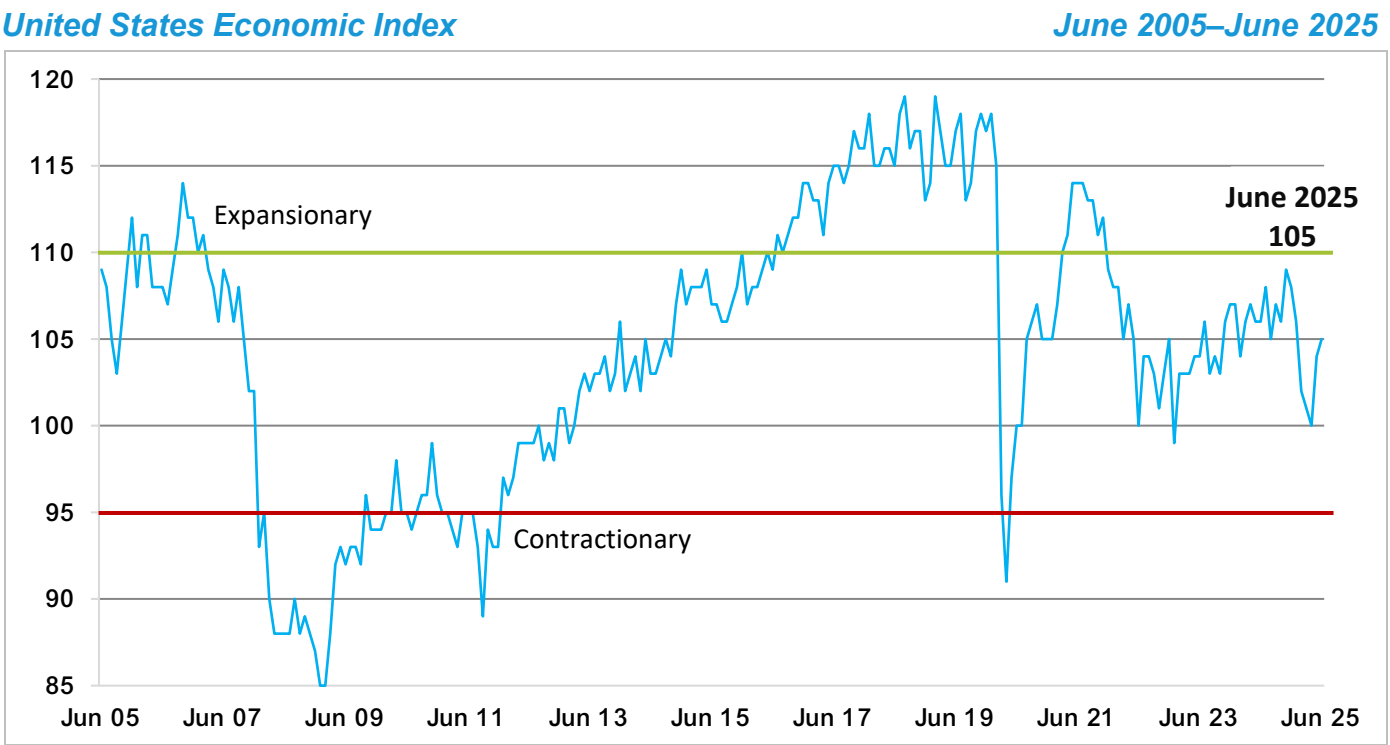




## Decision Analyst's June Economic Index Bounces Back

Arlington, Texas—The Decision Analyst U.S. Economic Index for June 2025 is 105. This is a 5-point increase, combining the May 2025 and June 2025 increases in the Index. Taken together, the May-June increases indicate that the U.S. economy trended up over May-June. It's too soon to tell if this recent uptick indicates better times ahead or if it's just a Spring bounce. The U.S. Economic Index tends to be a leading indicator of the U.S. economy as the history of the Economic Index below suggests:



