

















Decision Analyst Global Economic Indices

December 2015

Arlington, Texas—In Europe, Germany continues to lead with an Index of **109 in December 2015** which is a 6-point increase over December 2014. Meanwhile, France is languishing with an Index of **84 in December 2015**; this is a 5-point decrease from December 2014. In South America, Brazil has plunged 17 points in the past 12 months; they declined from 107 in December 2014 to **90 in December 2015**.

Decision Analyst Global Economic Indices December 2015

		December 2015 Index	Past-12-Month Change (From December 2014 to December 2015)	
North America				
	United States	110	↑	+1
	Canada	91	↓	-8
	Mexico*	95	↑	+3
South America				
	Argentina*	94	↑	+13
	Brazil*	90	↓	-17
	Chile*	94	↓	-6
	Colombia*	105	↓	-8
	Peru*	107	↓	-5
Europe				
	France	84	↓	-5
	Germany	109	↑	+6
	Italy	94	↑	+9
	Russian Federation*	89	↓	-10
	Spain*	98	↑	+6
	United Kingdom	105	↓	-2
Australia/Asia				
	Australia*	95	↑	+2
	India*	125	↓	-3

* 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.



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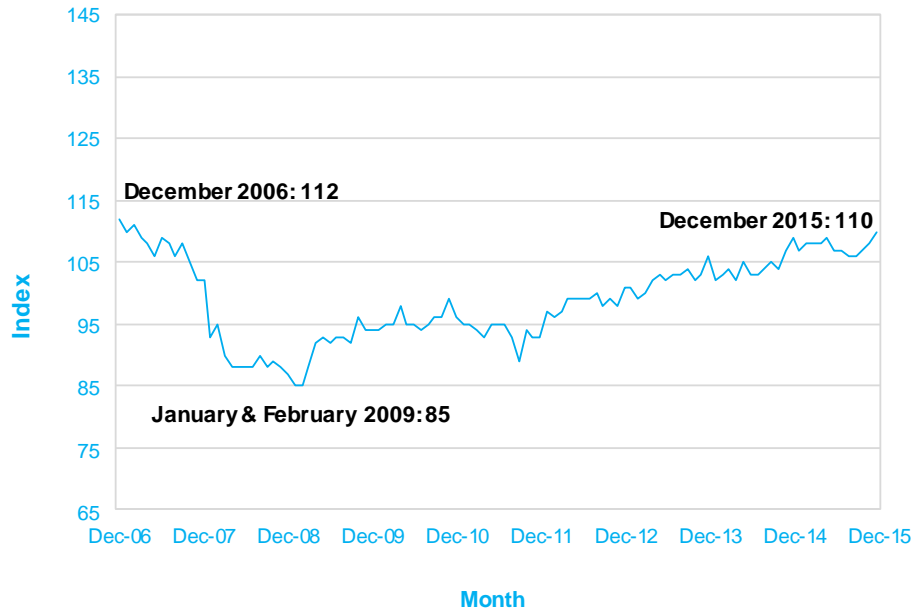
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The Decision Analyst Economic Indices are based on monthly online surveys in the respective countries; these surveys provide inputs to Decision Analyst’s econometric models that compute the Economic Indices for each country.

North America

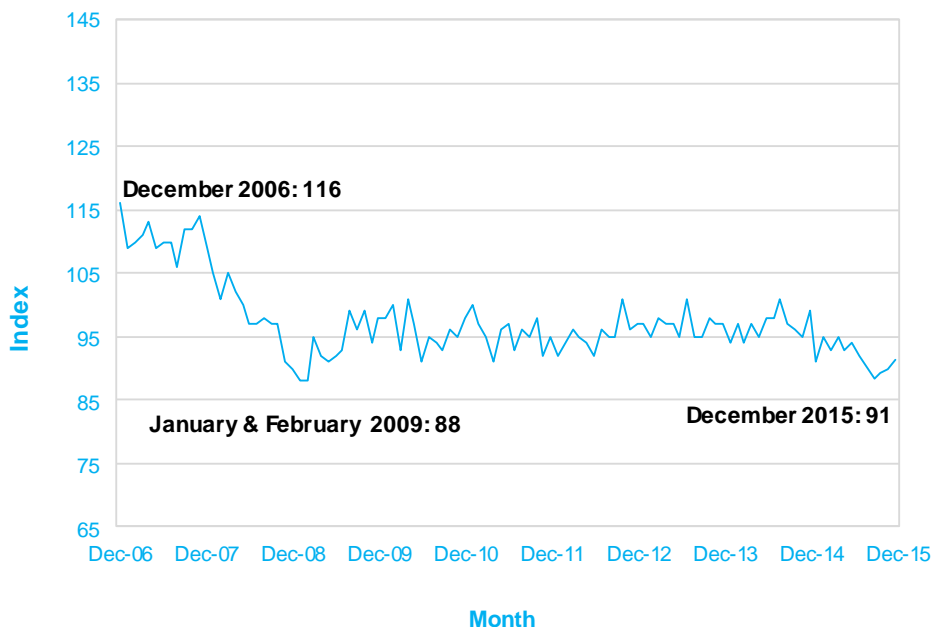
United States Economic Index December 2015



