

















# Decision Analyst Global Economic Indices

April 2016

Arlington, Texas—More countries are showing declines in Decision Analyst’s Economic Indices in the past 12 months than are showing increases. In fact, outside the U.S., the only countries showing any increase from a year ago are Mexico, Italy, Spain and the United Kingdom. It seems that slow- or no-growth economy is a worldwide problem, not just a U.S. problem.

Decision Analyst Global Economic Indices			Past-12-Month Change	
April 2016			(From April 2015 to April 2016)	
		April 2016 Index		
<b>North America</b>				
	United States	109	↑	+1
	Canada	89	↓	-6
	Mexico*	93	↑	+4
<b>South America</b>				
	Argentina*	81	↓	-8
	Brazil*	84	↓	-11
	Chile*	91	↓	-7
	Colombia*	97	↓	-7
	Peru*	103	↓	-6
<b>Europe</b>				
	France	86	↓	-6
	Germany	105	↓	-2
	Italy	99	↑	+8
	Russian Federation*	89	↓	-3
	Spain*	98	↑	+6
	United Kingdom	110	↑	+2
<b>Australia/Asia</b>				
	Australia*	93	↓	-2
	India*	126	↓	-2

\* 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 averages the current month with the previous 2 months.



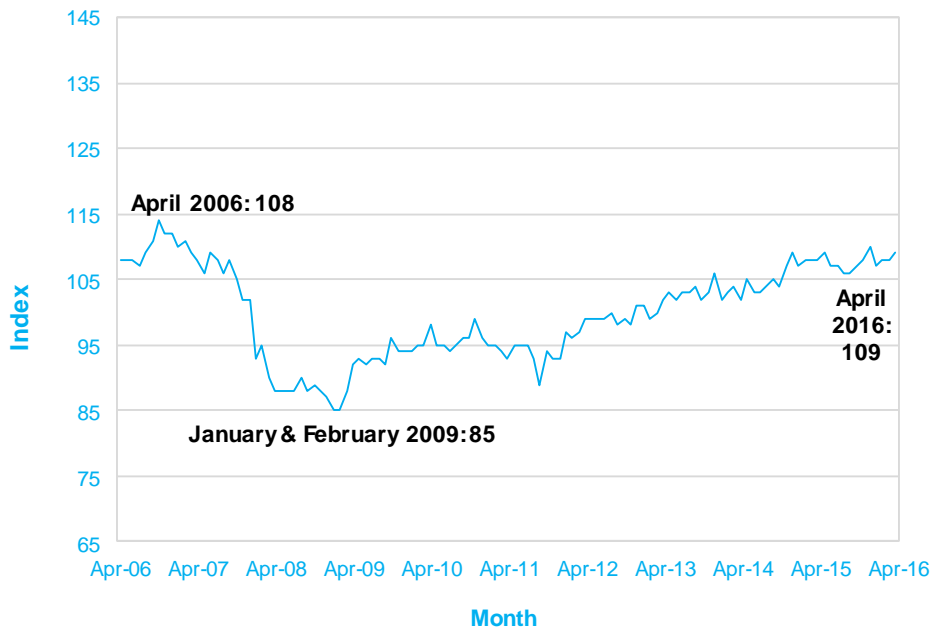
Strategic Research ■ Analytics ■ Modeling ■ Optimization

Cristi Allen, Publicity, [callen@decisionanalyst.com](mailto:callen@decisionanalyst.com)  
 604 Avenue H East, Arlington, Texas 76011-3100  
 Phone: 1-817-640-6166 ■ [www.decisionanalyst.com](http://www.decisionanalyst.com)

The Decision Analyst Economic Indices are based on monthly online surveys in the respective countries; these surveys provide inputs to Decision Analyst's econometric models that compute the Economic Indices for each country.