# Decision Analyst Economic Index

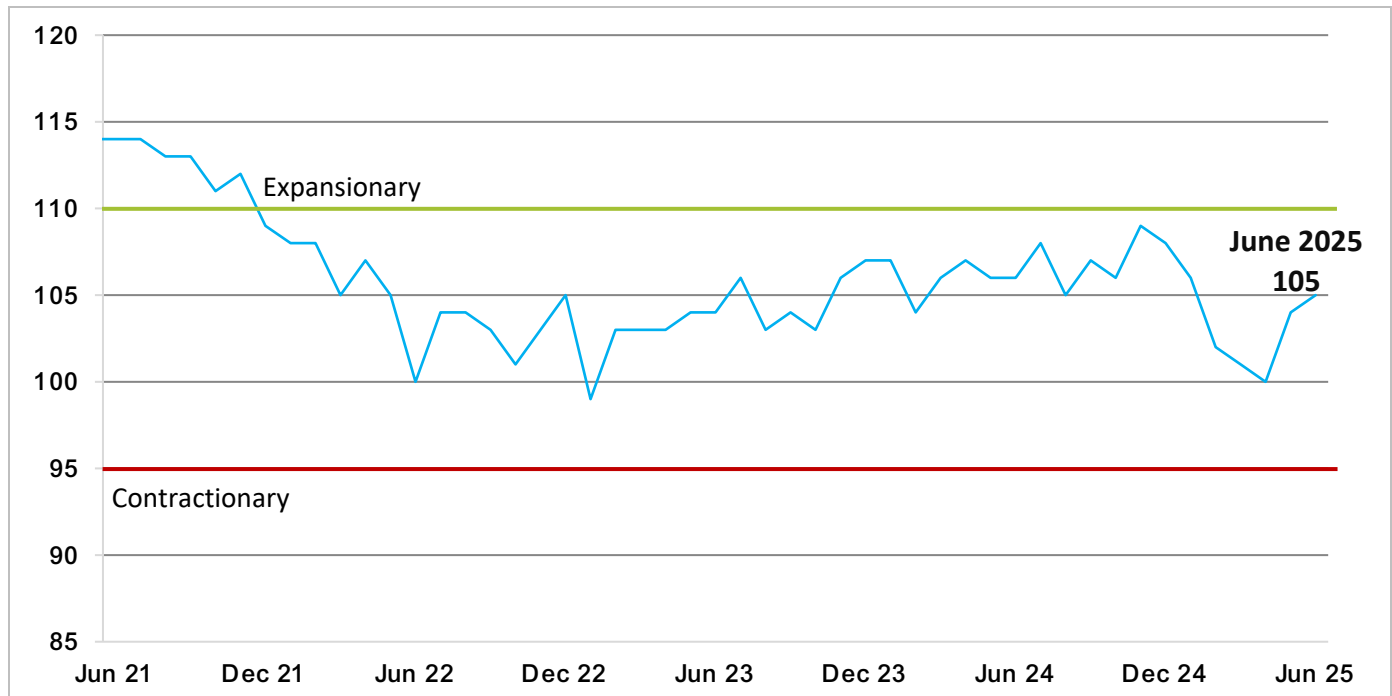
June 2025



## A closer Look at the last 4-years

United States Economic Index

June 2021–June 2025



“The bump upward in the May 2025 and June 2025 Economic Index is probably related to easing inflation. May and June both saw a decline in reported or perceived inflation. Gasoline prices have been more reasonable recently, compared to a year ago, and we know that consumers are very sensitive to changes in gasoline prices. Also, optimism about an uptrend in stock markets was a positive factor in May and June. Based on consumer perceptions, the labor market seemed to improve in May-June (reported layoffs declined, and the percent “very worried” about losing their jobs declined) and reported hiring picked up in May-June. Future spending plans also increased in May-June, with increases in planned future purchases of vacations, PCs and computer equipment, and new furniture for the home. The May-June bounce in the Economic Index is a positive sign, but the overall level of the Index suggests modest growth in the second half of 2025. The U.S. economy remains fragile, so policymakers in Washington should be careful not to accidentally tip the U.S. economy into recession,” said Jerry W. Thomas, Chief Executive Officer of Decision Analyst.

