

















# Decision Analyst Global Economic Indices

August 2015

Arlington, Texas—In South America, Argentina's Economic Index increased 6 points in the past 12 months, while Brazil's economy collapsed (with a decline of 18 points). Russia is in deep trouble with a decline of 12 points over the past year, closely followed by Canada with an 11-point decline. The Economic Index tends to lead economic activity in each country by 6 to 12 months.

Decision Analyst Global Economic Indices August 2015			Past-12-Month Change (From August 2014 to August 2015)	
North America		August 2015 Index		
	United States	106	↑	+2
	Canada	90	↓	-11
	Mexico*	89	↓	-3
South America				
	Argentina*	88	↑	+6
	Brazil*	86	↓	-18
	Chile*	96	↓	-6
	Colombia*	104	↓	-1
	Peru*	109	↓	-1
Europe				
	France	87	↑	+1
	Germany	103	↓	-1
	Italy	97	↑	+7
	Russian Federation*	94	↓	-12
	Spain*	96	↑	+5
	United Kingdom	104	↓	-1
Australia/Asia				
	Australia*	92	↓	-2
	India*	123	↓	-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.



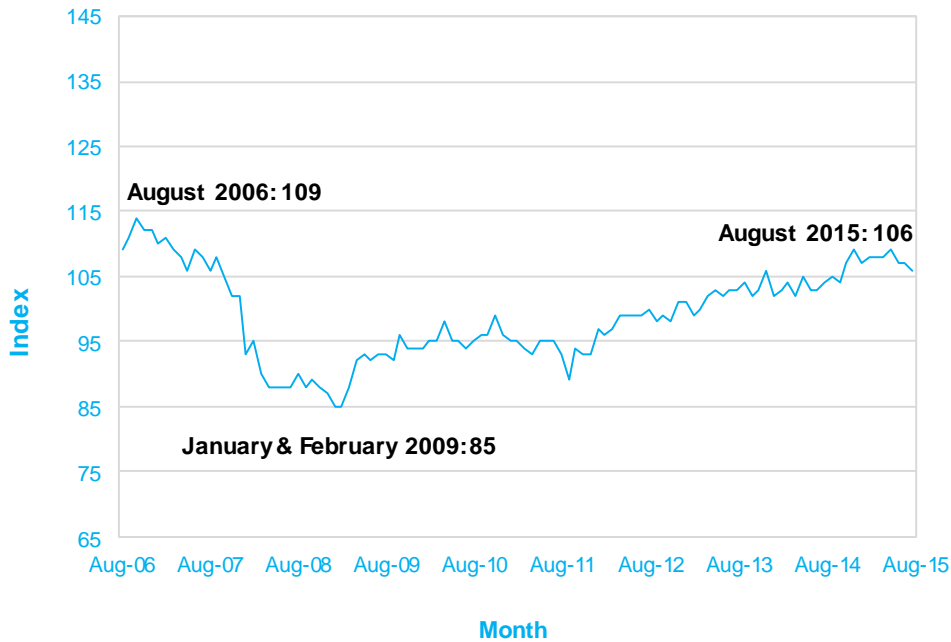
Strategic Research ■ Analytics ■ Modeling ■ Optimization

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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

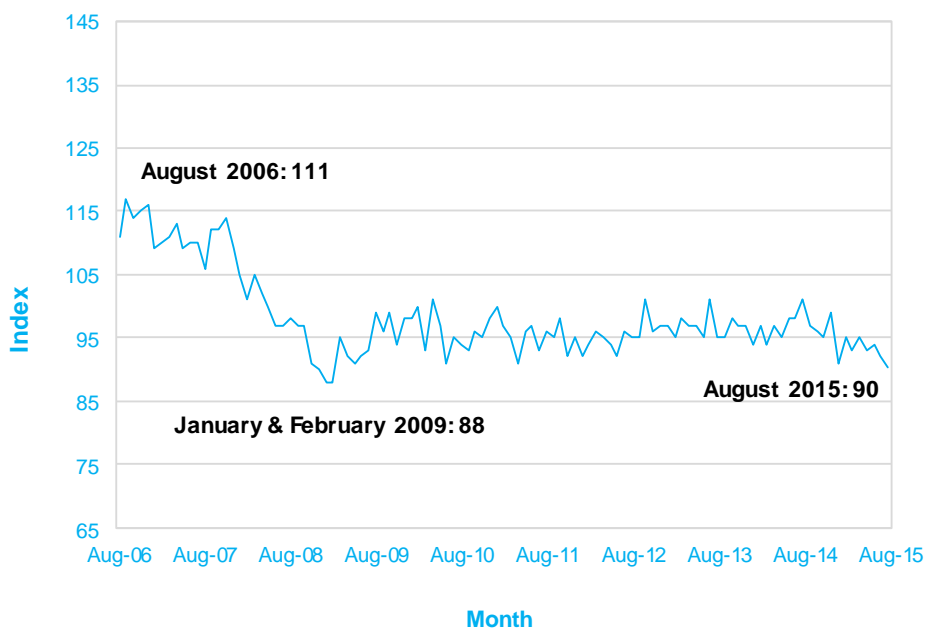
### United States Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