## North America

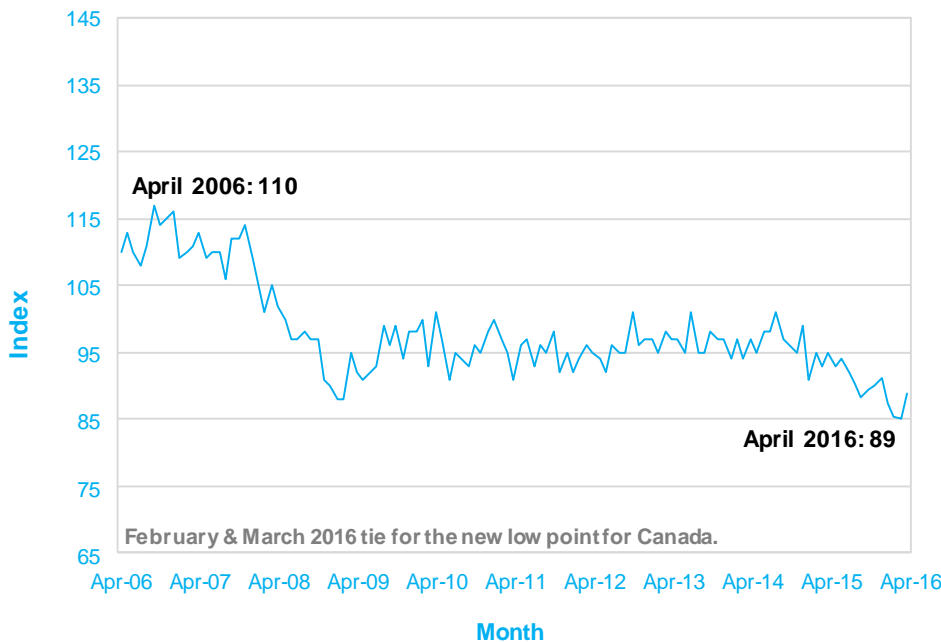
### United States Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)

**+1  
Point**

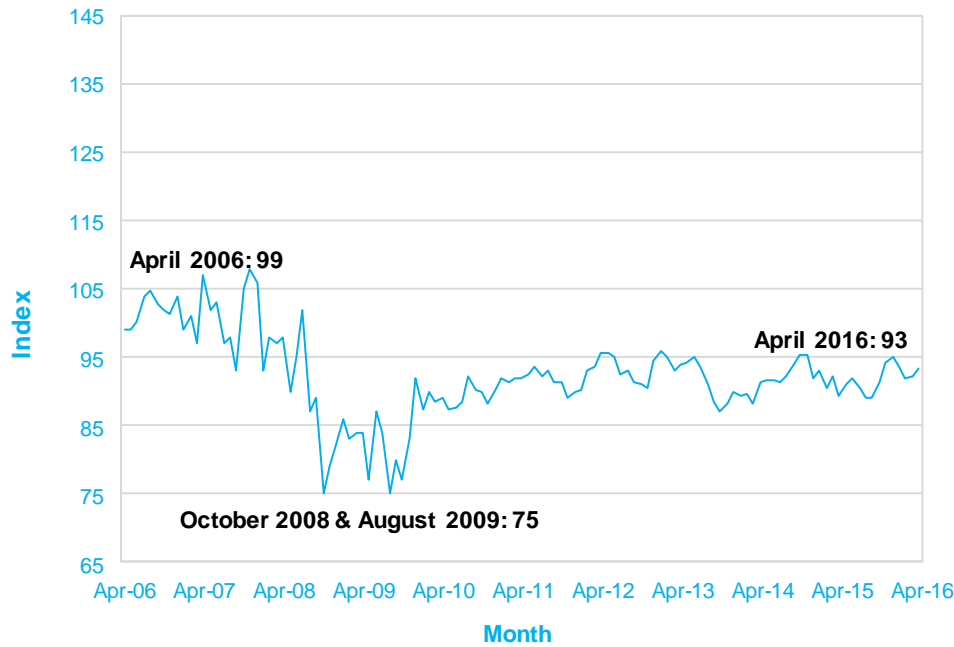
### Canada Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)

