Decision Analyst Global Economic Indices
February 2016

Arlington, Texas—Globally, more countries are showing declines in the past 12 months than are showing increases. Canada has dropped from 95 in February 2015 to **85 in February 2016**. In South America, Brazil has plummeted 21 points in the past 12 months—from 105 in February 2015 to **84 in February 2016**. Colombia has decreased from 111 to **96 over the past year.** In Europe, France is on the decline, along with the U.K., Germany, and Russia.

Decision Analyst Global Economic Indices
February 2016

		February 2016 Index	Past-12-Month Change (From February 2015 to February 2016)	
North America				
	United States	108	➜	+/-0
	Canada	85	⬇	-10
	Mexico*	92	⬆	+1
South America				
	Argentina*	86	⬆	+2
	Brazil*	84	⬇	-21
	Chile*	89	⬇	-10
	Colombia*	96	⬇	-15
	Peru*	102	⬇	-10
Europe				
	France	84	⬇	-4
	Germany	105	⬇	-2
	Italy	94	⬆	+4
	Russian Federation*	89	⬇	-3
	Spain*	102	⬆	+9
	United Kingdom	102	⬇	-3
Australia/Asia				
	Australia*	92	⬇	-2
	India*	125	⬇	-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.*

Decision Analyst

Strategic Research ▪ Analytics ▪ Modeling ▪ Optimization

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
February 2016
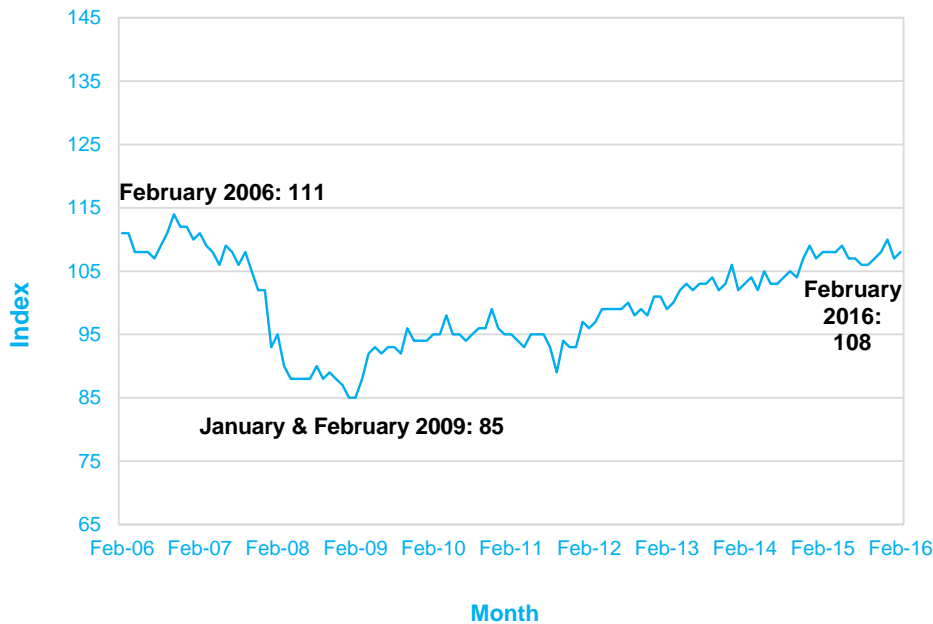
Past-12-Month Change
(From Feb. 2015 to Feb. 2016)

February 2006: 111

February 2016: 108

January & February 2009: 85

Feb-06 Feb-07 Feb-08 Feb-09 Feb-10 Feb-11 Feb-12 Feb-13 Feb-14 Feb-15 Feb-16

Index

Month

+/-0 Points

Canada Economic Index
February 2016

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

February 2006: 111

January & February 2009: 88

February 2016: 85

February 2016 is a new low point for Canada.

