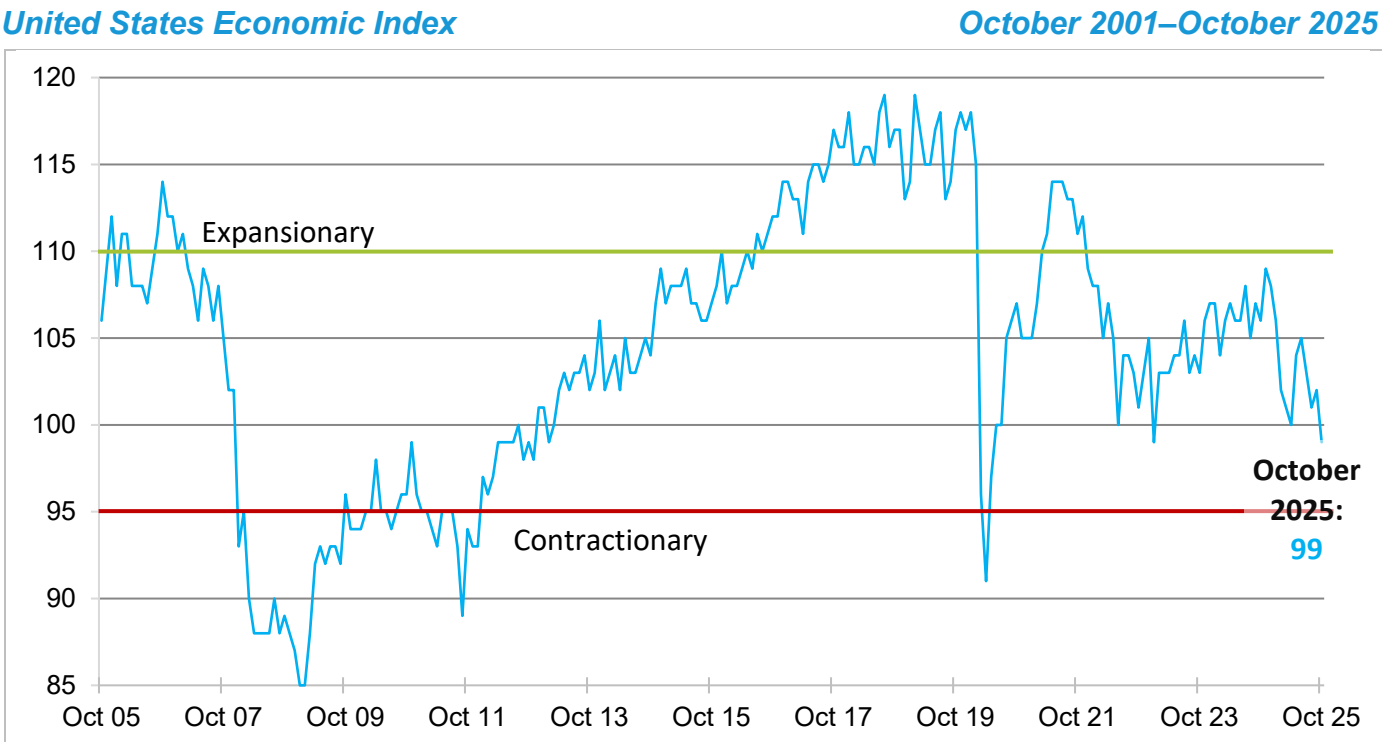




Decision Analyst's October Economic Index Weakens, Signaling A Coming Recession

Arlington, Texas—The Decision Analyst U.S. Economic Index for October 2025 fell to 99, a 3 point drop from September. On average, the Index has been trending down since October/November of 2024, signaling the coming of a general recession in the U.S. economy. The downtrend in the Economic Index appears to be driven by tariffs and tariff fears, job security anxieties, and growing worries over inflation. 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