**-6  
Points**

### Mexico\* Economic Index April 2016

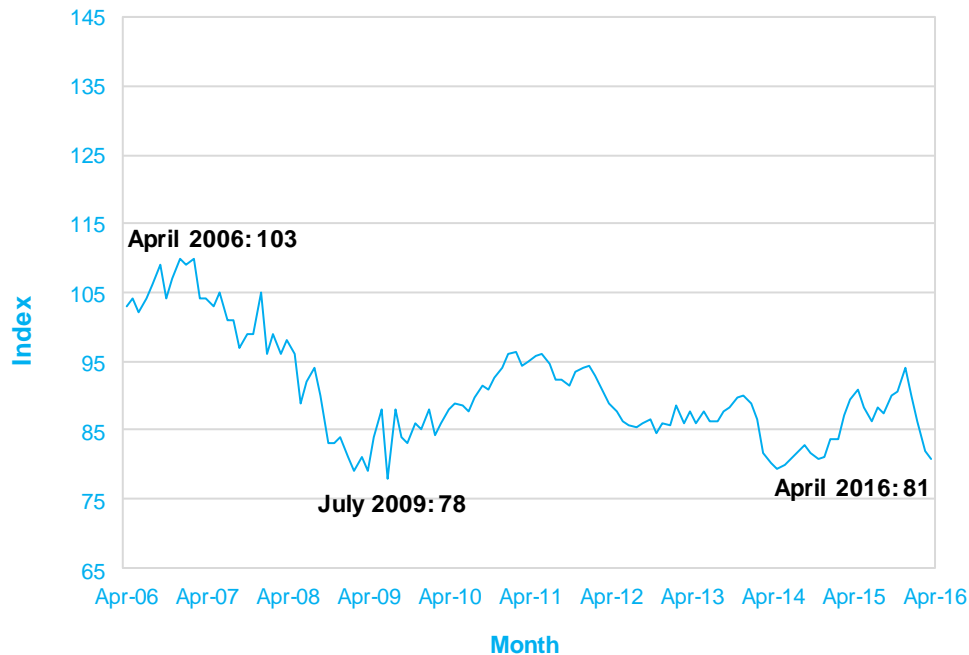


**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



### South America

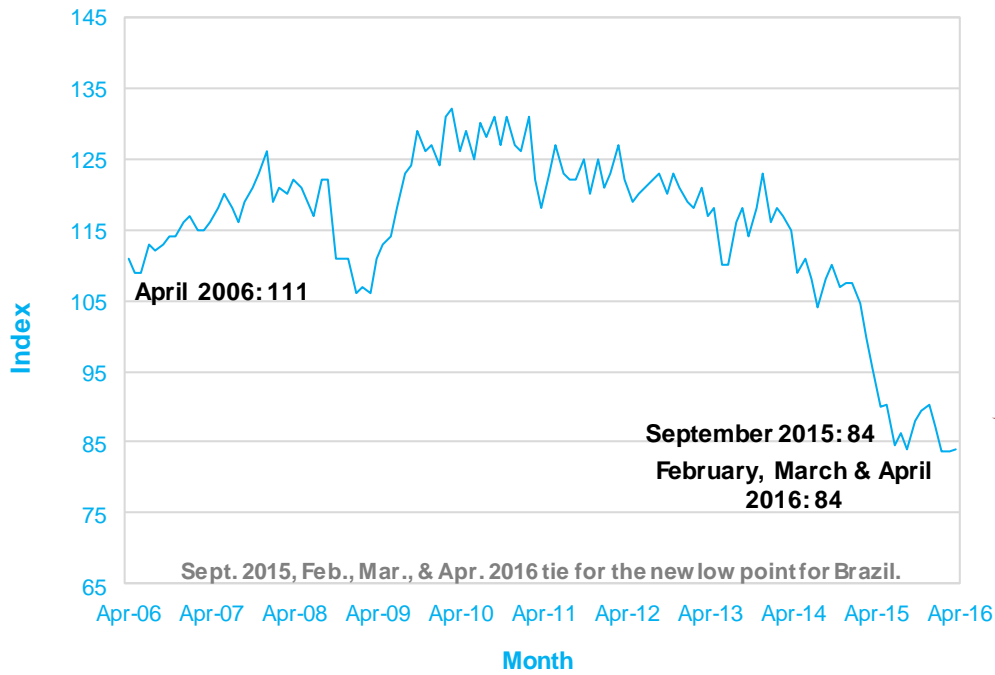
### Argentina\* Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



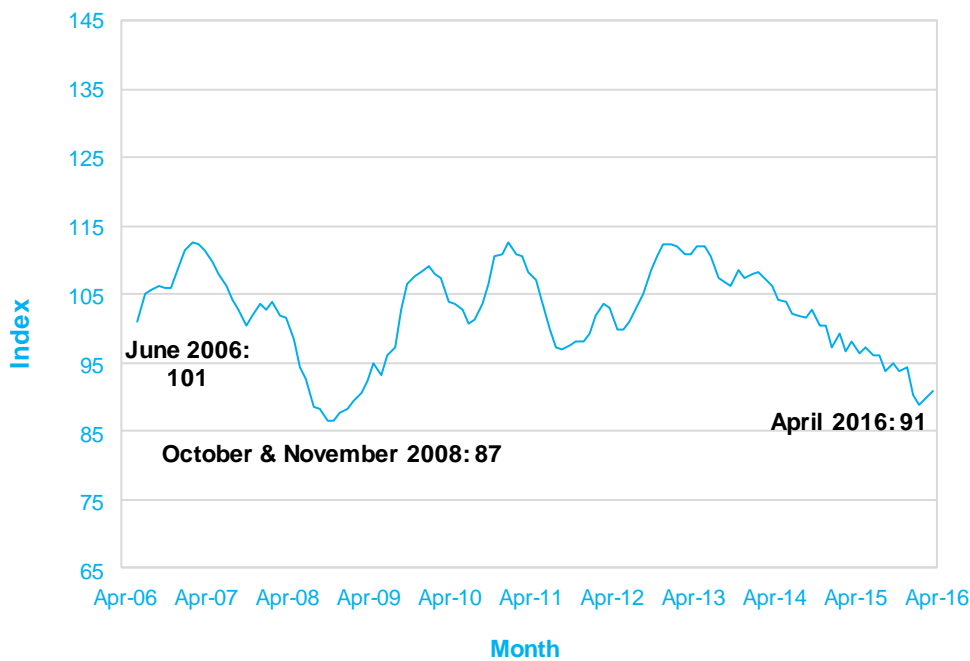
### Brazil\* Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