Feb-06 Feb-07 Feb-08 Feb-09 Feb-10 Feb-11 Feb-12 Feb-13 Feb-14 Feb-15 Feb-16

Index

Month

-10 Points
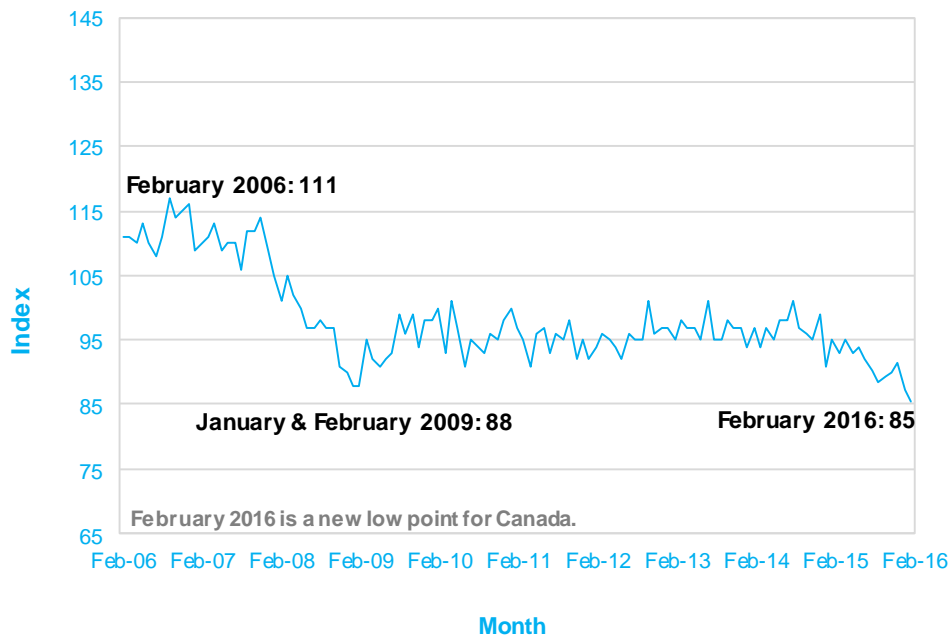
Mexico* Economic Index
February 2016

February 2006: 103

February 2016: 92

October 2008 & August 2009: 75

Index

Feb-06 Feb-07 Feb-08 Feb-09 Feb-10 Feb-11 Feb-12 Feb-13 Feb-14 Feb-15 Feb-16

Month

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

+1 Point
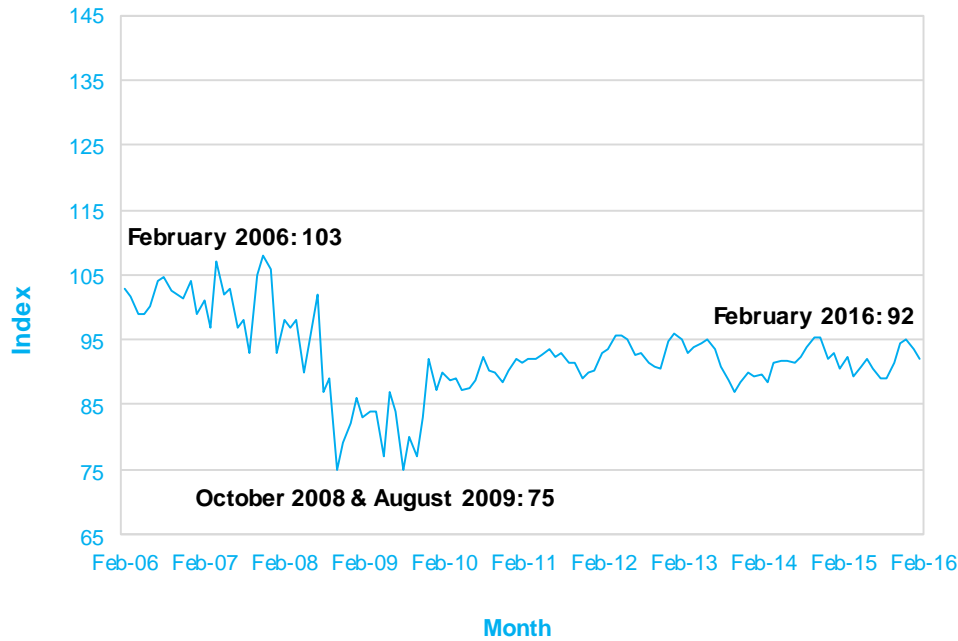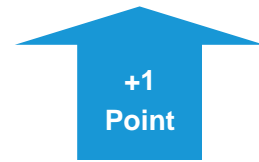
South America