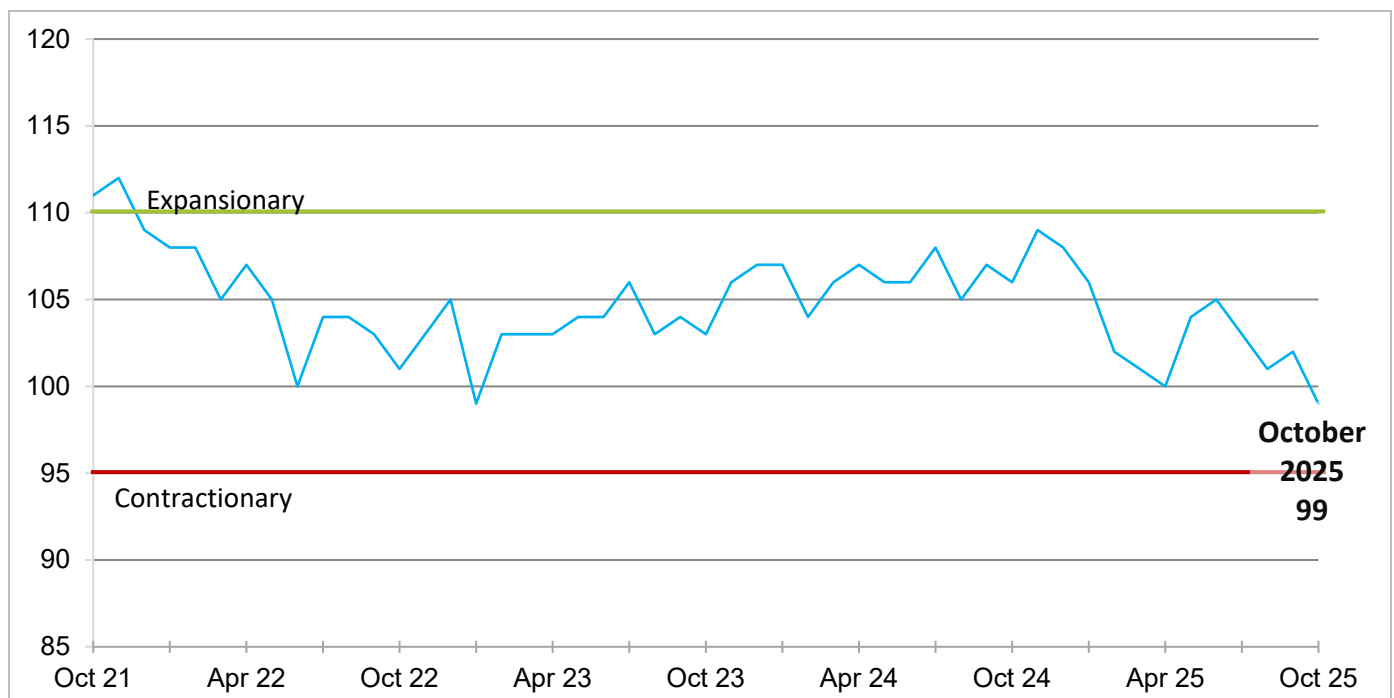
October 2025



Close-Up of the Past 4 Years

United States Economic Index

October 2021–October 2025



The percent of U.S. residents who say “Jobs are plentiful and easy to find” has declined about 6 to 7 percentage points over the past 10 to 12 months, and the percent who say “prices are increasing rapidly” has remained above 40% every month thus far in 2025. The percent “very worried” or “somewhat worried” about losing their jobs currently stands at 54%, said Jerry W. Thomas, CEO of Decision Analyst. “The economy is on the verge of a contraction.”

“Consumer spending plans over the next 12 months are showing signs of weakness, but spending plans can change quickly if the unemployment rate goes up in coming months, or if tariff-induced inflation eats away at purchasing power. The economy is still expanding, but the question is for how long,” said Thomas.

