

















Decision Analyst Global Economic Indices

January 2015

Arlington, Texas—The following table compares Decision Analyst's U.S. Economic Index to its Economic Indices for other countries. In comparing how the Indices have changed in the past 6 years, the United States Economic Index has increased 22 points, going from 85 in January 2009 to **107 in January 2015**. India increased 21 points, from 107 in January 2009 to **128 in January 2015**, and the United Kingdom increased 20 points, from 85 in January 2009 to **105 in January 2015**. The Economic Index for each country tends to lead economic activity in each country by 6 to 12 months.

Decision Analyst Global Economic Indices January 2015				
		January 2015 Index	Past-6-Year Change (From Jan. 2009 to Jan. 2014)	Past-12-Month Change (From Jan. 2014 to Dec. 2015)
North America				
	United States	107	↑ +22	↑ +5
	Canada	91	↑ +3	↓ -3
	Mexico*	93	↑ +7	↑ +4
South America				
	Argentina*	84	↑ +3	↓ -5
	Brazil*	107	↑ +1	↓ -9
	Chile*	97	↑ +9	↓ -11
	Colombia*	113	↑ +19	↑ +3
	Peru*	112	N/A	↓ -4
Europe				
	France	91	↑ +17	↑ +8
	Germany	104	↑ +17	↓ -1
	Italy	90	↑ +4	↑ +5
	Russian Federation*	96	N/A	↓ -4
	Spain*	94	↑ +12	↑ +16
	United Kingdom	105	↑ +20	↑ +1
Australia/Asia				
	Australia*	93	↑ +2	↓ -4
	India*	128	↑ +21	↑ +7

* 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. The Russian Federation and Peru were not surveyed in January 2009.



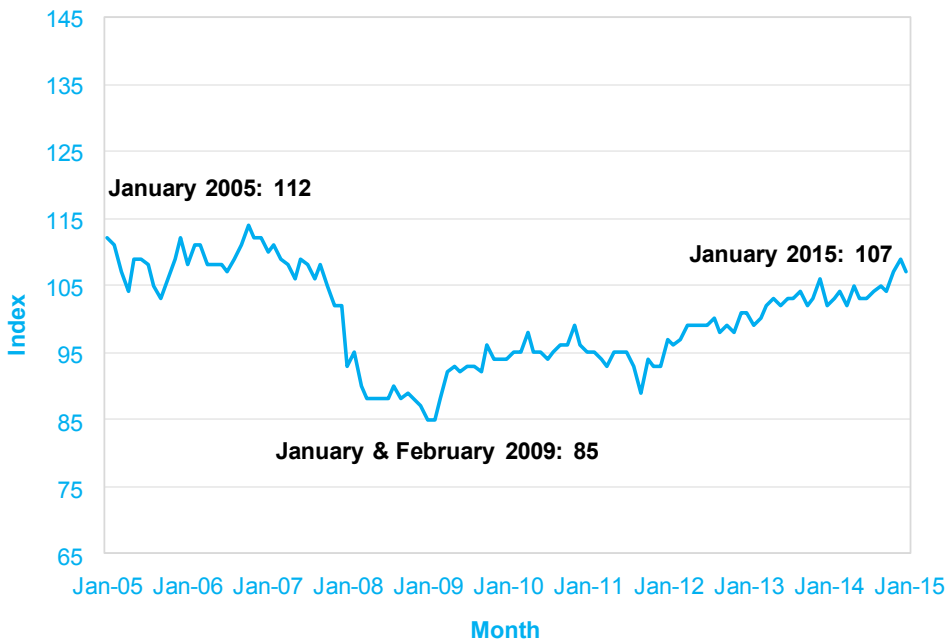
Strategic Research ■ Analytics ■ Modeling ■ Optimization

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Phone: 1-817-640-6166 ■ 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 January 2015