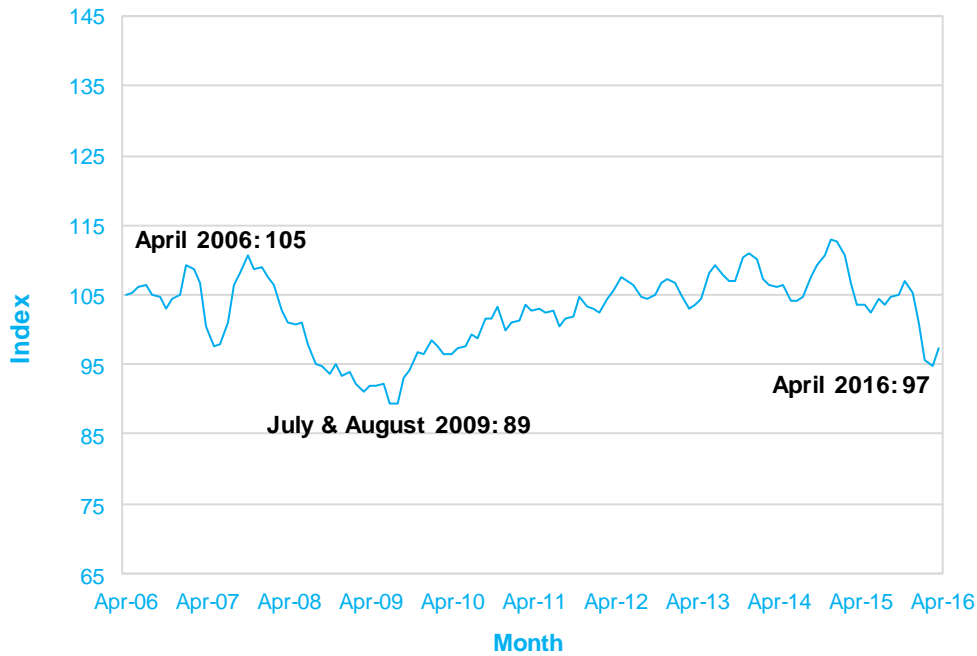
### Chile\* Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



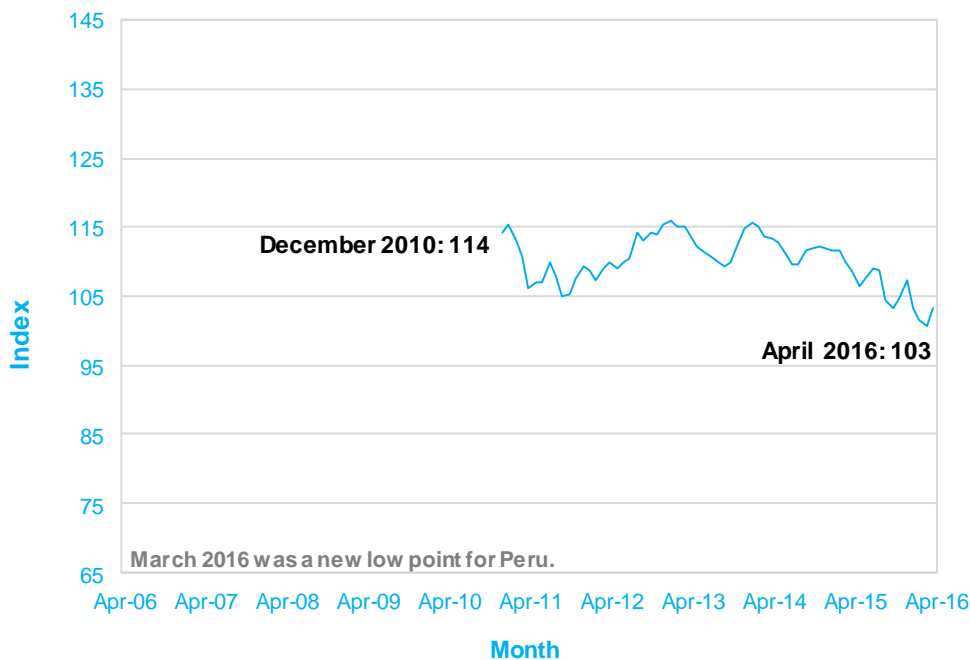
**Colombia\* Economic Index  
April 2016**