Decision Analyst Economic Index

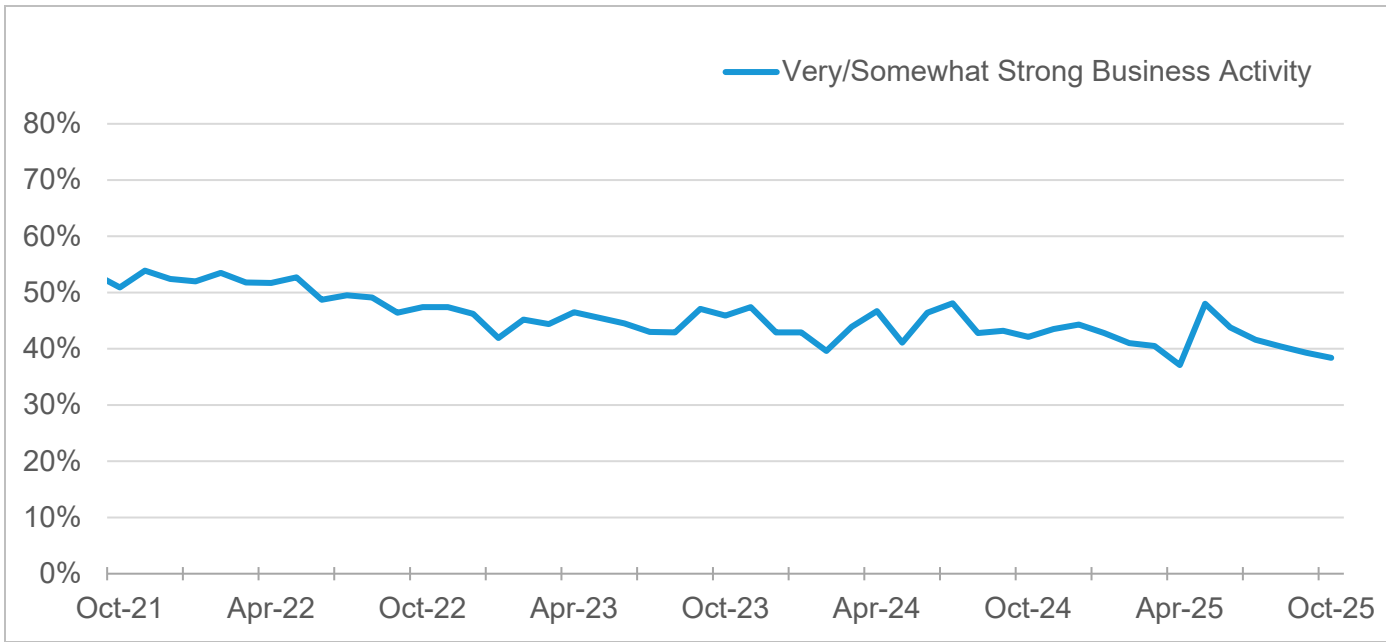
October 2025



General Business Activity

General business activity (where people work) has gradually trended downward over the past 4 years, a trend also reflected in the next chart on job availability.