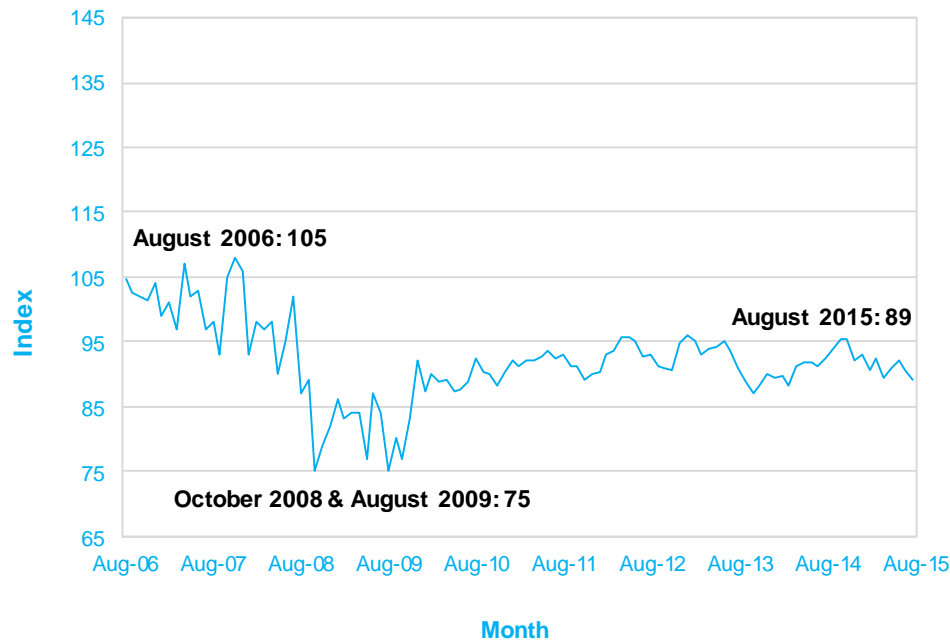
### Canada Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