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



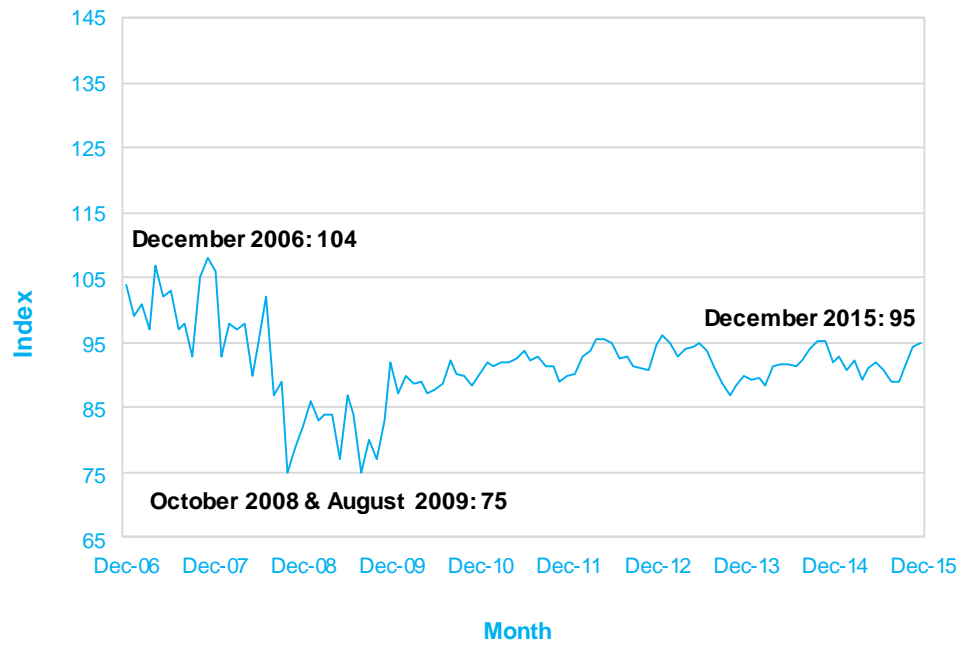
Canada Economic Index December 2015



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



Mexico* Economic Index December 2015

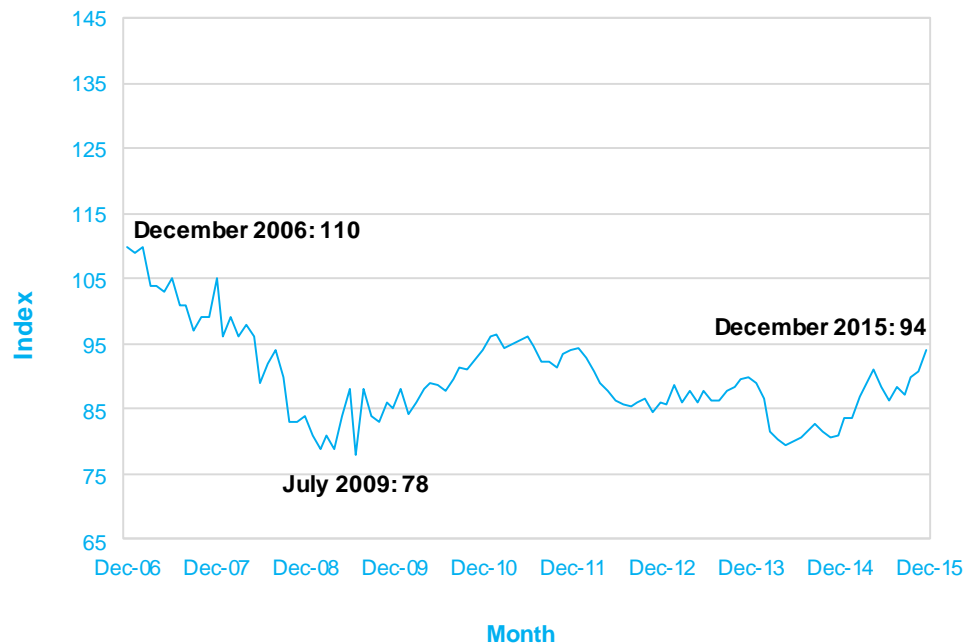