Consumer Perceptions of General Business Activity October 2021–October 2025

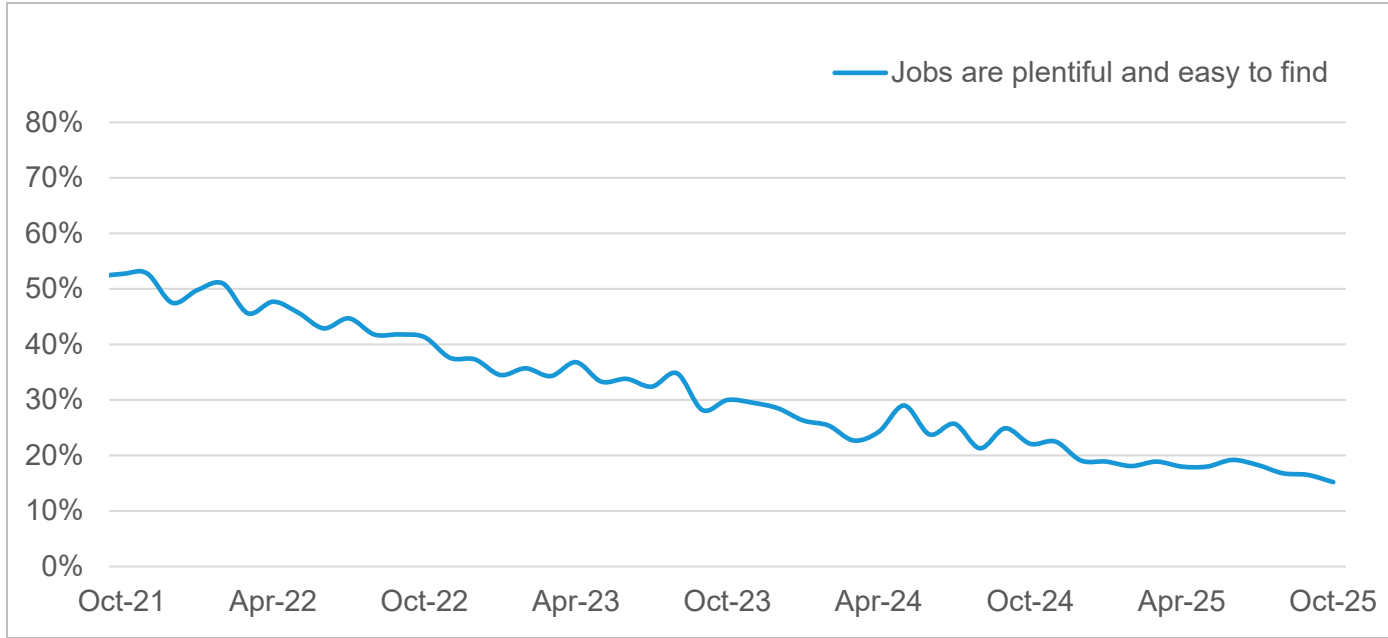




Job Availability Perceptions

The job market is definitely weakening, a trend that began at least four years ago, as indicated by the decline in the percent of U.S. residents who say “jobs are plentiful and easy to find.” The percent has fallen from the 50% level in October 2021 to less than 20% in October 2025.

Job Availability October 2021–October 2025

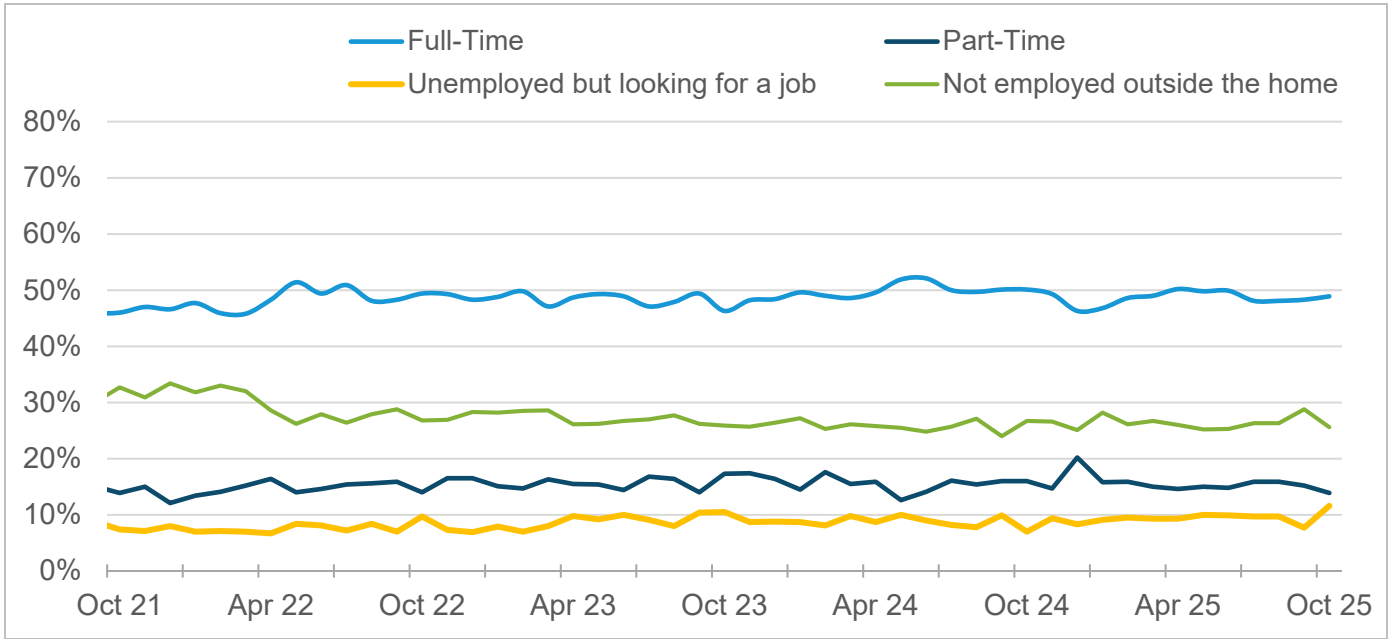




Employment Status

Full-time employment and part-time employment have remained relatively steady over the past 4 years, but the unemployment rate (i.e., those unemployed and actively looking for jobs) has gradually increased over the same time period as more people moved into the labor market. Again, both are signs of a weakening job market. It’s interesting that the unemployment rate in 2025, as measured in this survey, is at the 10% level or slightly above, versus the government’s reported rate of a little over 4% (a guess, since we don’t currently have a functioning government). Our definition of unemployment is slightly different from the Bureau of labor Statistics, but it is possible that the U.S. Government is under reporting unemployment.