Argentina* Economic Index
February 2016

February 2006: 103

February 2016: 86

July 2009: 78

Index

Feb-06 Feb-07 Feb-08 Feb-09 Feb-10 Feb-11 Feb-12 Feb-13 Feb-14 Feb-15 Feb-16

Month

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

+2 Points
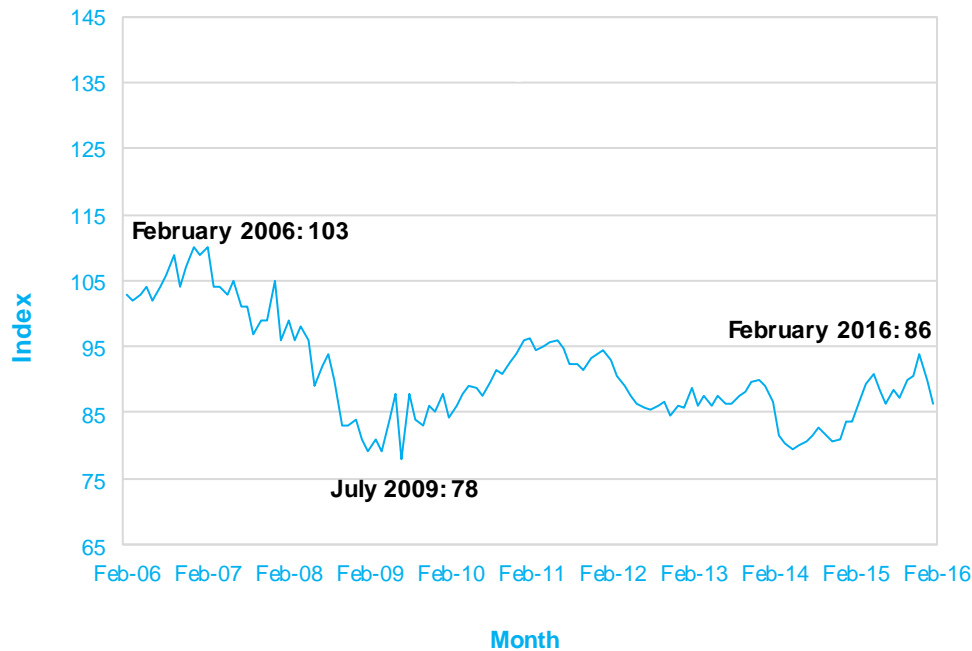
Brazil* Economic Index
February 2016
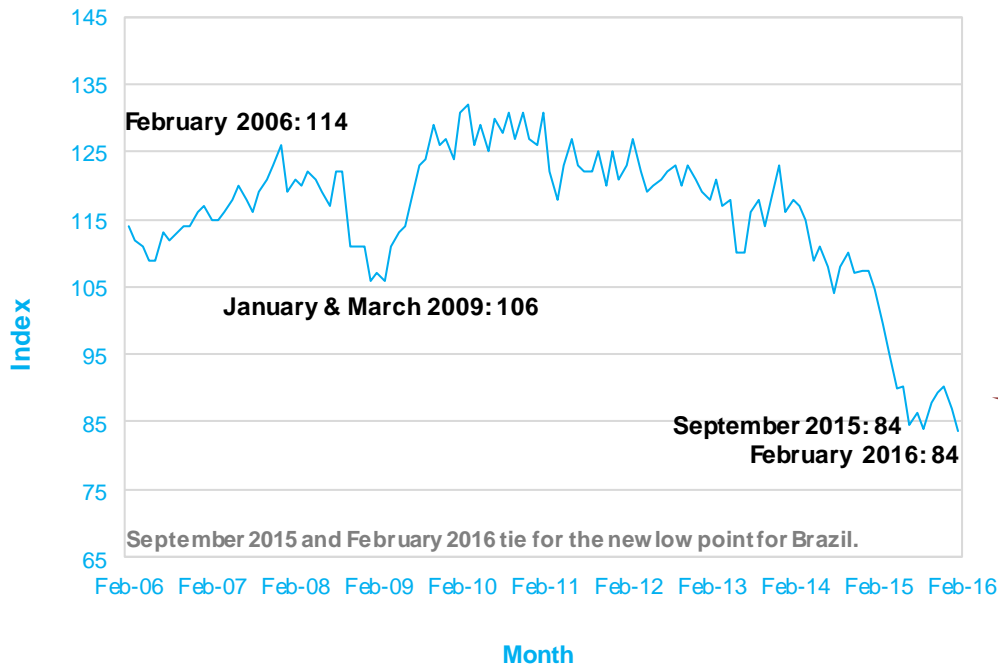
February 2006: 114

January & March 2009: 106

September 2015: 84
February 2016: 84

September 2015 and February 2016 tie for the new low point for Brazil.