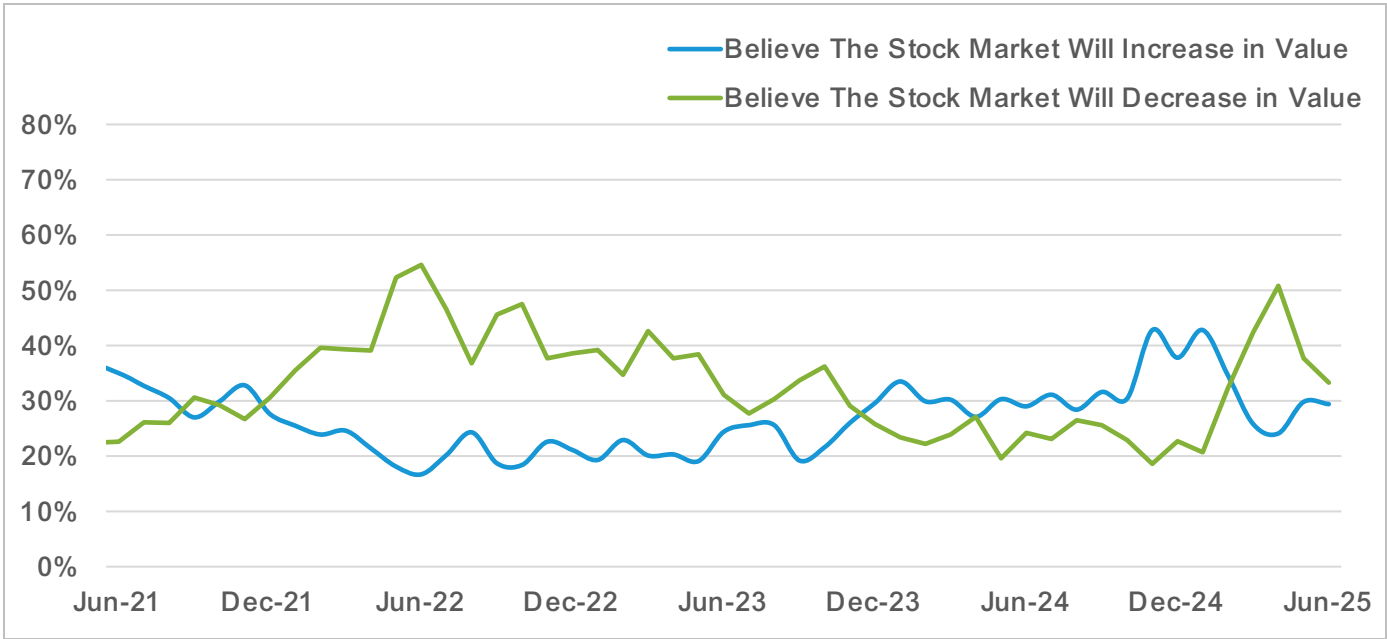


Stock Market

U.S. adults are losing faith in the stock market. The percent of U.S. adults that say “stocks and mutual funds will decrease in value” has turned downward in the past three months. This reinforces the prediction of a slowing economy.