Employment Status October 2021–October 2025



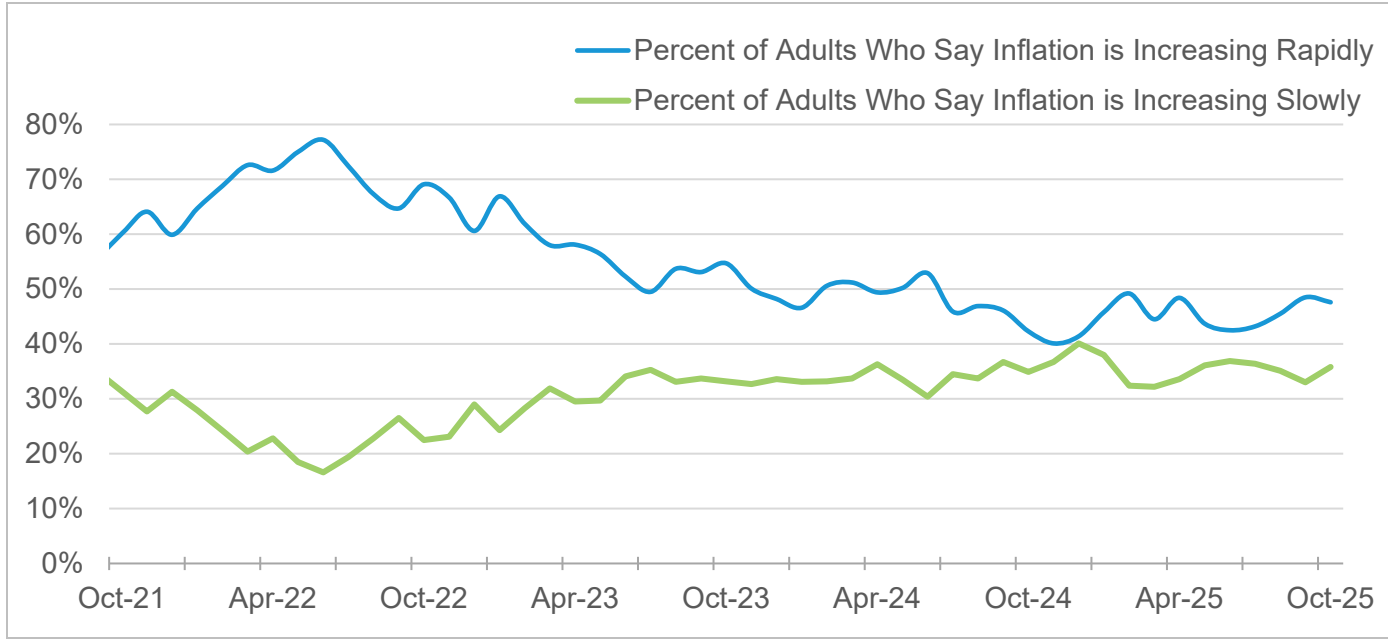


Consumer Perceptions of Rising Prices

Consumers continue to express serious concerns over rising prices. While inflation is moderating in 2025 compared to the previous 2 or 3 years, over 45% of U.S. adults continue to report that prices are “increasing rapidly.” A total of about 80% of the U.S. population say prices are increasing rapidly or increasing slowly, so perceived inflation remains an important issue among U.S. adults.