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

-21 Points

Month

Chile* Economic Index
February 2016

June 2006: 101

February 2016: 89

October & November 2008: 87

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

-10 Points
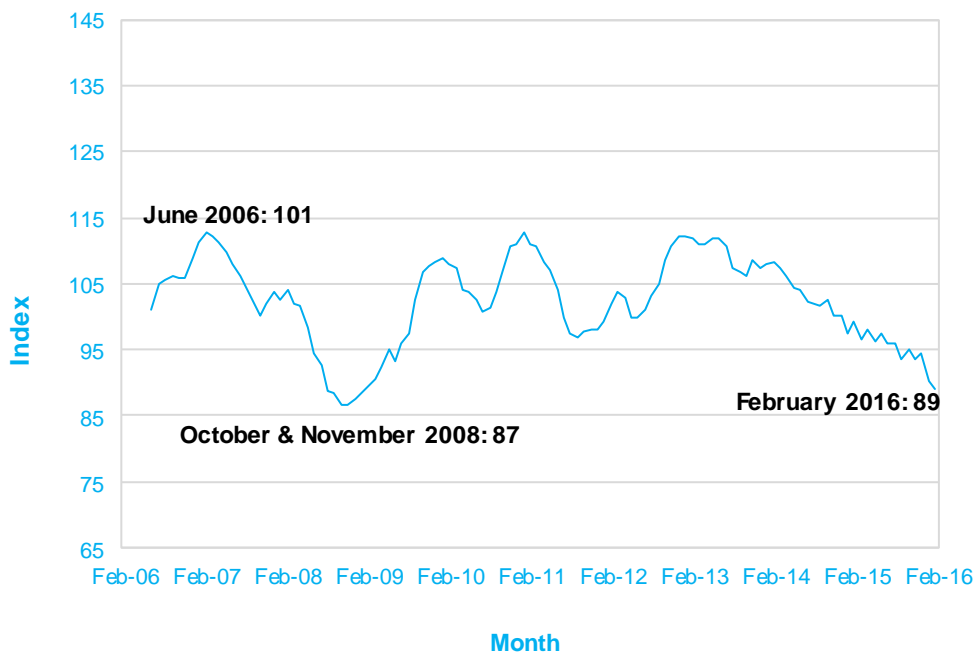
Month

Colombia* Economic Index
February 2016
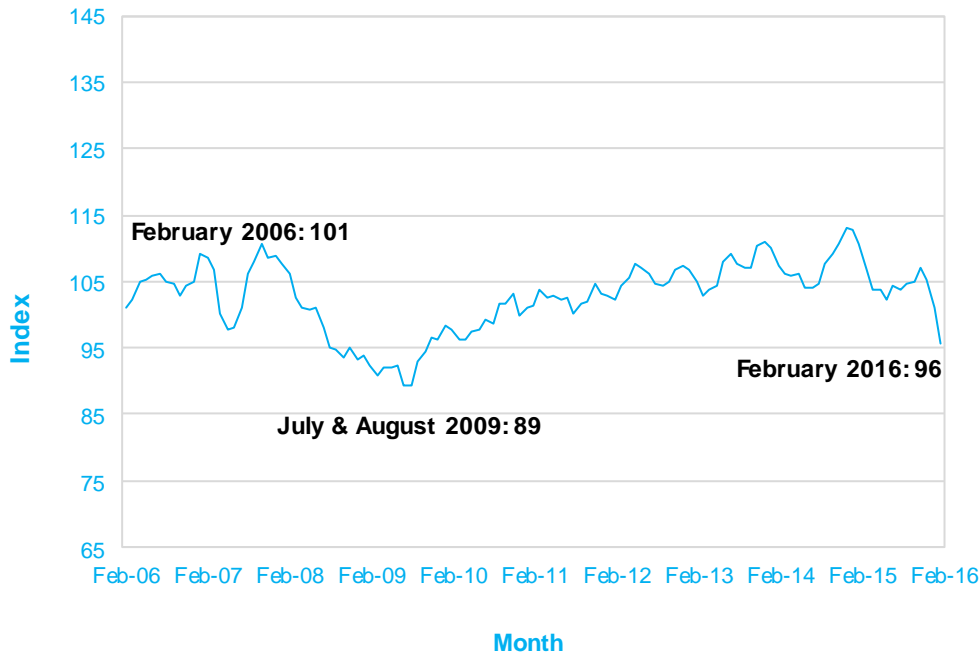
February 2006: 101

February 2016: 96

July & August 2009: 89

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

-15 Points

Month

Peru* Economic Index
February 2016

December 2010: 114

February 2016: 102

February 2016 is a new low point for Peru.

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

-10 Points
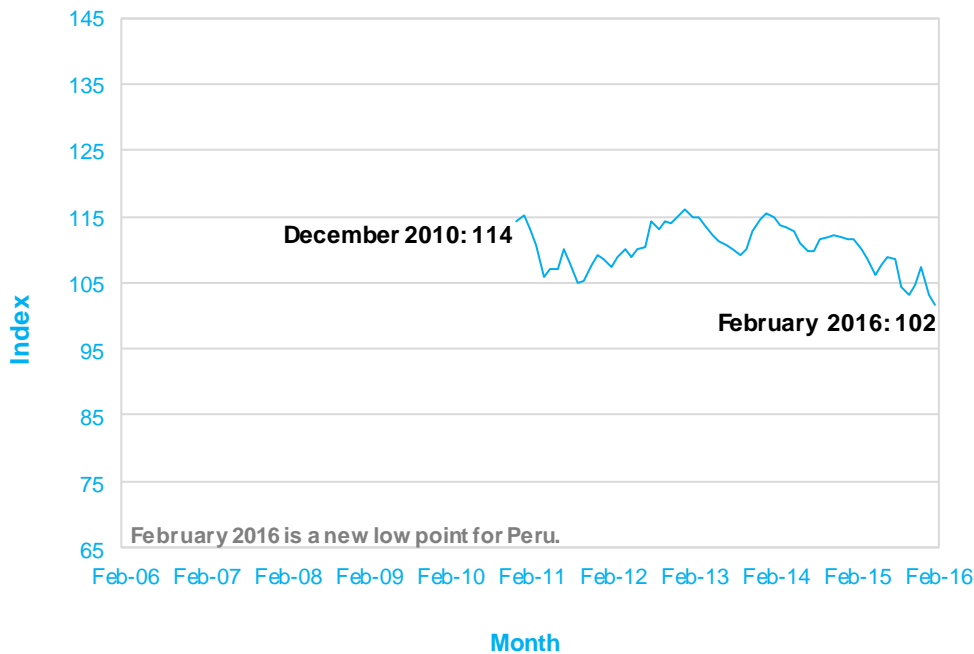
Data collection for Peru began in December 2010.