Consumer Perceptions of The Stock Market

June 2021–June 2025

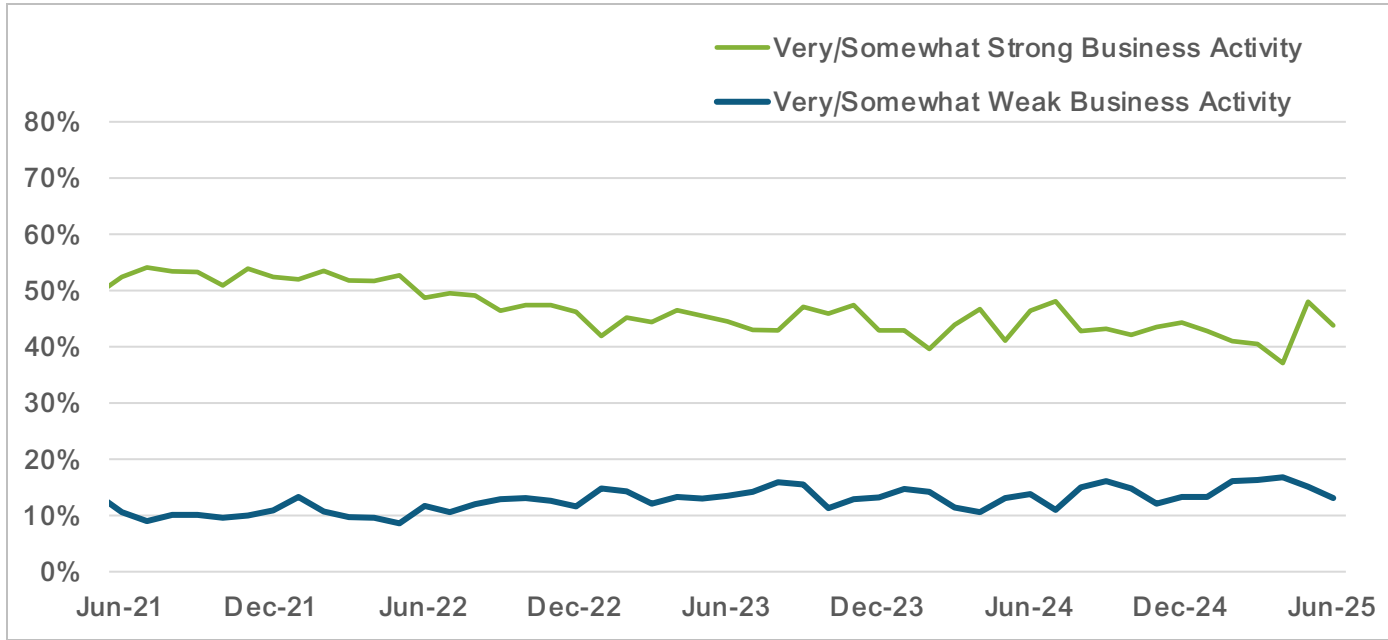




General Business Activity

General business activity (where people work) bumped up in June. 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 June.