### Mexico\* Economic Index August 2015

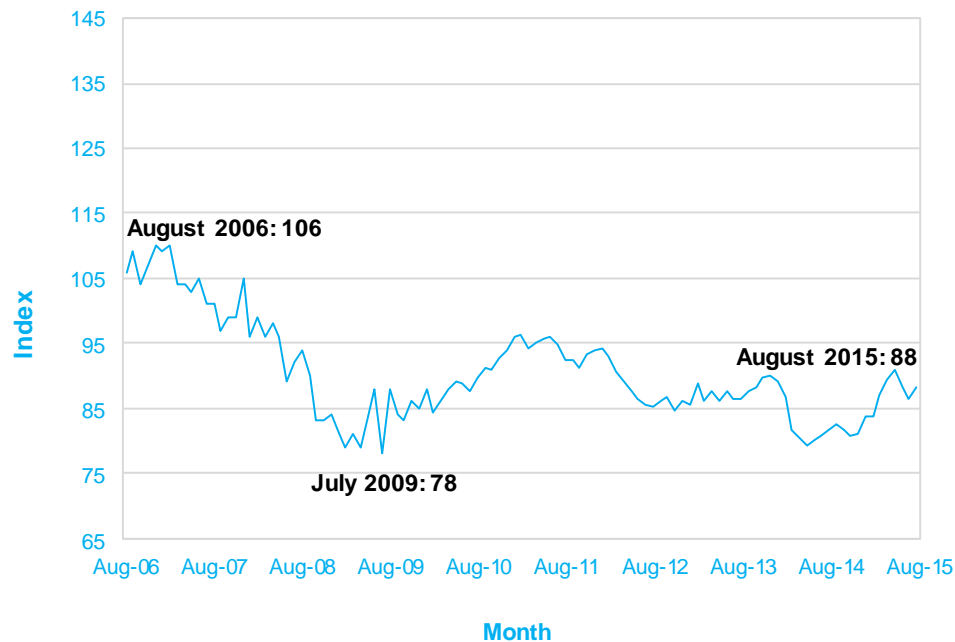


**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



### South America

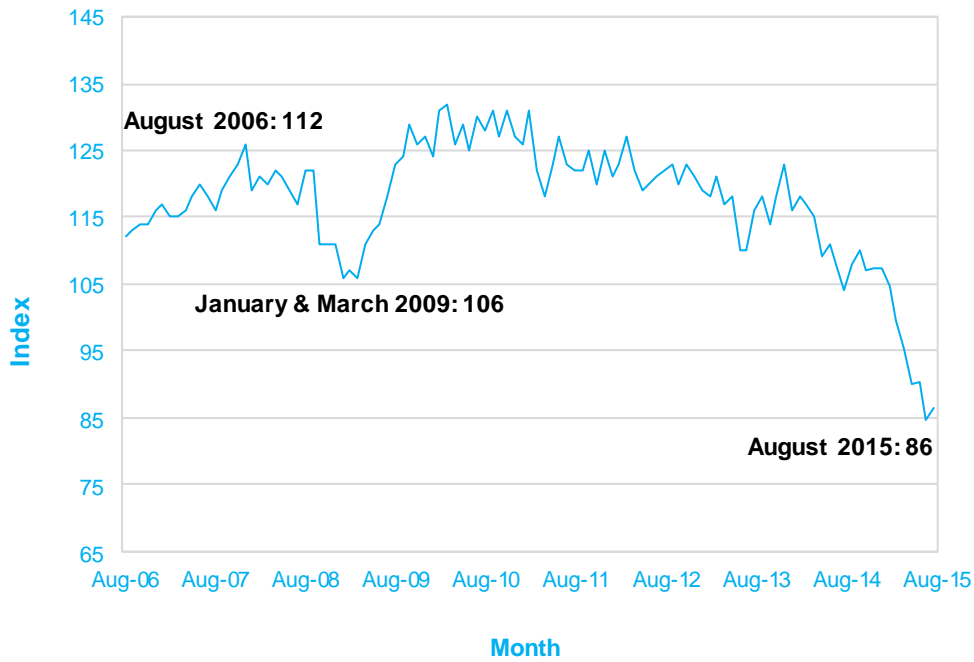
### Argentina\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



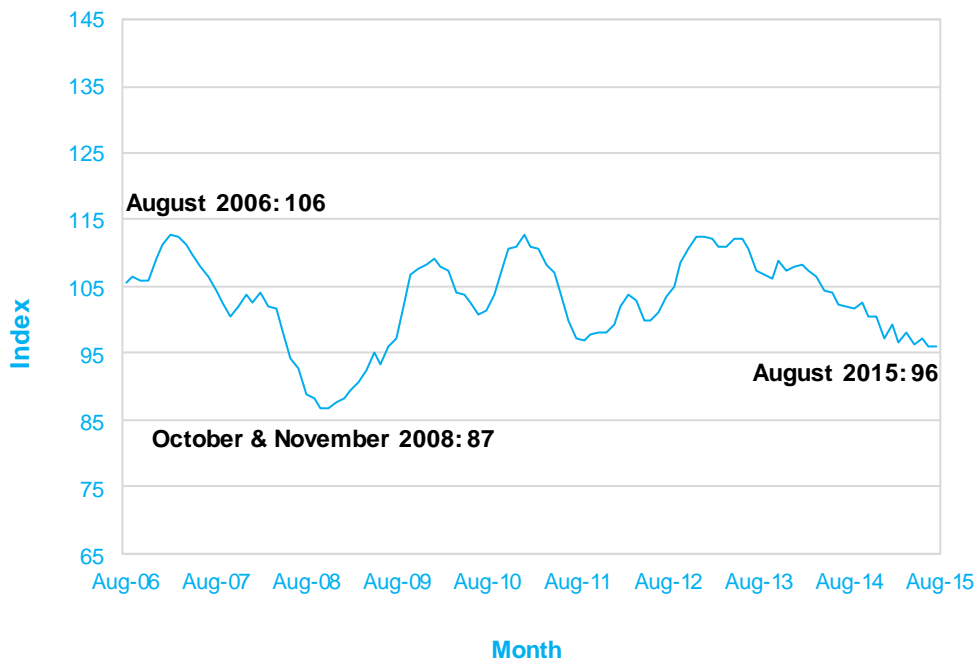
### Brazil\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