Month

Europe

France Economic Index
February 2016

February 2006: 89

February 2016: 84

November 2011: 71

Index

Month

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

-4 Points
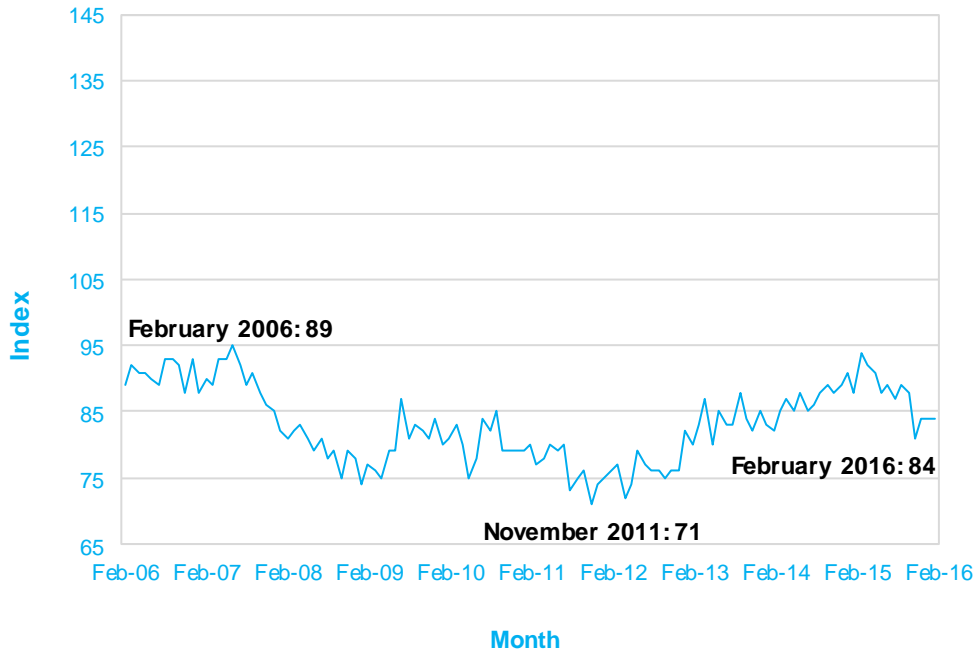
Germany Economic Index
February 2016
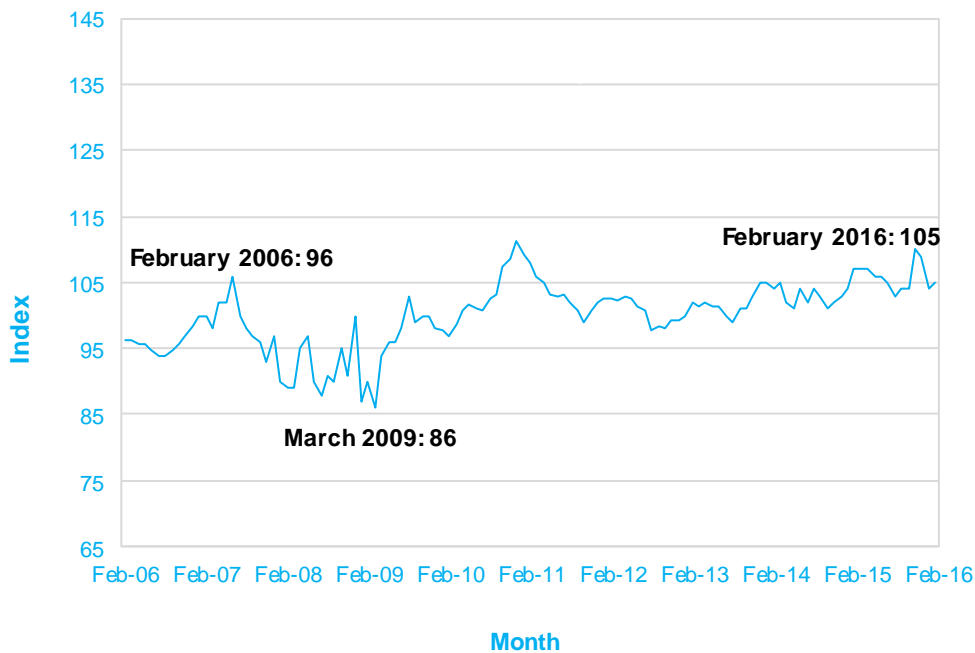
February 2006: 96