**Past-12-Month
Change**
(From Dec. 2014 to
Dec. 2015)



South America

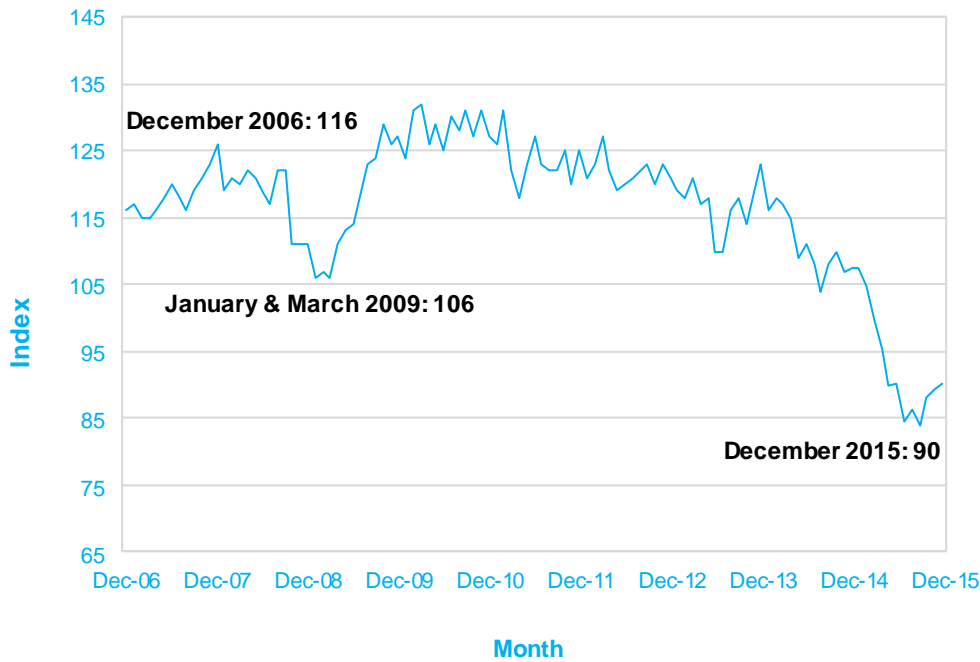
Argentina* Economic Index December 2015



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



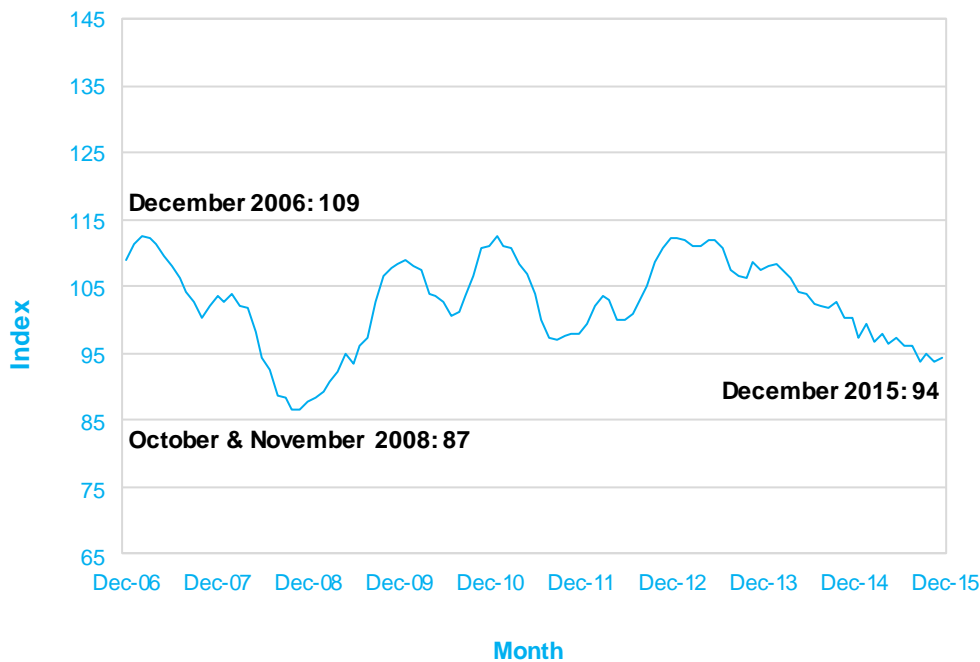