Consumer Perceptions of Rising Prices

October 2021–October 2025



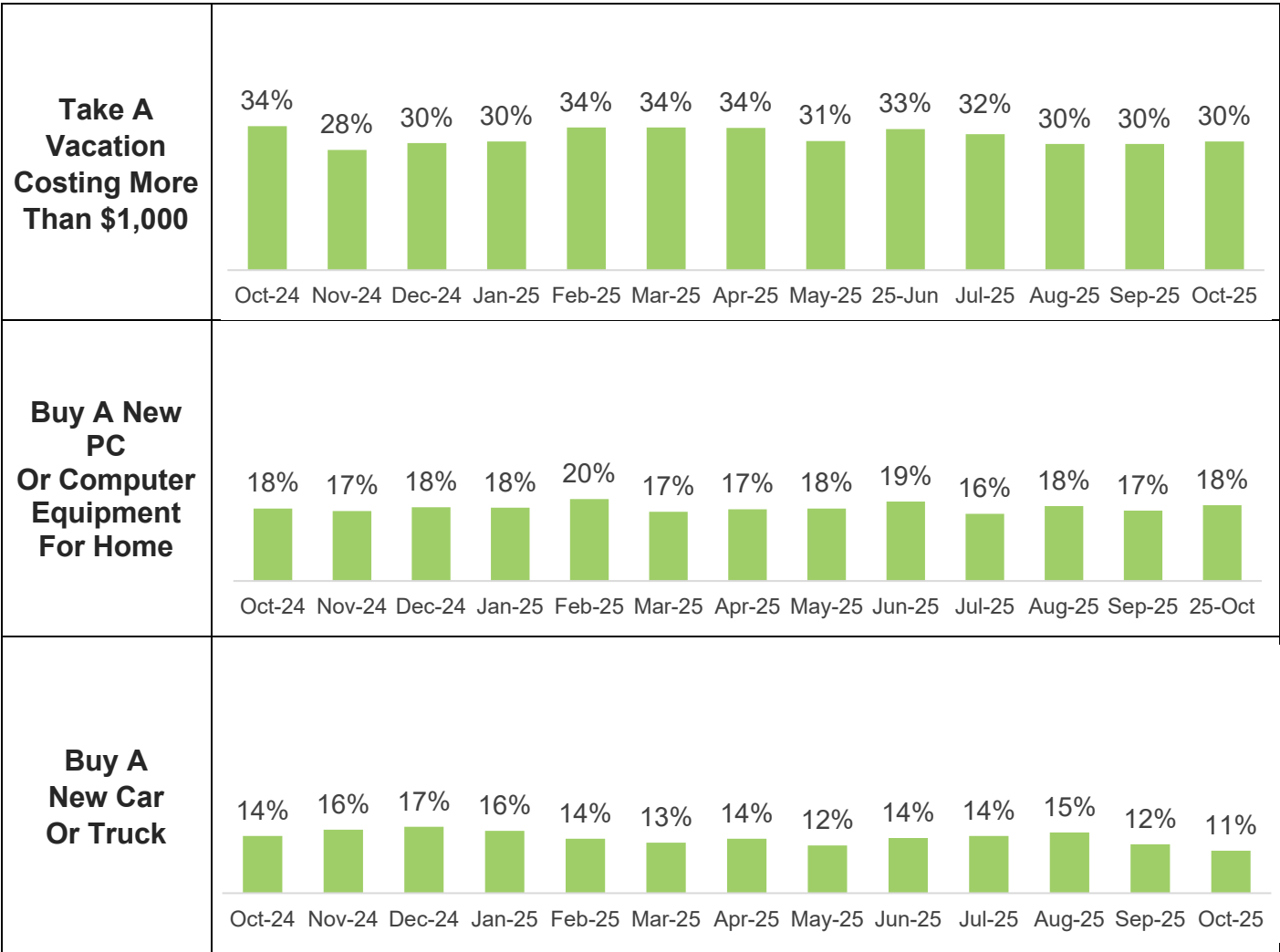


Future Purchase Intent

A quick look at the trend charts reveals that consumers’ spending plans are weakening. Tariff-driven inflation and rising unemployment appear to be undermining consumer spending plans. Intent to purchase expensive vacations, buy a new car or truck, or remodel one’s home in the next 12 months are all down compared to earlier in the year. Consumer spending is a huge part of the U.S. economy (roughly 70%), so as consumer spending declines, the U.S. economy declines.