February 2016: 105

March 2009: 86

Index

Month

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

-2 Points

Italy Economic Index
February 2016

February 2006: 100

February 2016: 94

April 2012: 73

Index

Feb-06 Feb-07 Feb-08 Feb-09 Feb-10 Feb-11 Feb-12 Feb-13 Feb-14 Feb-15 Feb-16

Month

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

+4 Points
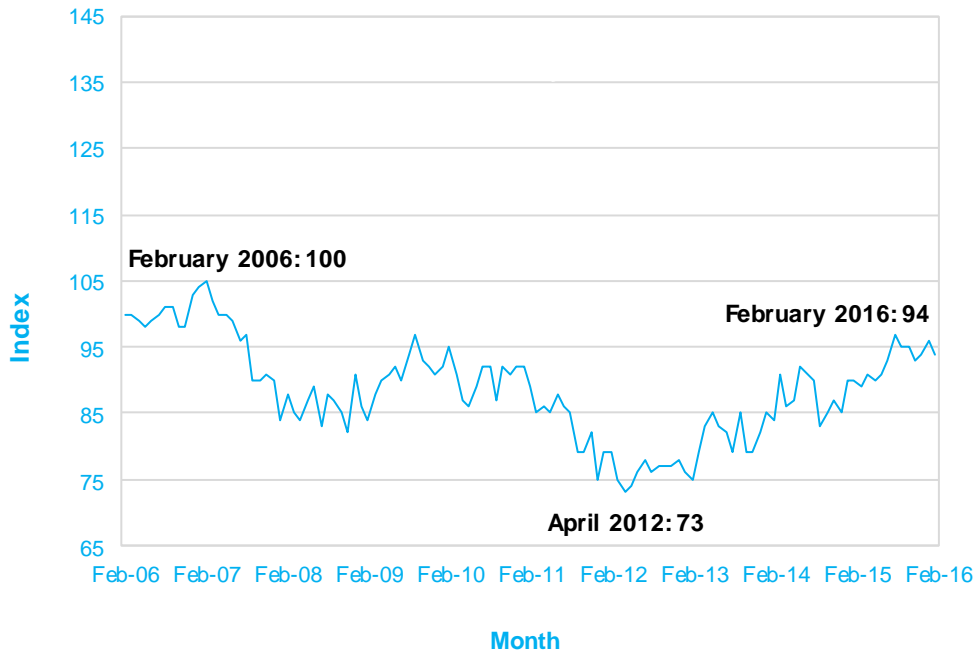
Russian Federation* Economic Index
February 2016

March 2011: 103

January 2016: 88
February 2016: 89

January 2016 is a new low point for Russia.

Index

Feb-06 Feb-07 Feb-08 Feb-09 Feb-10 Feb-11 Feb-12 Feb-13 Feb-14 Feb-15 Feb-16
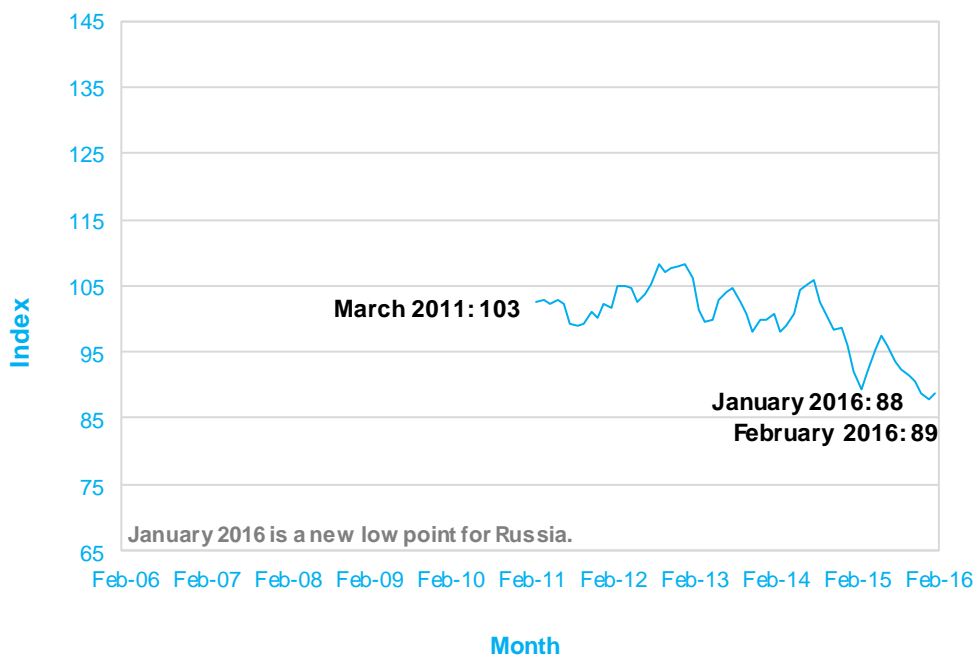
Month

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

-3 Points

Data collection for Russian Federation began in March 2011.