Brazil* Economic Index December 2015



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



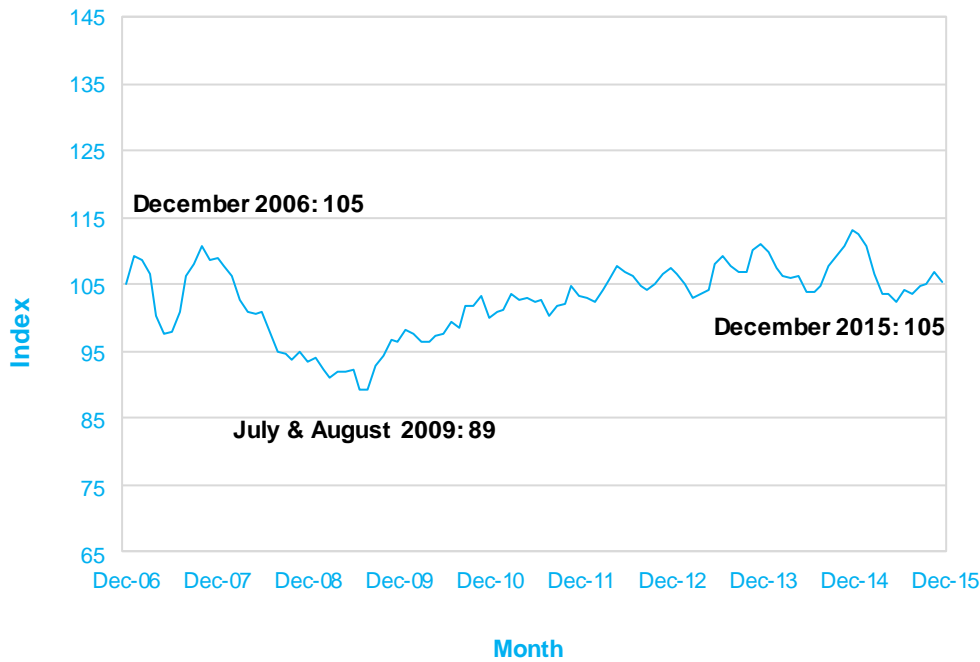
Chile* Economic Index December 2015



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