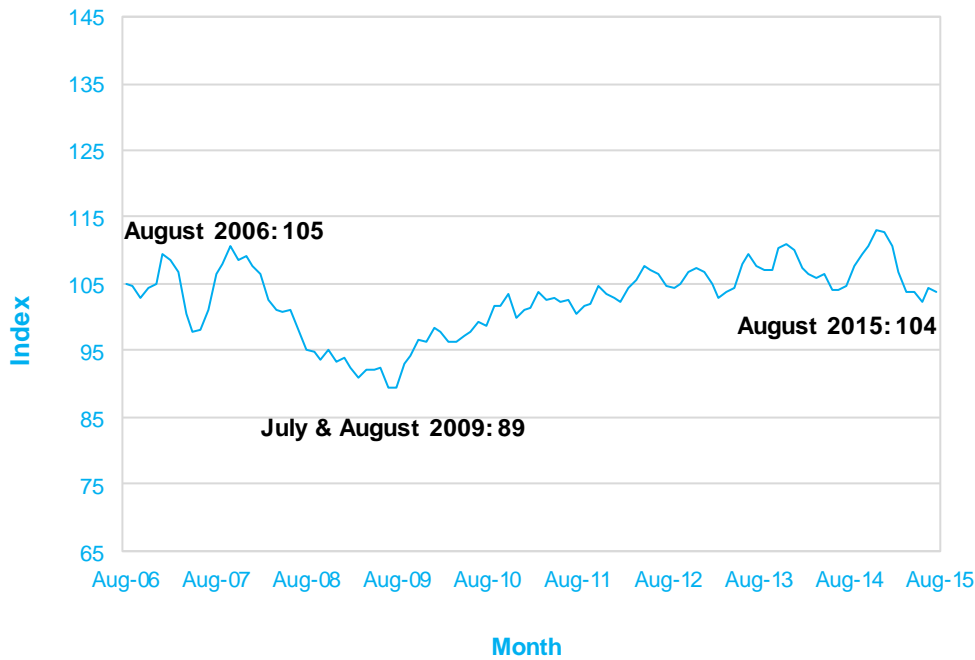
### Chile\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



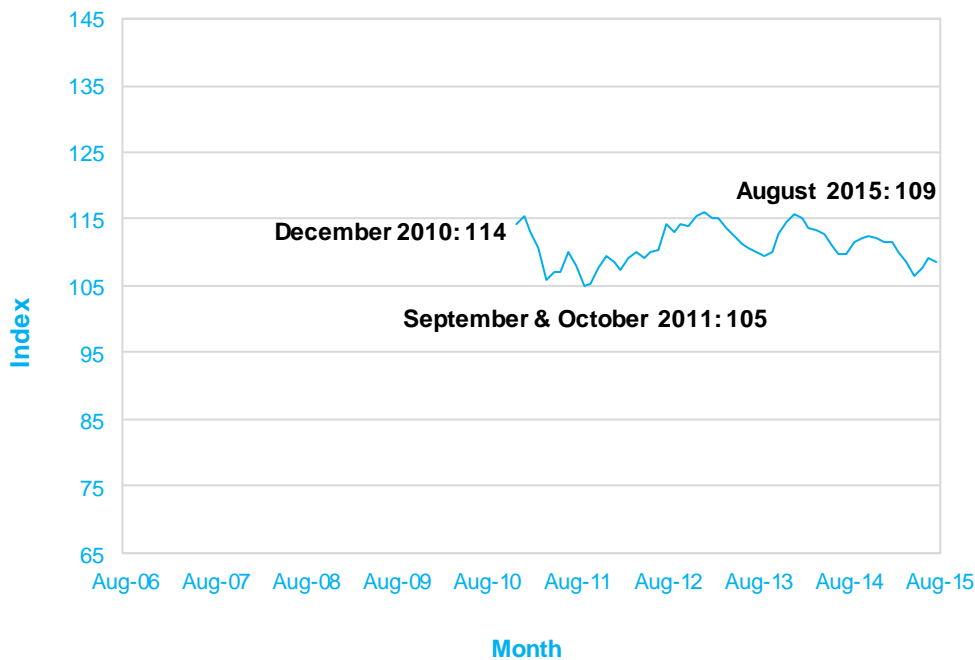
### Colombia\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