Likely Consumer Purchases In The Next 12 Months

October 2024–October 2025



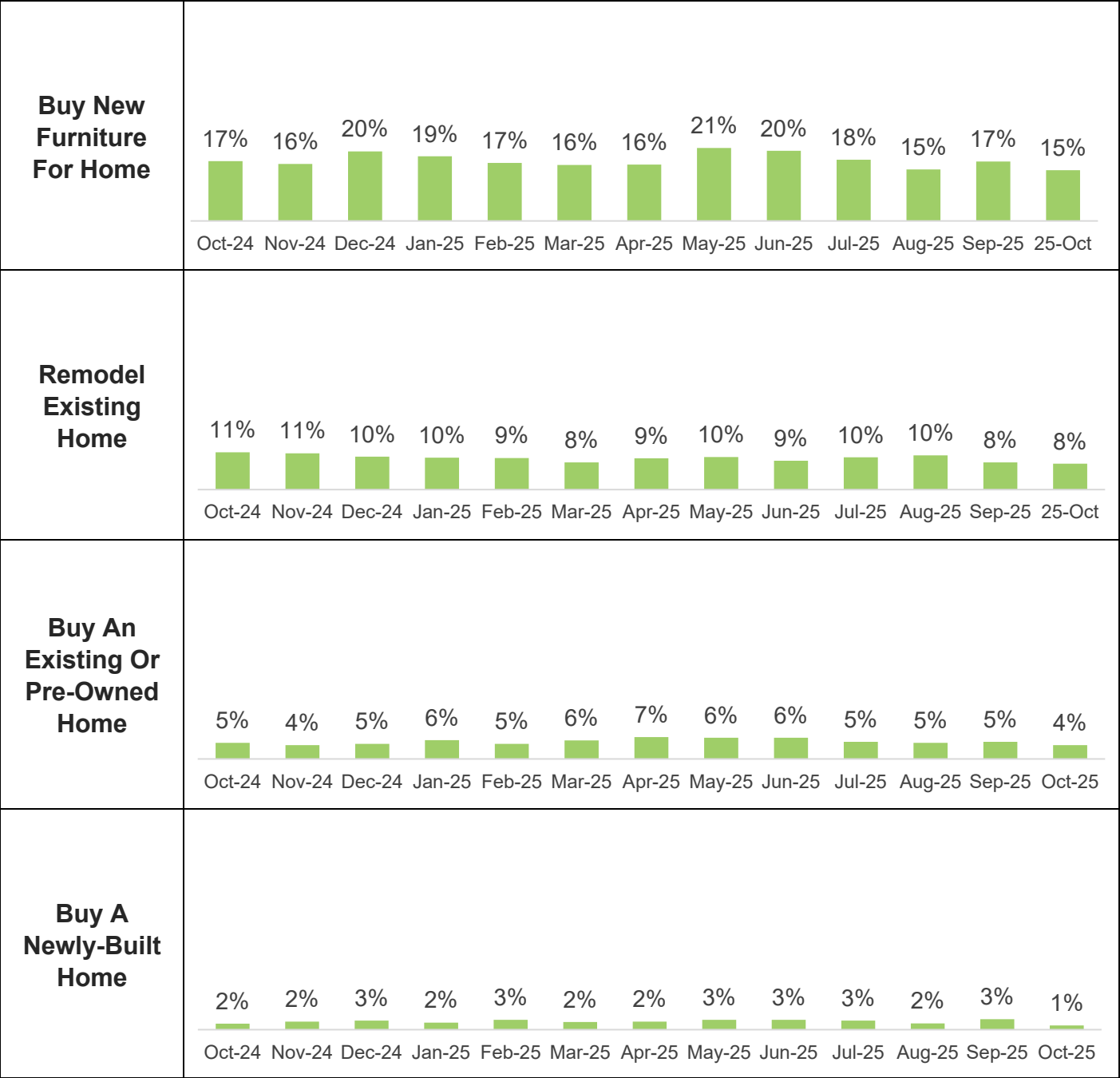
Decision Analyst Economic Index

October 2025



Likely Consumer Purchases In The Next 12 Months

October 2024–October 2025



Decision Analyst Economic Index

October 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) 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.

Media Contact

Cristi Allen

Publicity

Email: callen@decisionanalyst.com

Phone: 1-817-640-6166

Address: 2670 E Lamar Blvd, Arlington TX 76011

