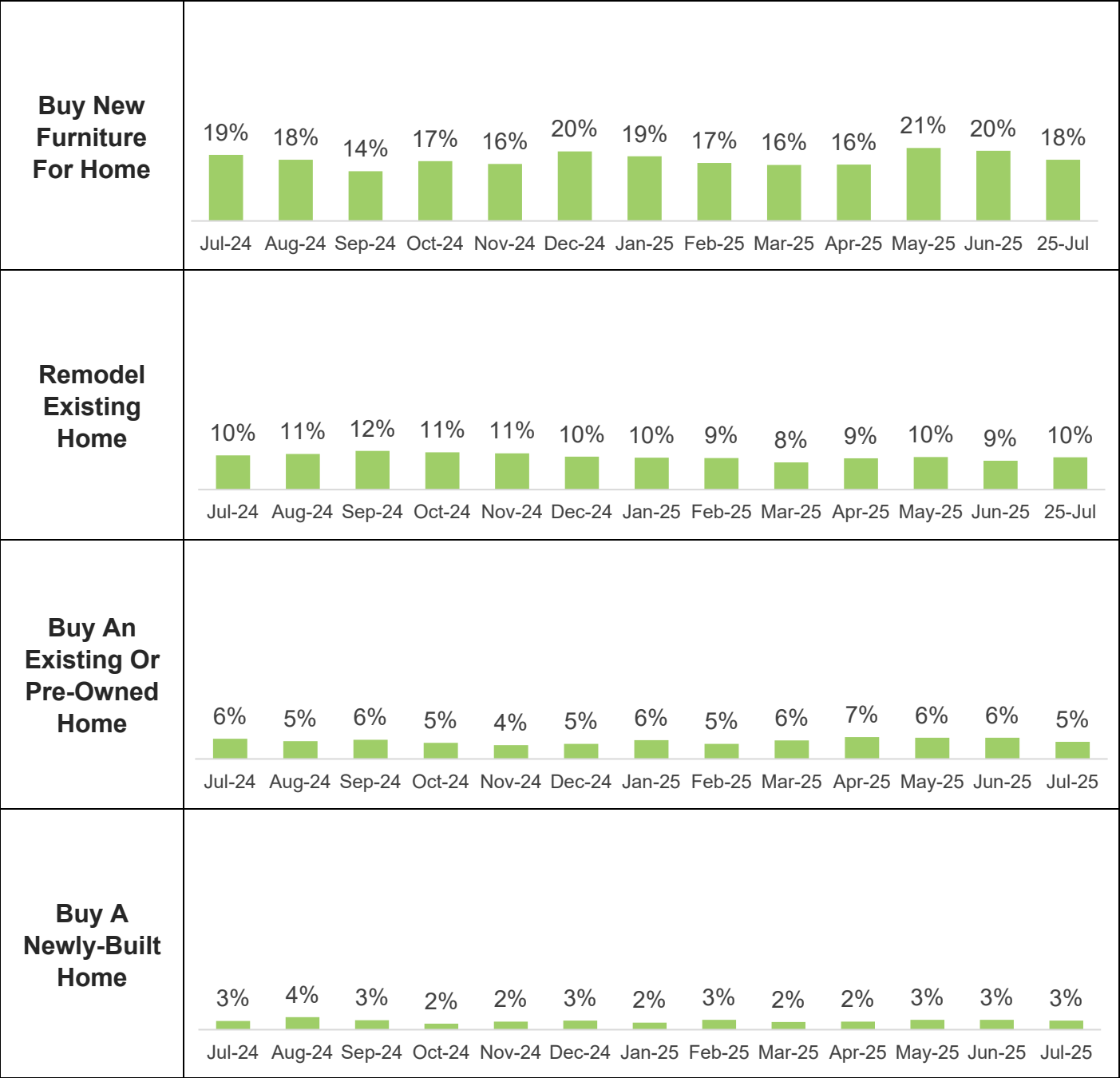
# Decision Analyst Economic Index

July 2025



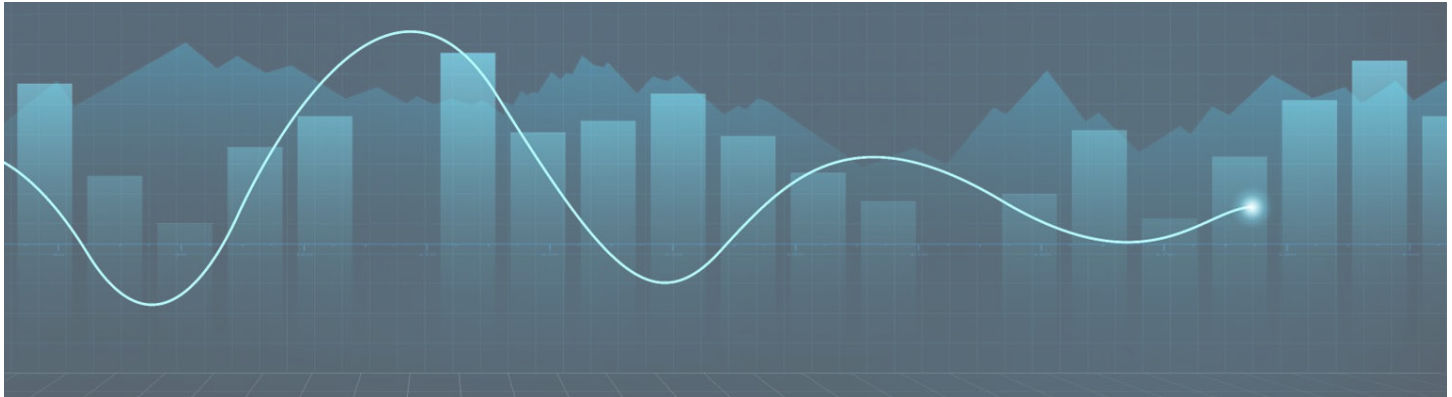
Likely Consumer Purchases In The Next 12 Months

July 2024–July 2025



# Decision Analyst Economic Index

July 2025



## 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 future economic activity in each country surveyed, as seen through the eyes of representative consumers living in their respective countries.

Decision Analyst also conducts its concurrent economic surveys each month in Argentina, 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 below 95 indicates recession, and an Index of 110 or above indicates rapid expansion of the U.S. economy. 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 45 years, the firm has delivered competitive advantage to clients throughout the world in consumer-packaged goods, high technology, retail, medical, automotive, and other major industries.

To learn more, contact Jerry W. Thomas, CEO, at [jthomas@decisionanalyst.com](mailto:jthomas@decisionanalyst.com).

## Media Contact

Cristi Allen

Publicity

Email: [callen@decisionanalyst.com](mailto:callen@decisionanalyst.com)

Phone: 1-817-640-6166

Address: 2670 E Lamar Blvd, Arlington TX 76011