Consumer Perceptions of General Business Activity June 2021–June 2025



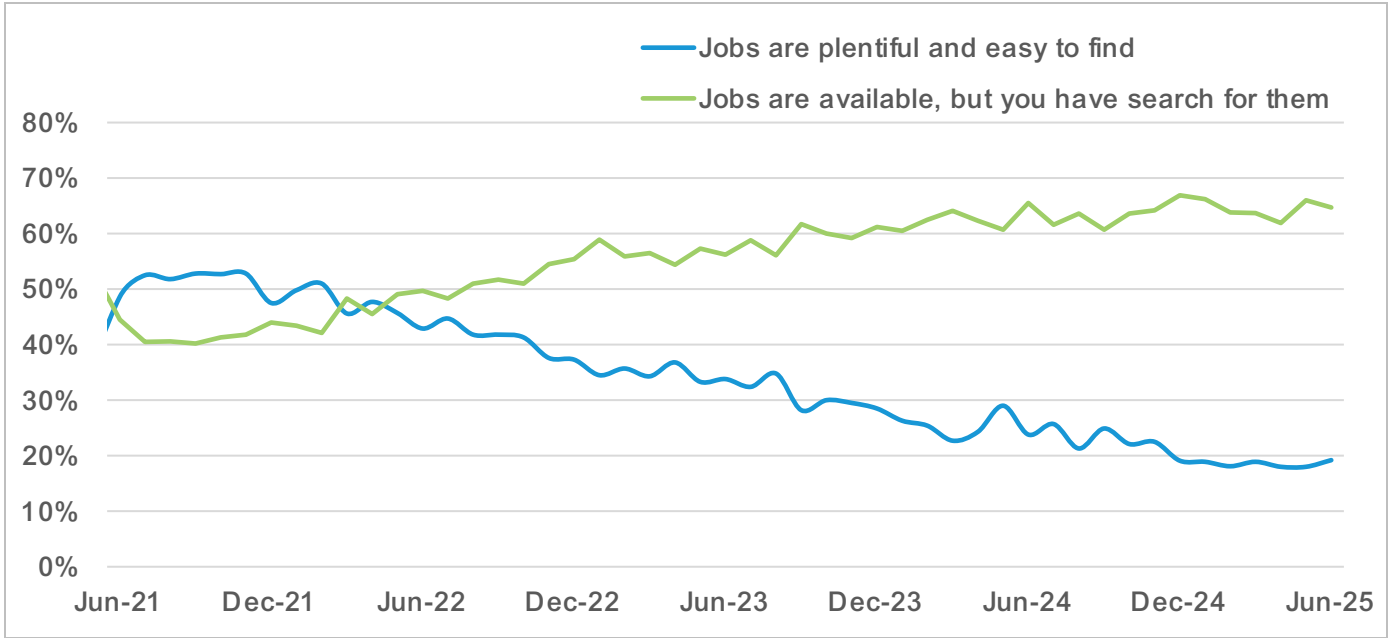


Employment

“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. We know that white collar unemployment is growing. “This is especially true if we refer to the Job Availability chart below, which reveals that consumers are seeing a decline in the availability of jobs, shown by the blue line in the chart below.

Job Availability

June 2021–June 2025





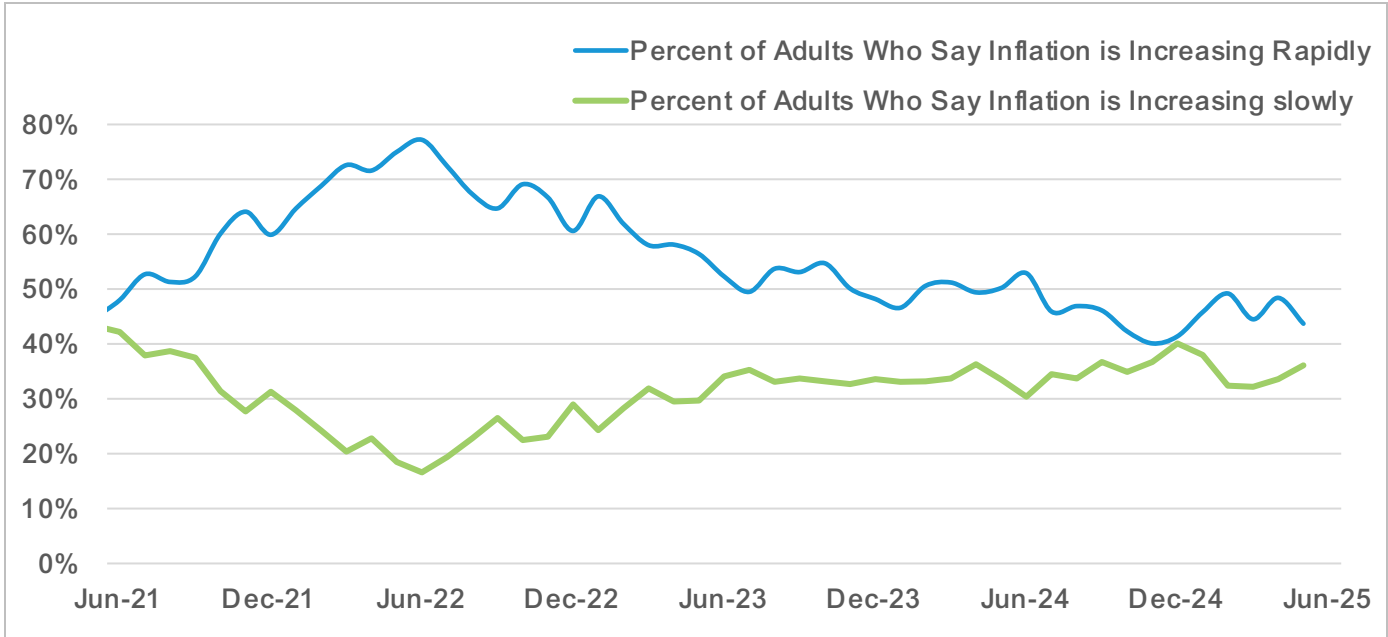


Consumer Perceptions of Rising Prices

As the annual inflation rate declined from a peak of approximately 9% in June 2022, to the current level (between 2.5% and 3%), consumers have continued to express serious concerns over rising prices. While inflation is moderating in the early months of 2025 into June, consumers are looking at price increases over the past 3 or 4 years (a roughly 20% to 25% jump in the price level). The percent of U.S. adults who say “inflation is increasing rapidly” has remained at high levels in recent months, as shown by the blue line in the chart below, but it tailed off in May and June. And, when inflation perceptions are falling, the Economic Index tends to go up.