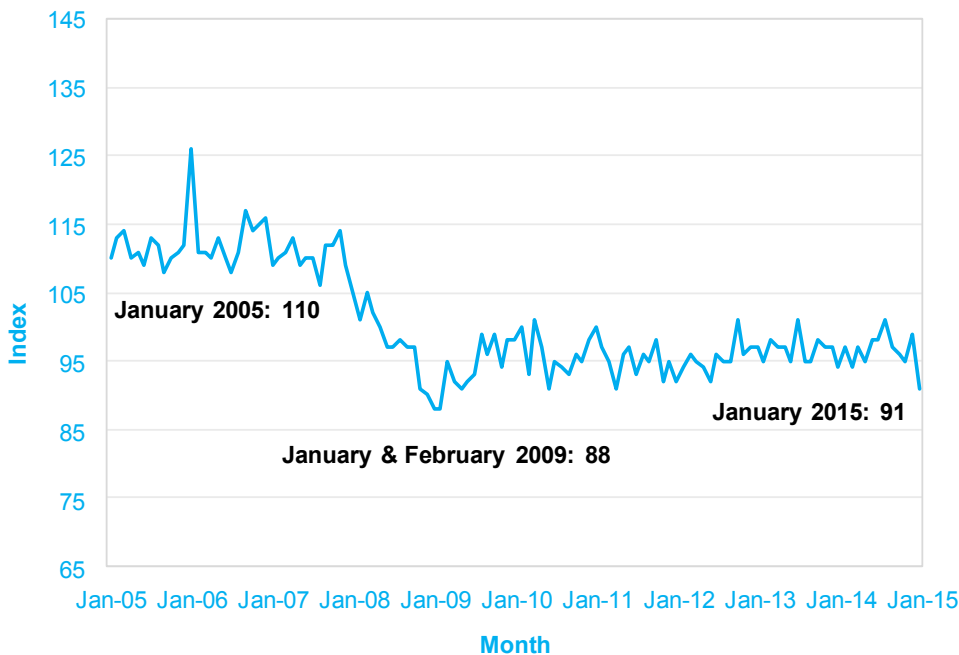
Past-12-Month Change
(From January 2014 to January 2015)



Past-6-Year Change
(From January 2009 to January 2015)



Canada Economic Index January 2015



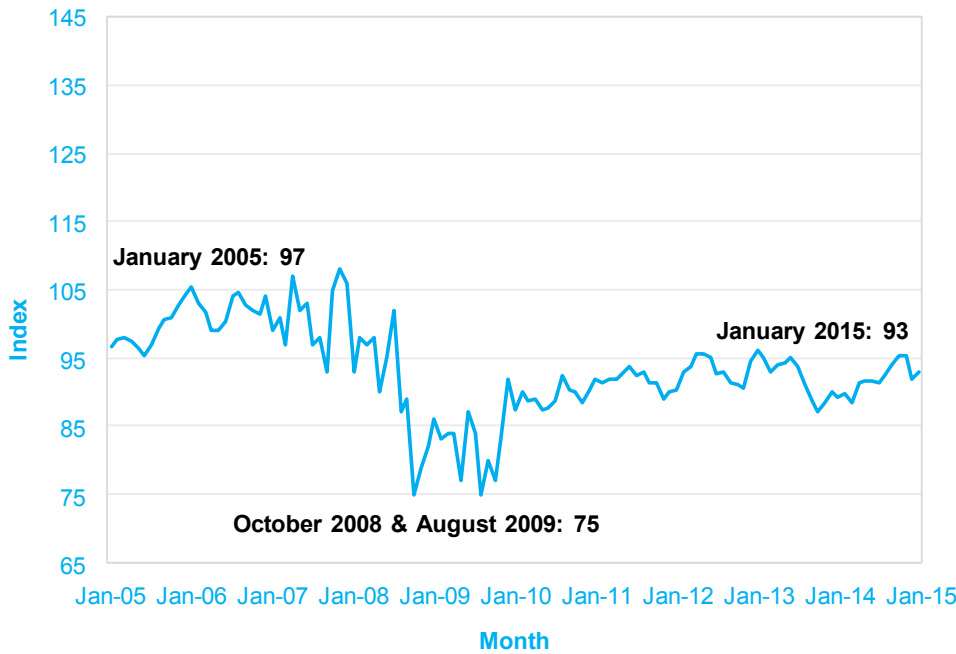
Past-12-Month Change
(From January 2014 to January 2015)