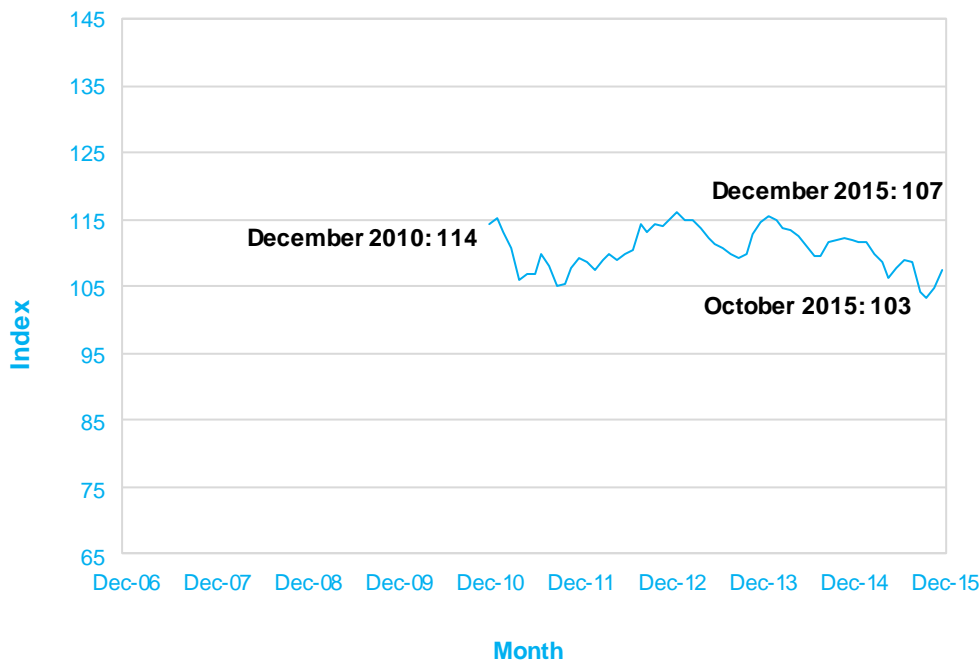
Colombia* Economic Index December 2015



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



Peru* Economic Index December 2015



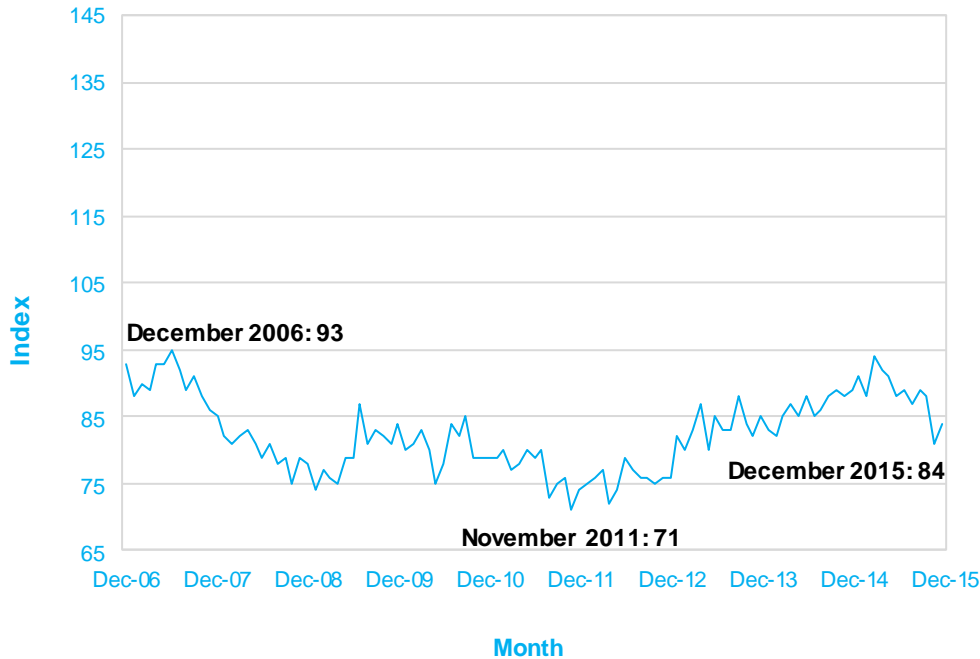
**Past-12-Month
Change**
(From Dec. 2014 to
Dec. 2015)