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



**Peru\* Economic Index  
April 2016**



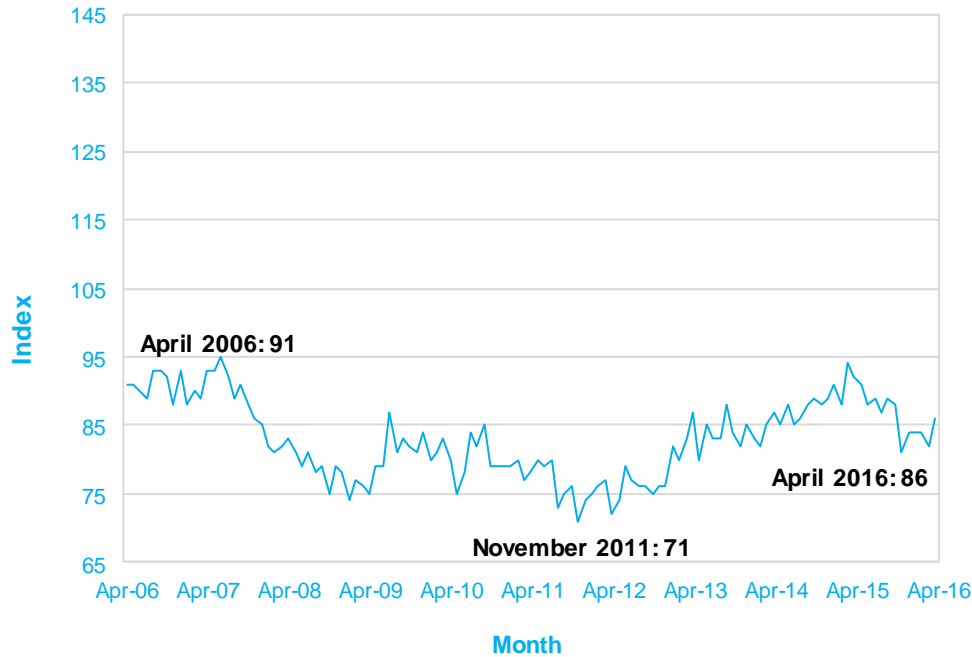
**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



Data collection for  
Peru began in  
December 2010.

## Europe

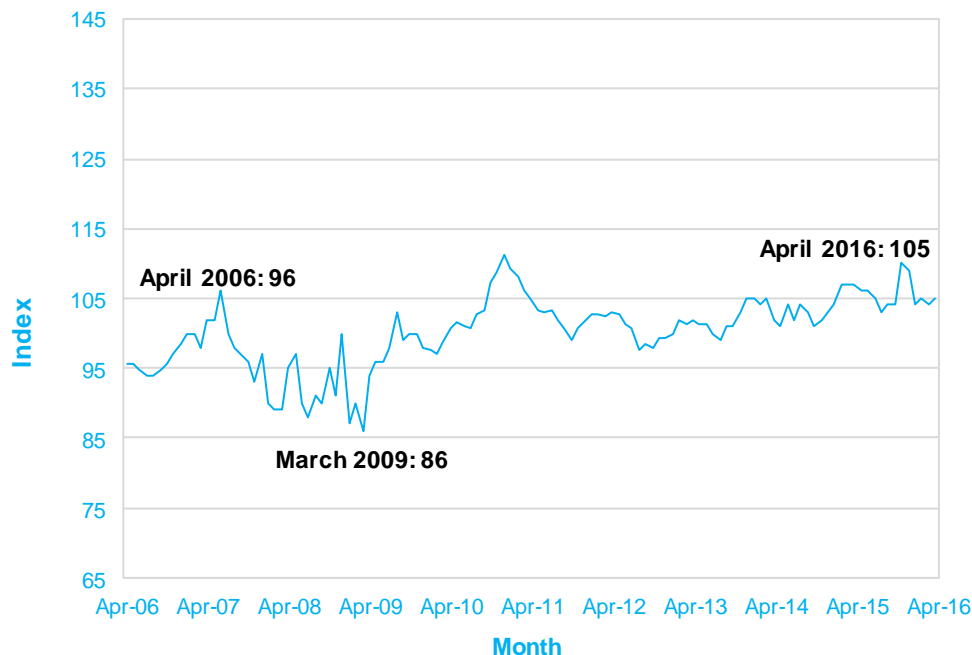
### France Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