Past-6-Year Change
(From January 2009 to January 2015)



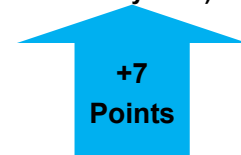
Mexico* Economic Index January 2015



Past-12-Month Change
(From January 2014 to January 2015)

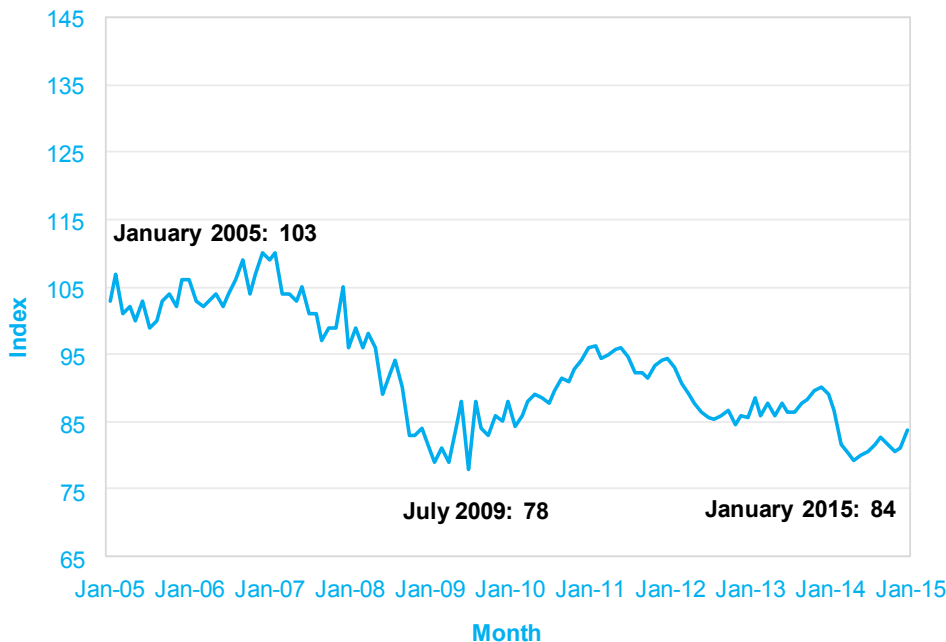


Past-6-Year Change
(From January 2009 to January 2015)