*Data collection for
Peru began in
December 2010.*

Europe

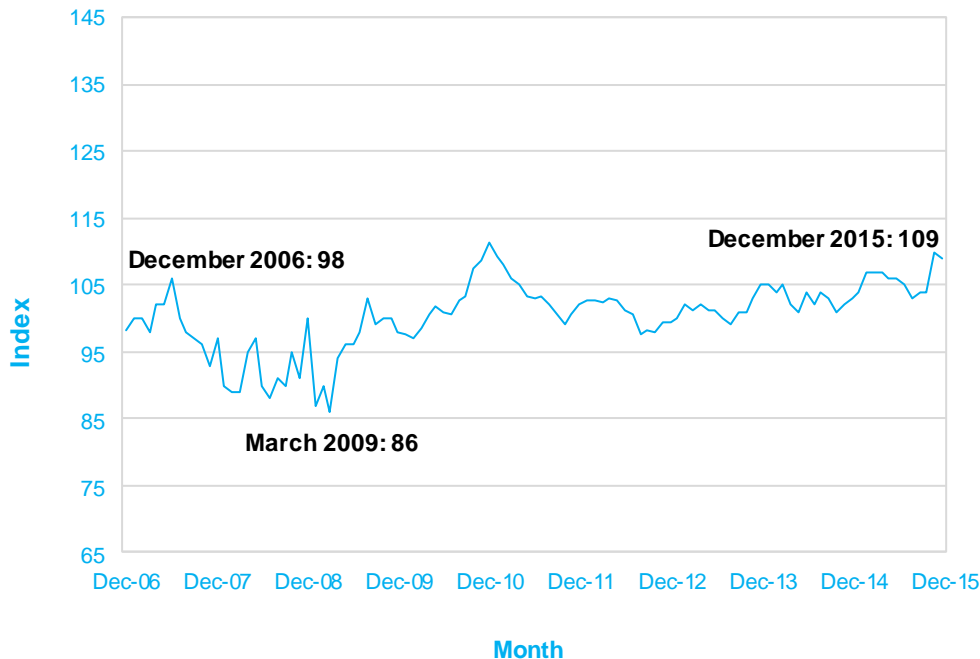
France Economic Index December 2015



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



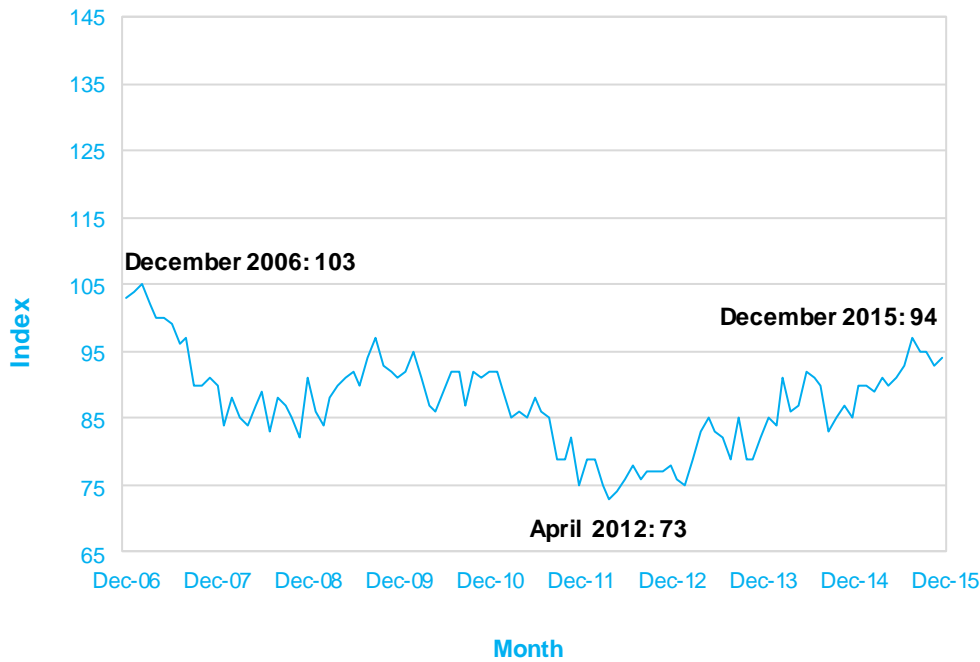
Germany Economic Index December 2015



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



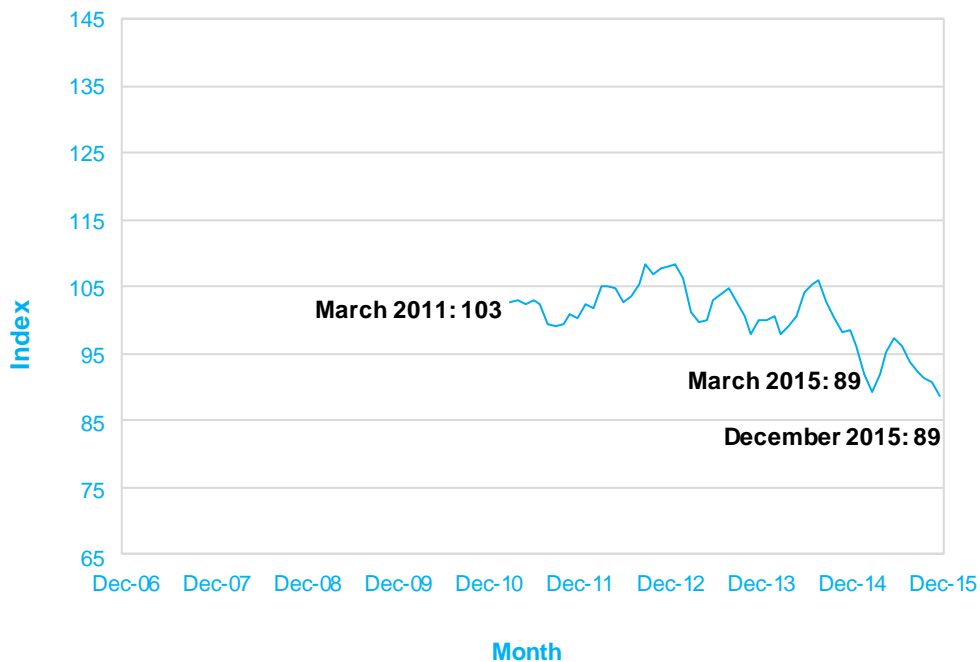
Italy Economic Index December 2015