Spain* Economic Index
February 2016

February 2006: 108

February 2016: 102

September 2012: 67
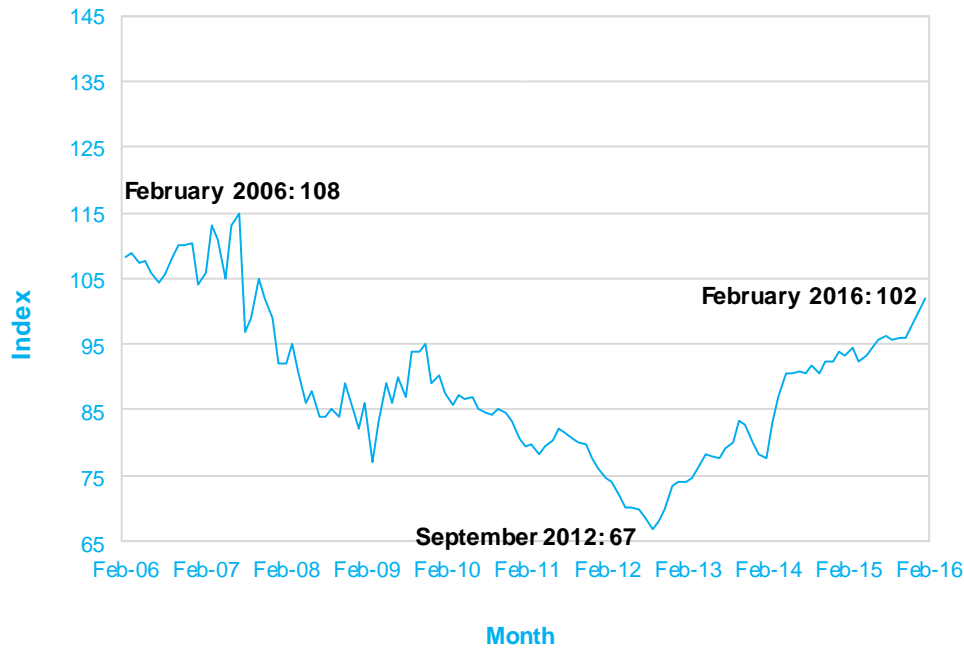
Index

Month

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

+9 Points

United Kingdom Economic Index
February 2016

February 2006: 106

February 2016: 102

September 2011: 75
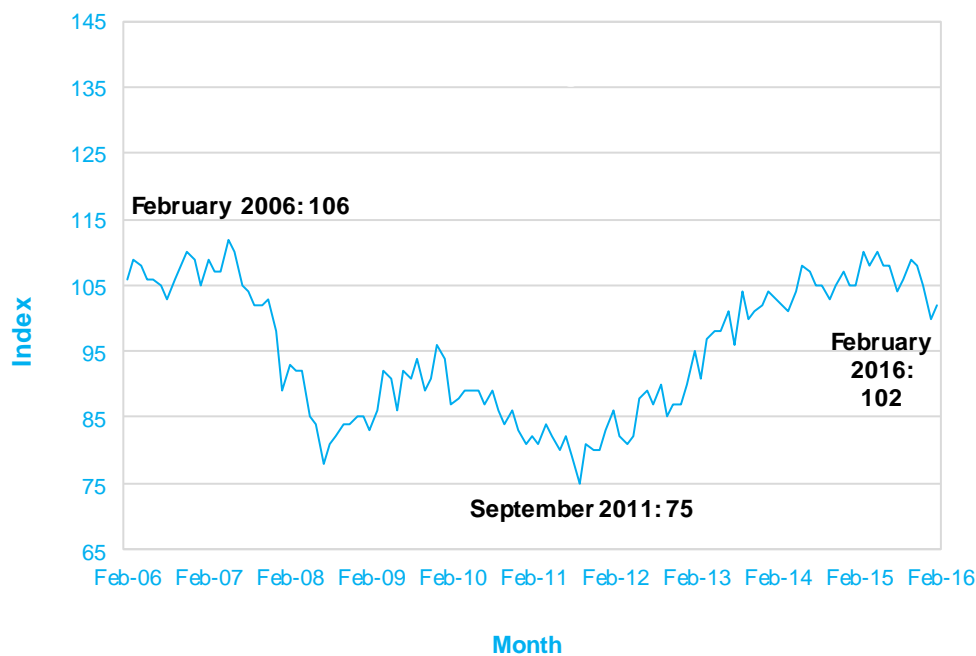
Index

Month

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

-3 Points

Australia/Asia

Australia* Economic Index