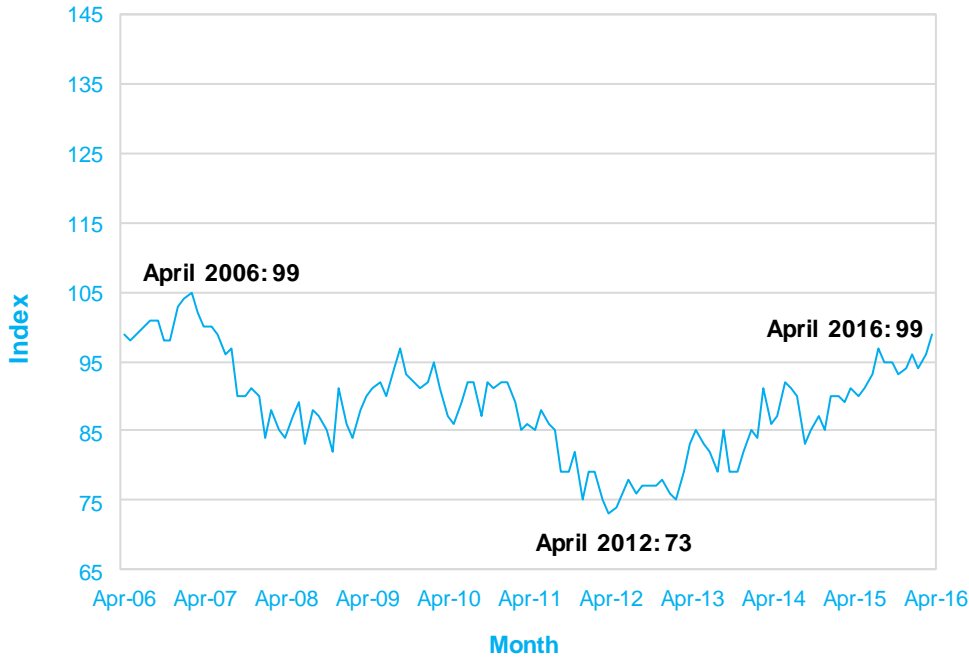
### Germany Economic Index April 2016



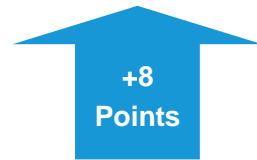
**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



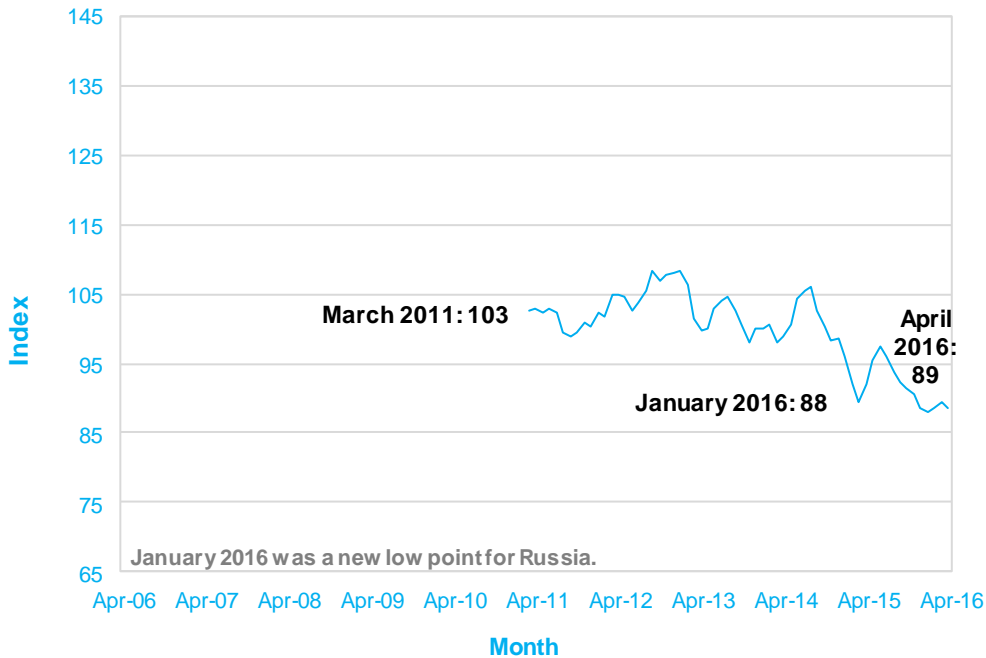
**Italy Economic Index**  
**April 2016**