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



Russian Federation* Economic Index December 2015



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



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

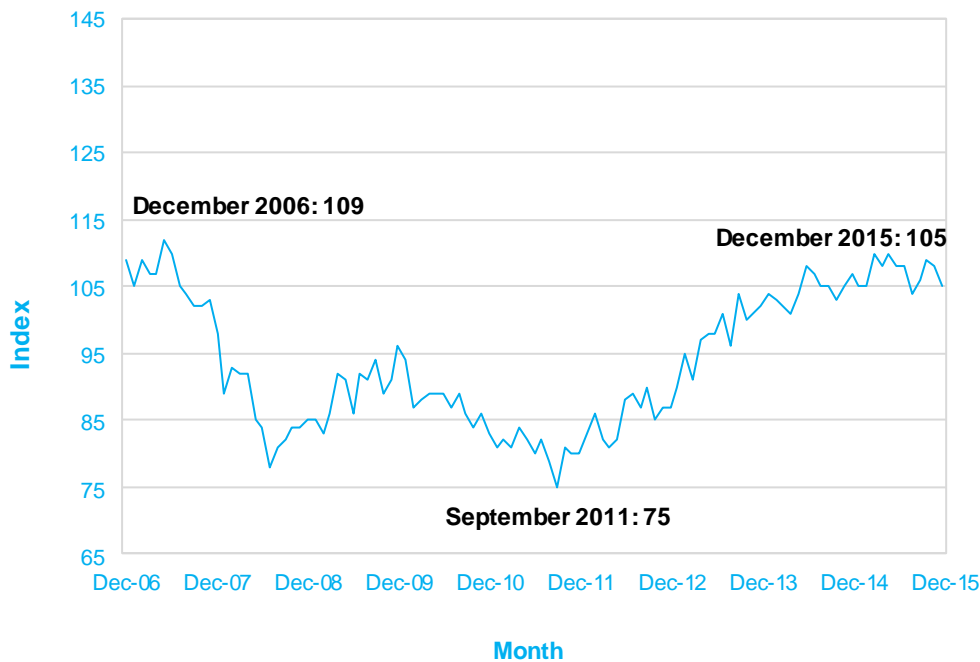
Spain* Economic Index December 2015



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



United Kingdom Economic Index December 2015

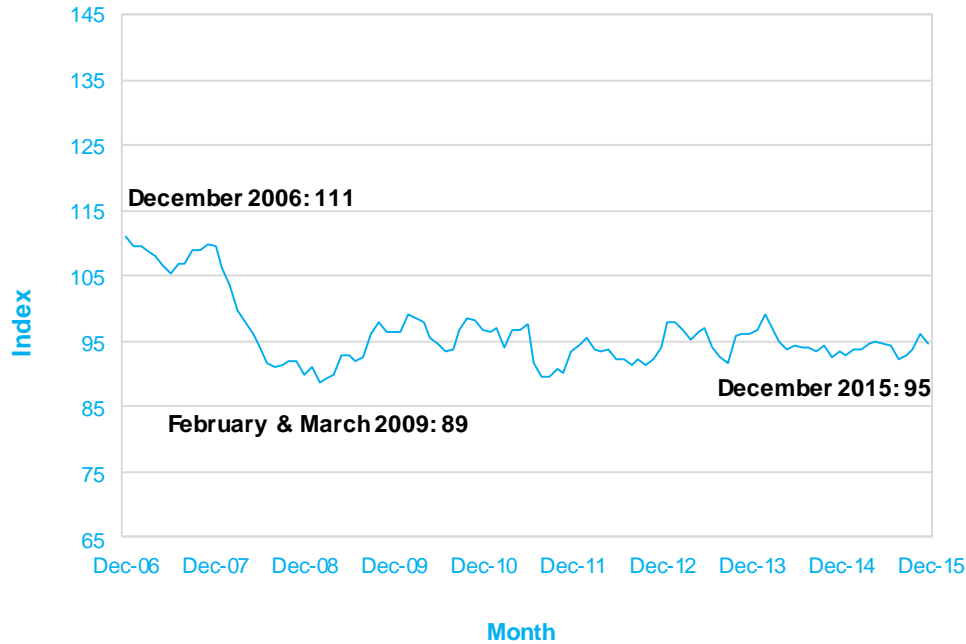