Consumer Perceptions of Rising Prices

June 2021–June 2025



# Decision Analyst Economic Index

June 2025

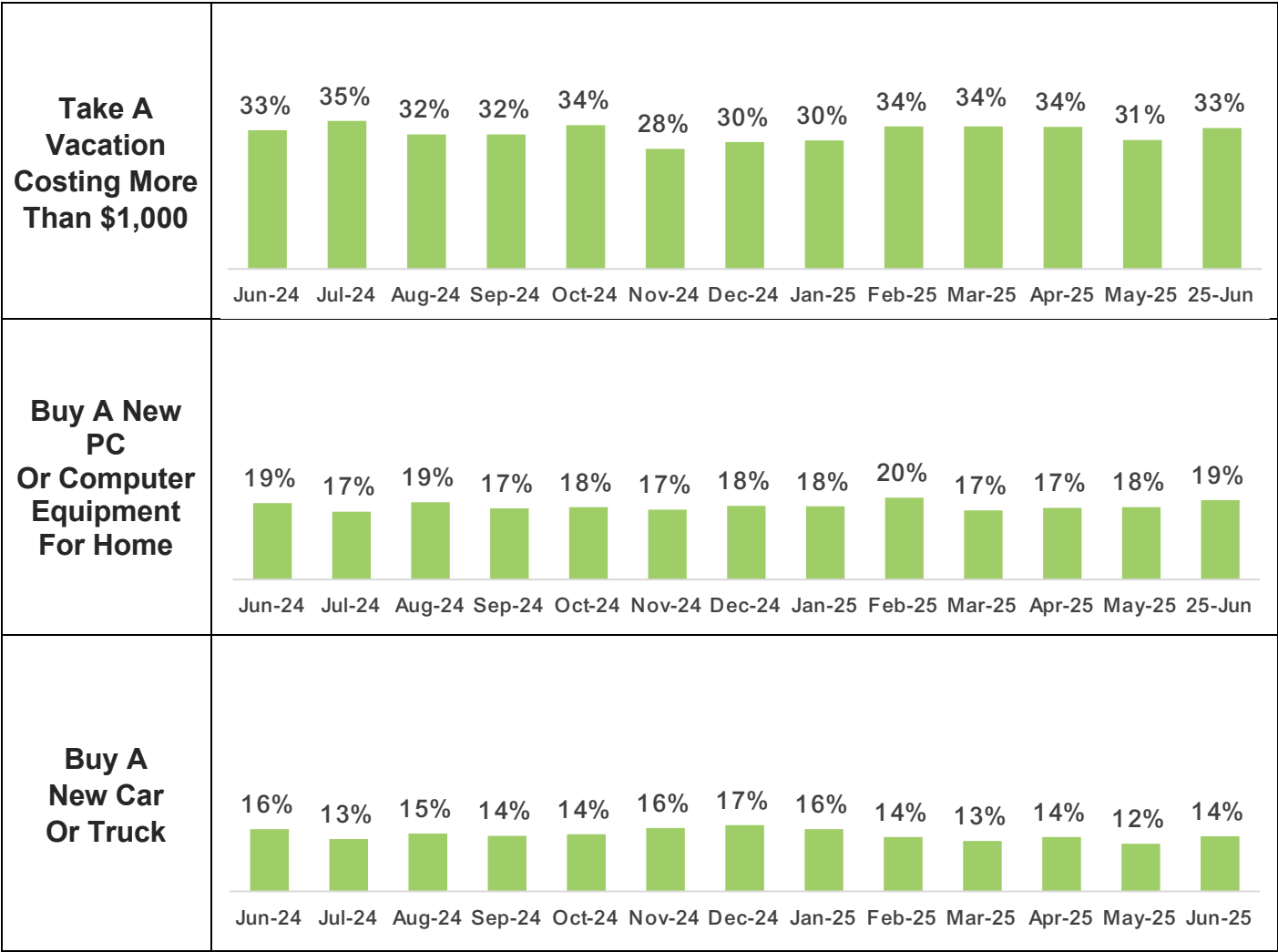


## Future Purchase Intent

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 spending plans.