**Past-12-Month Change**  
(From Apr. 2015 to Apr. 2016)



**Russian Federation\* Economic Index**  
**April 2016**

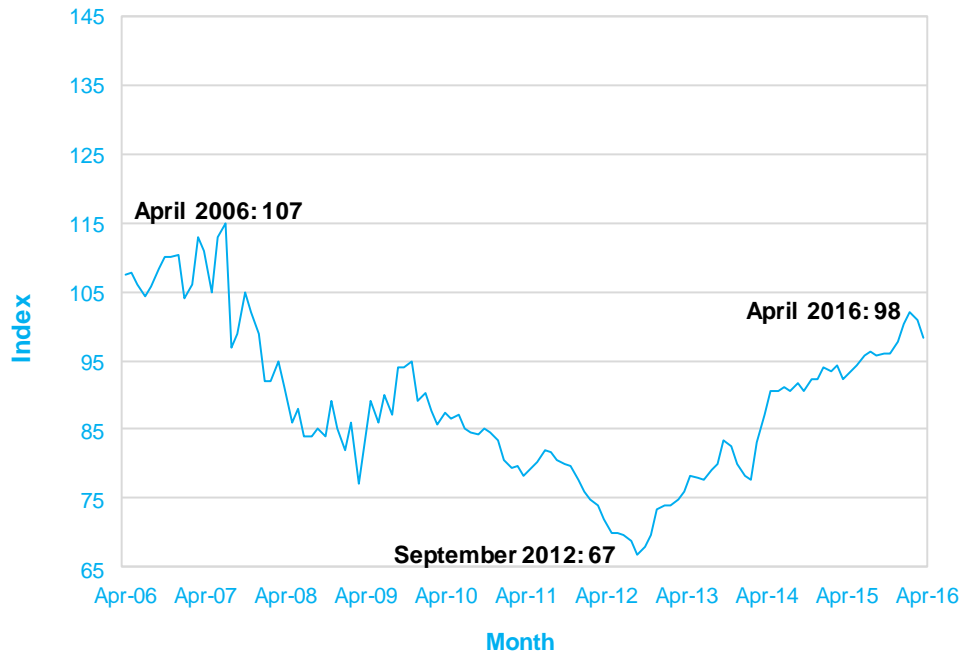


**Past-12-Month Change**  
(From Apr. 2015 to Apr. 2016)



Data collection for Russian Federation began in April 2011.

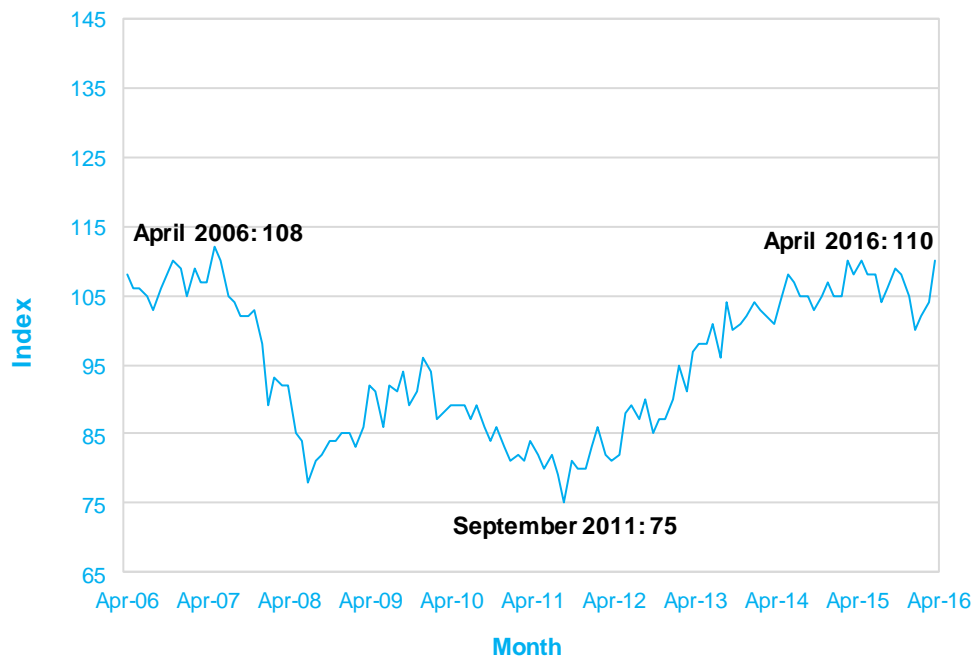
### Spain\* Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)