### Peru\* Economic Index August 2015



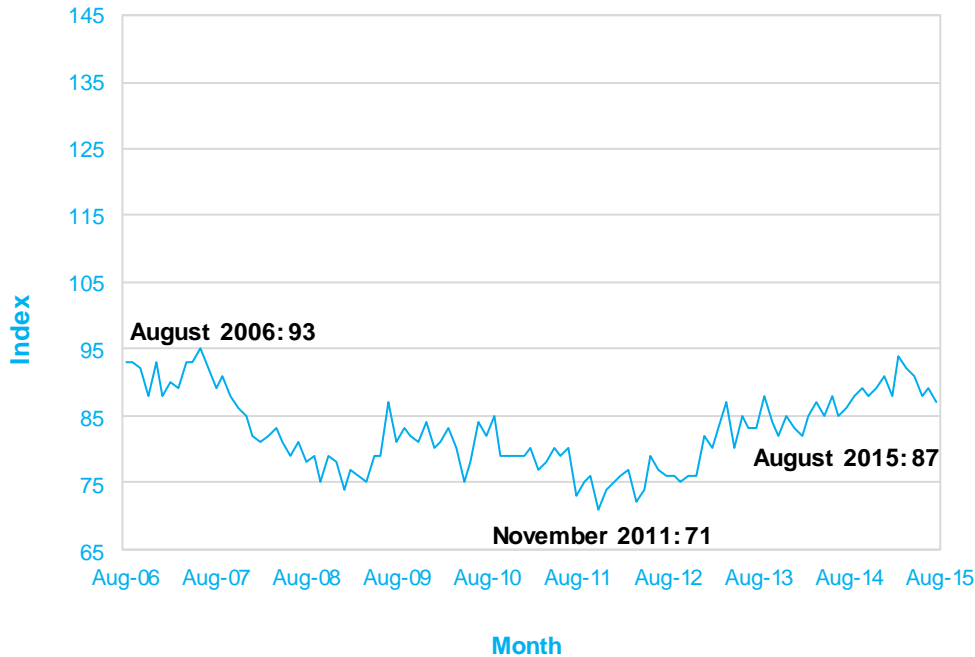
**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



*Data collection for  
Peru began in  
December 2010.*

## Europe

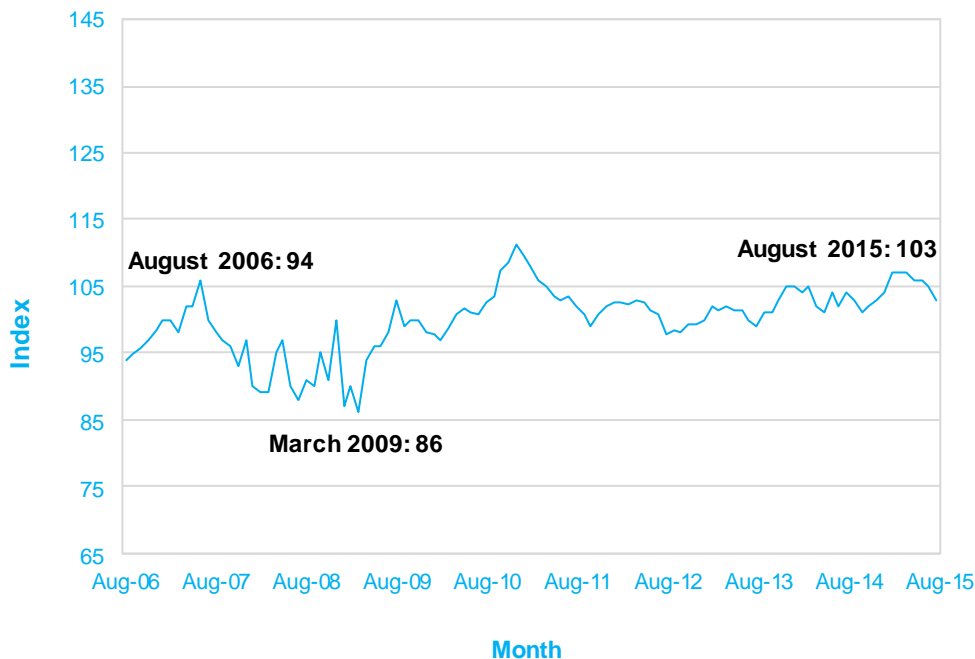
### France Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