### Likely Consumer Purchases In The Next 12 Months

June 2024–June 2025



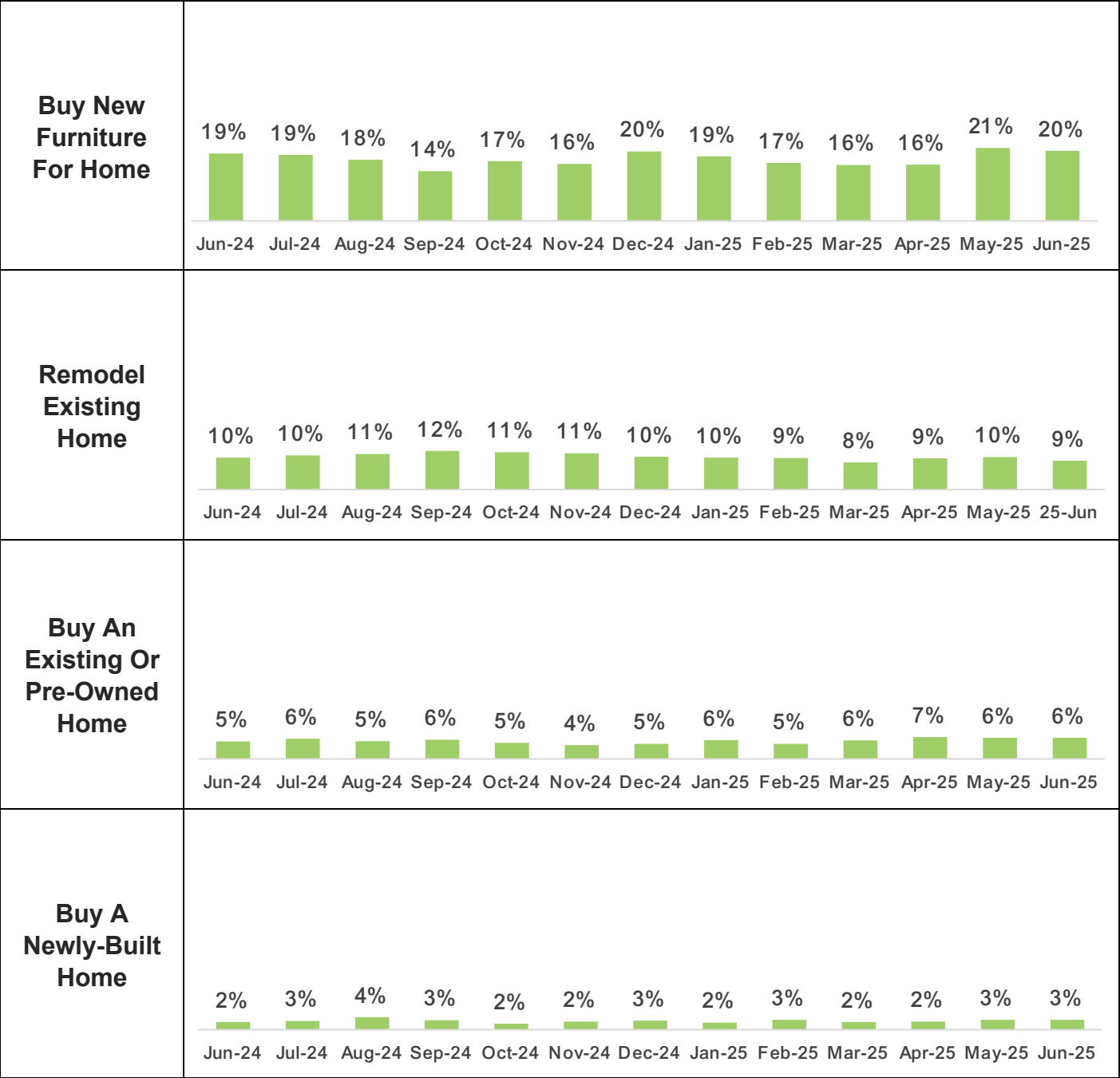
# Decision Analyst Economic Index

June 2025



Likely Consumer Purchases In The Next 12 Months

June 2024–June 2025





# Decision Analyst Economic Index

June 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).

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