**+6  
Points**

### United Kingdom Economic Index April 2016



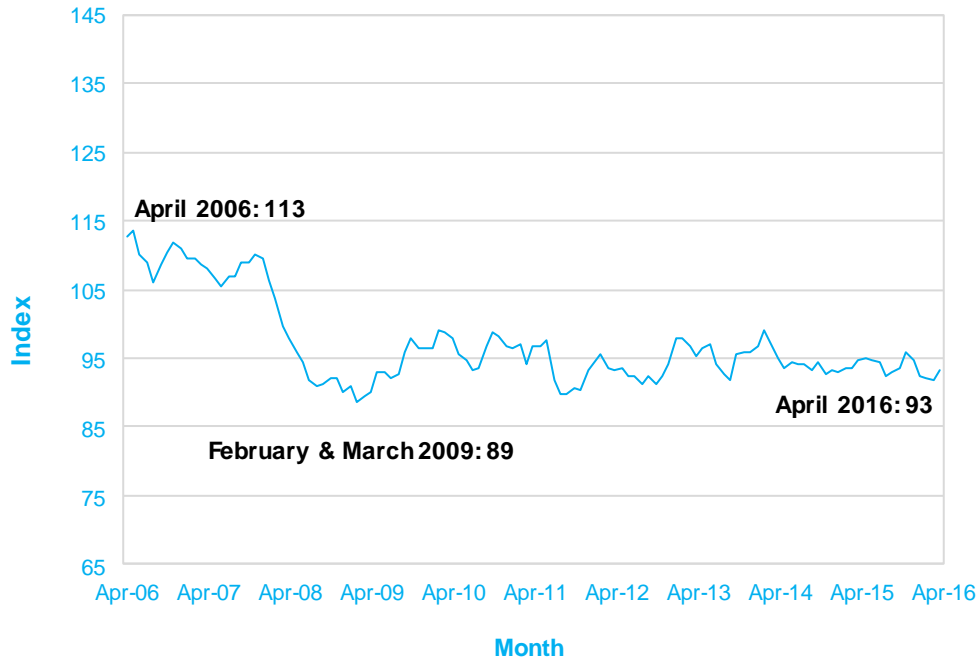
**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)

**+2  
Points**



## Australia/Asia

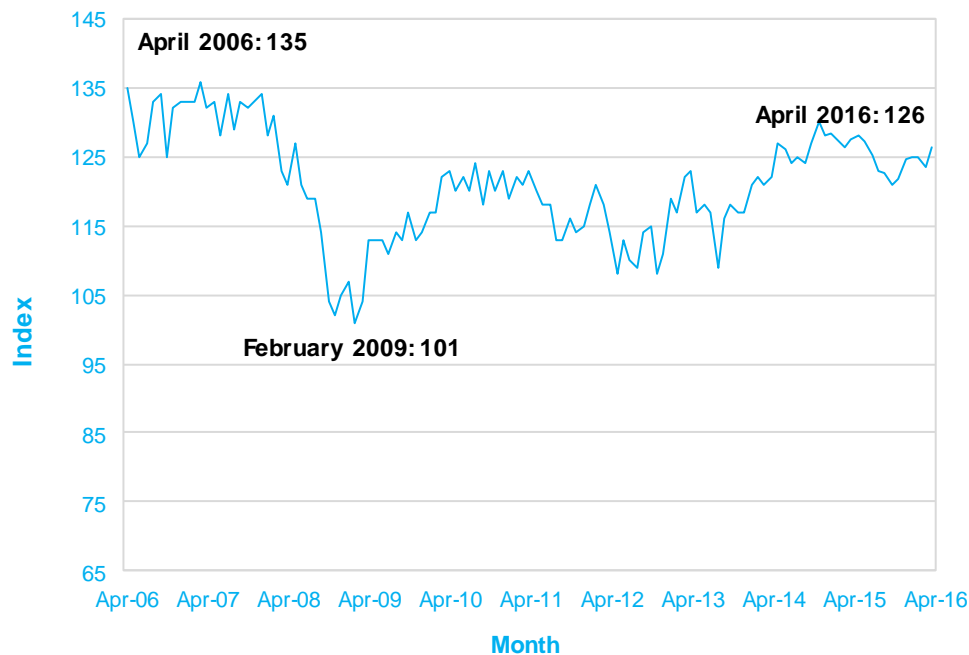
### Australia\* Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



### India\* Economic Index April 2016



**Past-12-Month  
Change**  
(From Apr. 2015 to  
Apr. 2016)



## \*Three-Month Moving Average

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 averages the current month with the 2 previous months. Prior to July 2013, the Index numbers reported for Germany were a 3-month moving average. Starting in July 2013, the Index numbers reported for Germany are the actual monthly numbers.

## 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.