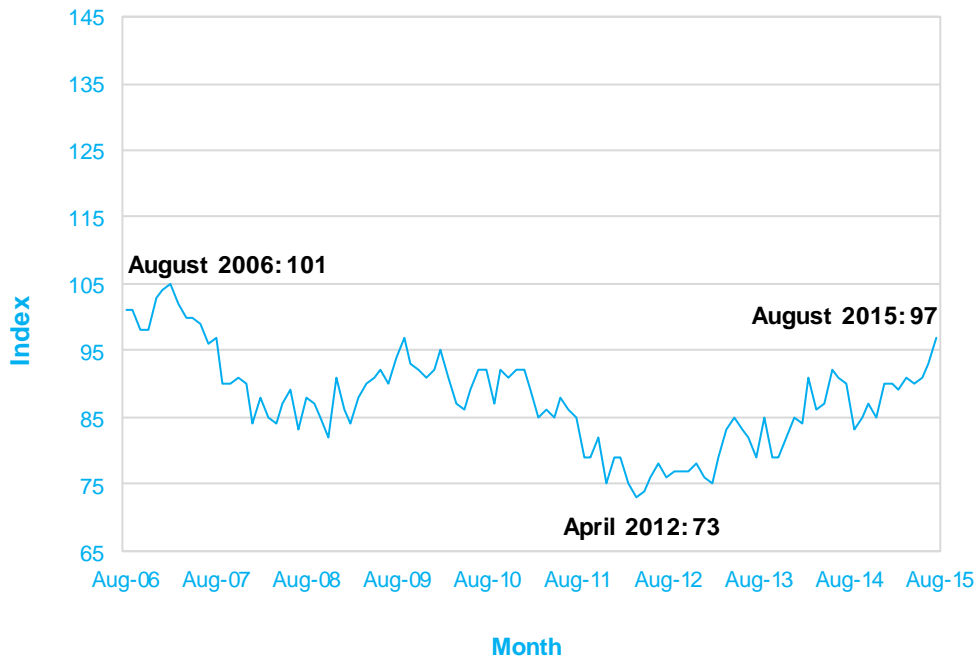
### Germany Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



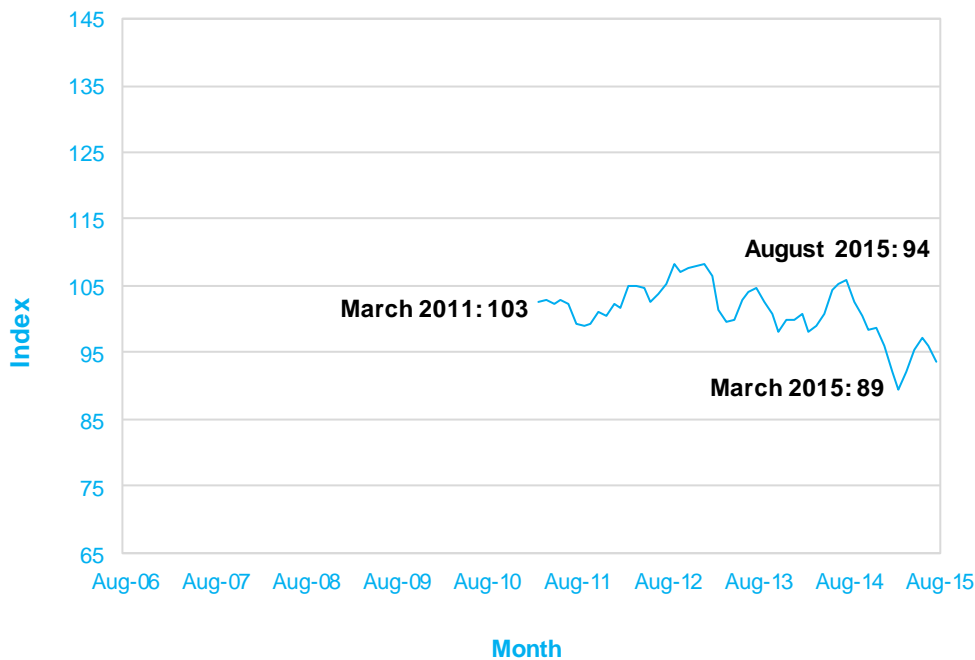
### Italy Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