February 2016
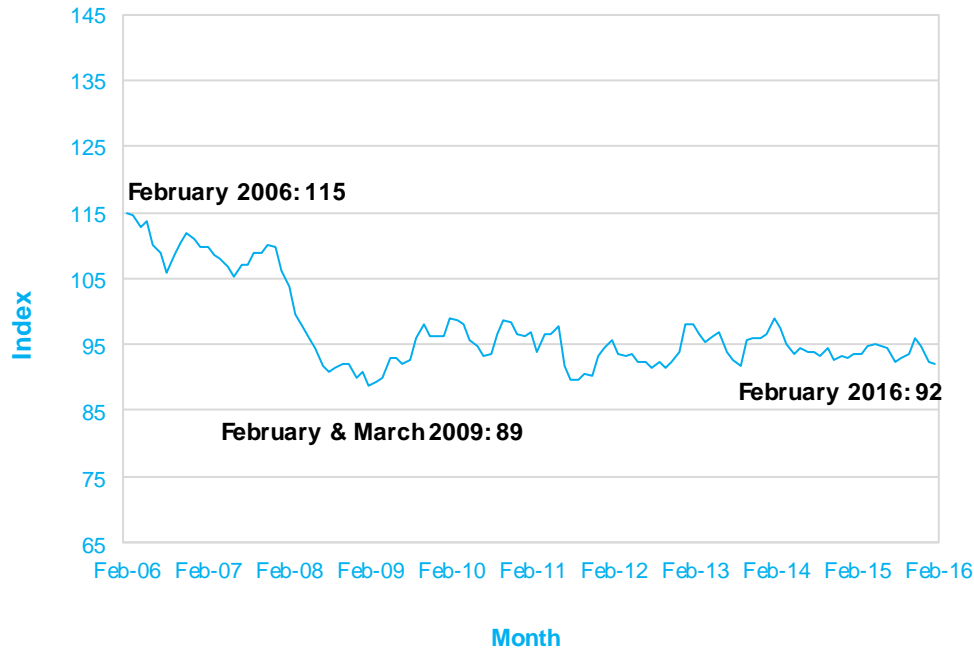
February 2006: 115

February & March 2009: 89

February 2016: 92

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

-2 Points

India* Economic Index
February 2016

February 2006: 138

February 2016: 125

February 2009: 101

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

-2 Points
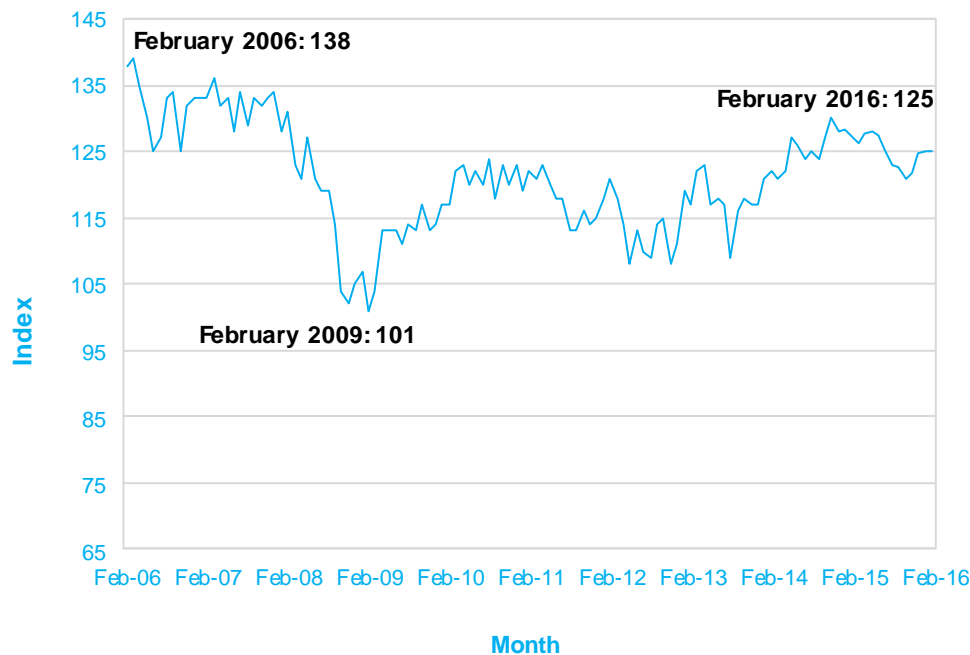
*Three-Month Moving Average

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.