**Past-12-Month
Change**
(From Dec. 2014 to
Dec. 2015)



Australia/Asia

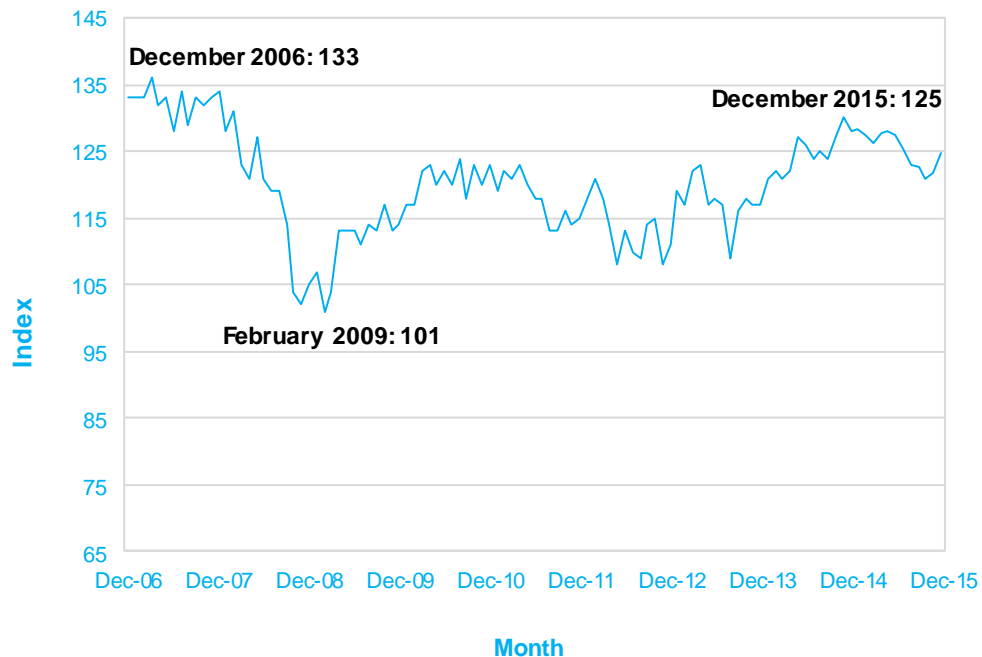
Australia* Economic Index December 2015



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



India* Economic Index December 2015



**Past-12-Month
Change**
(From Dec. 2014 to
Dec. 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) 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.