### Russian Federation\* Economic Index August 2015

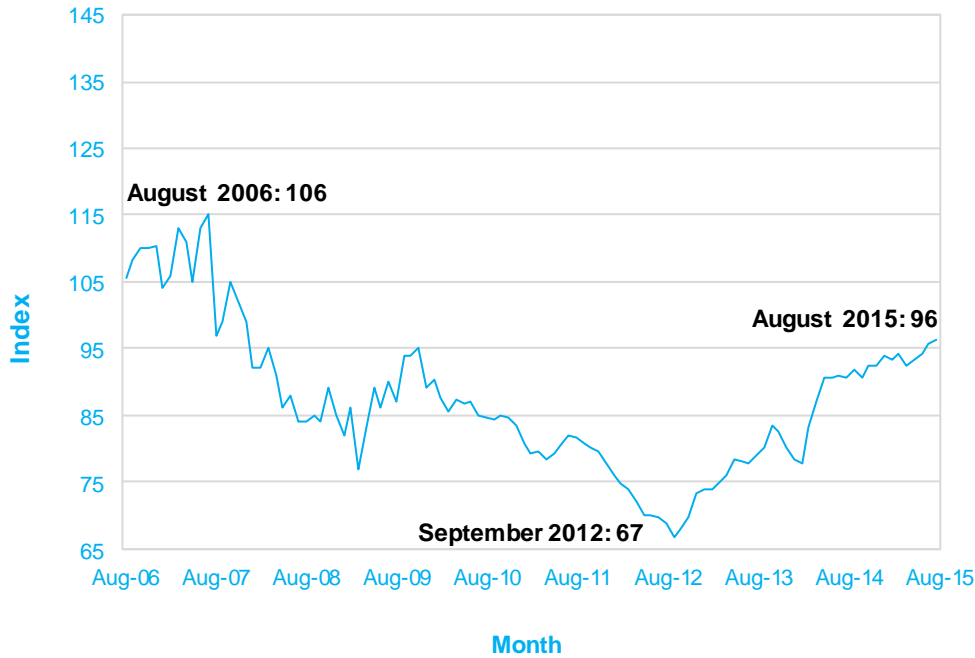


**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



*Data collection for  
Russian Federation  
began in March 2011.*

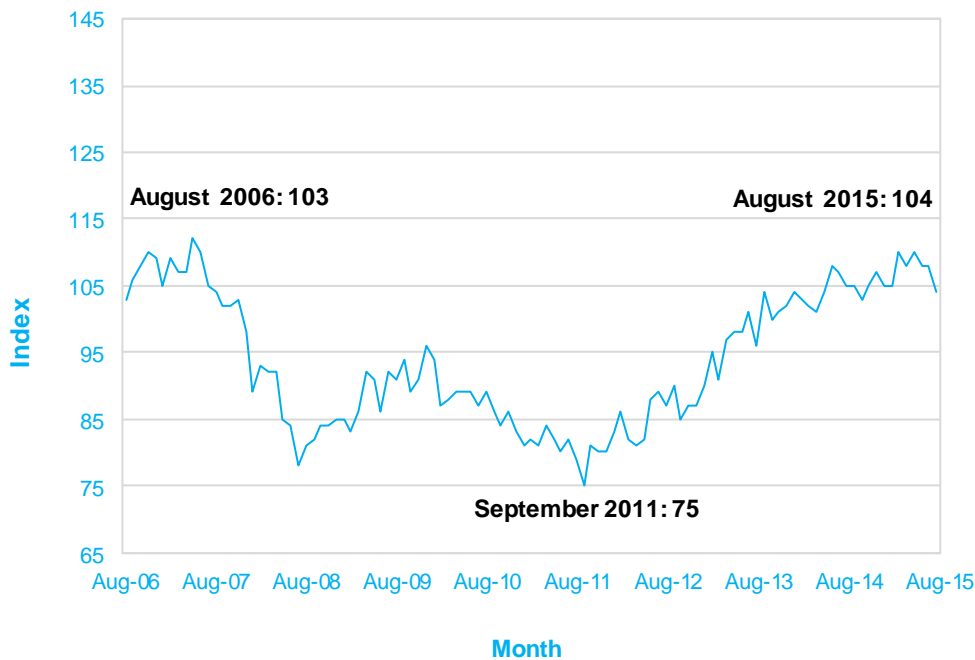
### Spain\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



### United Kingdom Economic Index August 2015



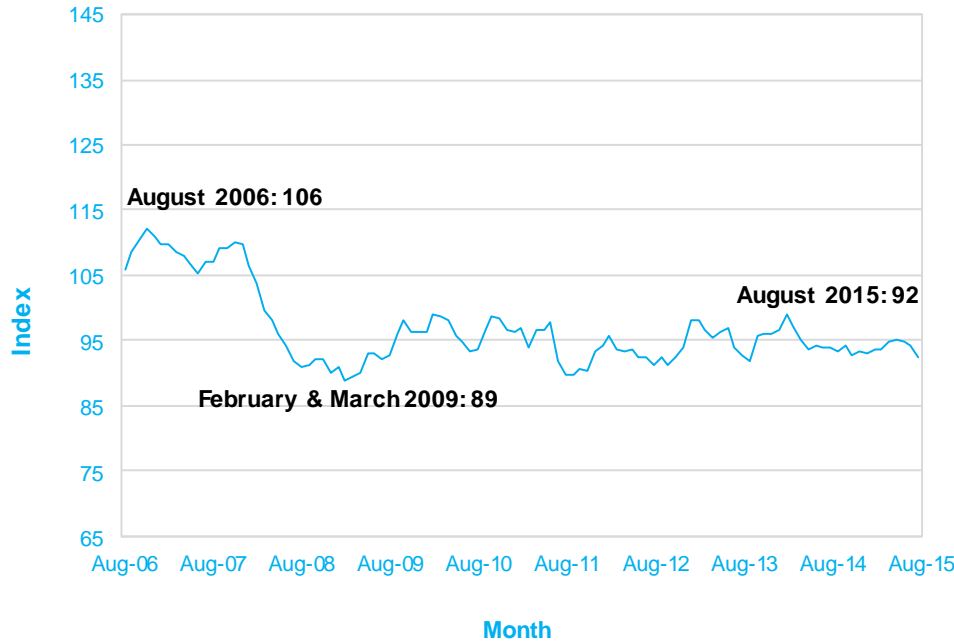
**Past-12-Month  
Change**  
(From August 2014  
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## Australia/Asia

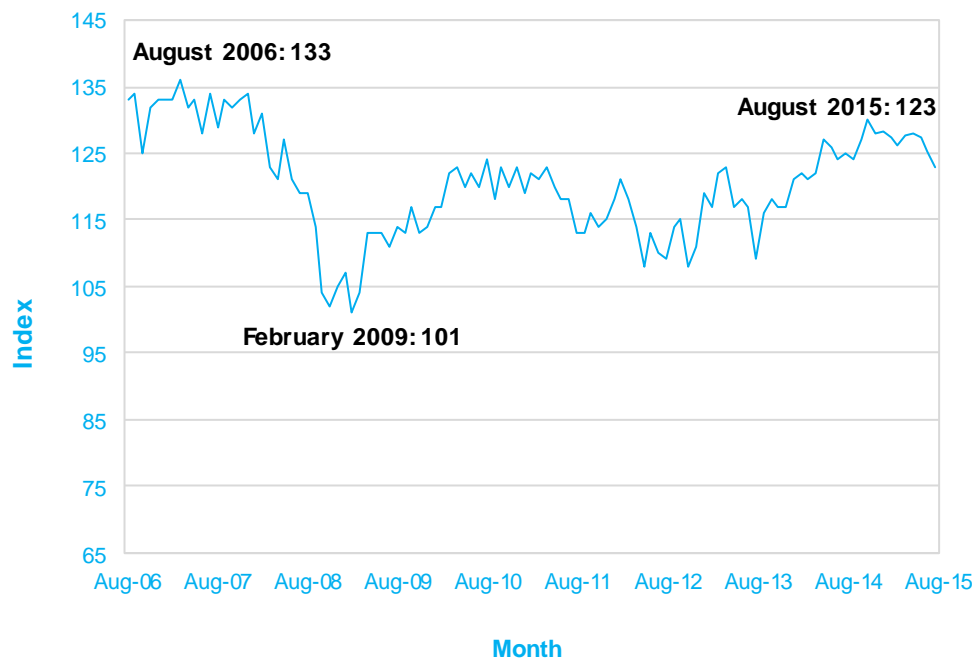
### Australia\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



### India\* Economic Index August 2015



**Past-12-Month  
Change**  
(From August 2014  
to August 2015)



## \*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.