South America

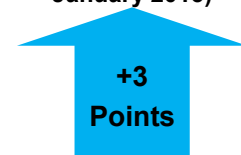
Argentina* Economic Index January 2015



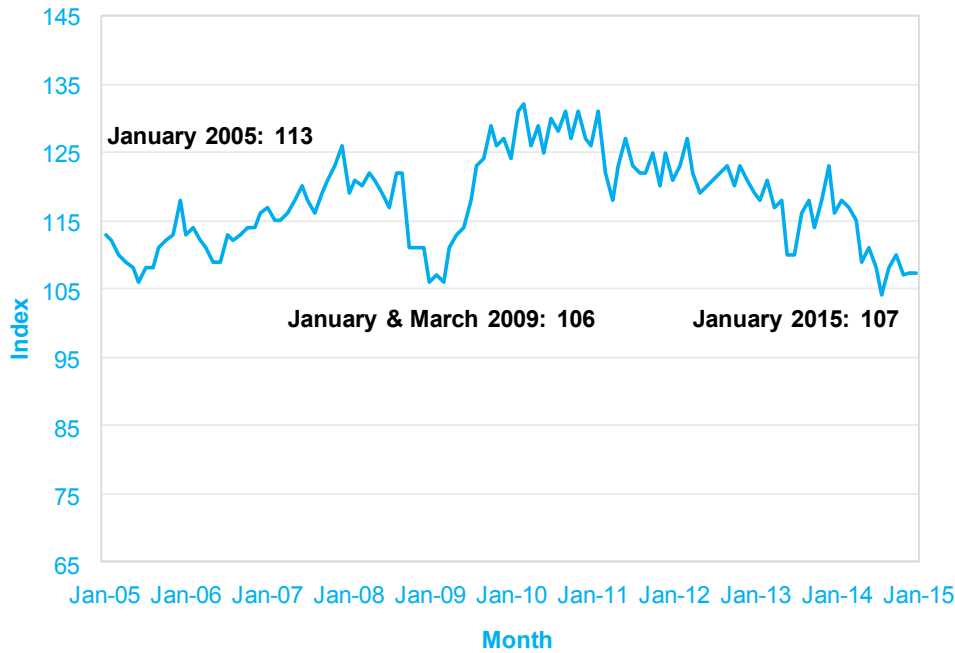
Past-12-Month Change
(From January 2014 to January 2015)



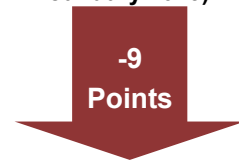
Past-6-Year Change
(From January 2009 to January 2015)



Brazil* Economic Index January 2015



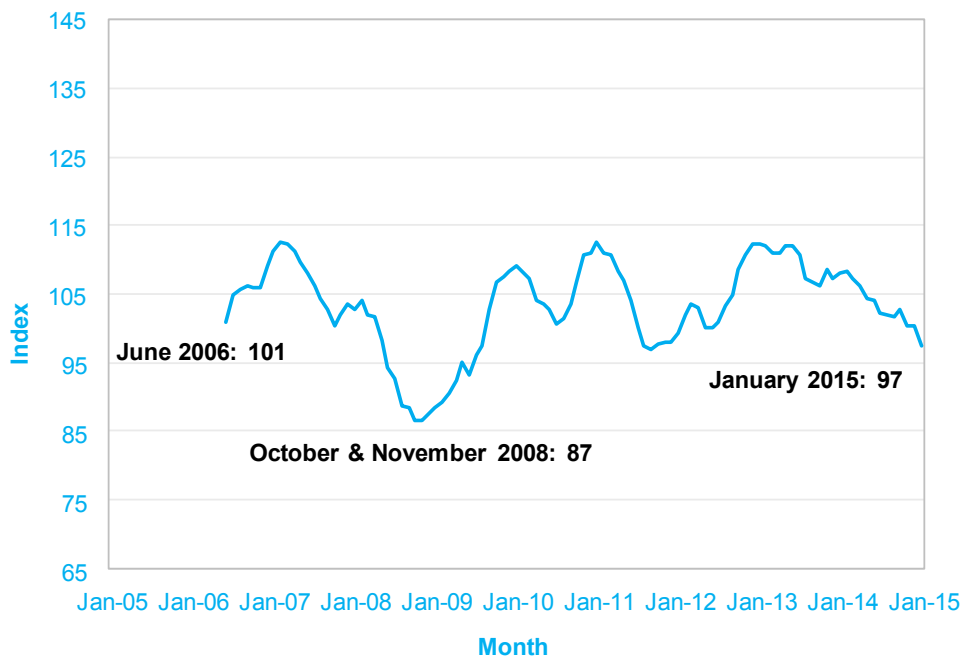
Past-12-Month Change
(From January 2014 to January 2015)



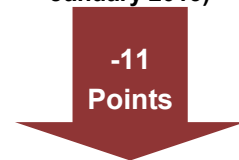
Past-6-Year Change
(From January 2009 to January 2015)



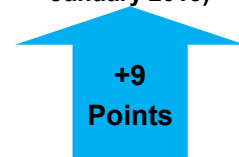
Chile* Economic Index January 2015



Past-12-Month Change
(From January 2014 to January 2015)

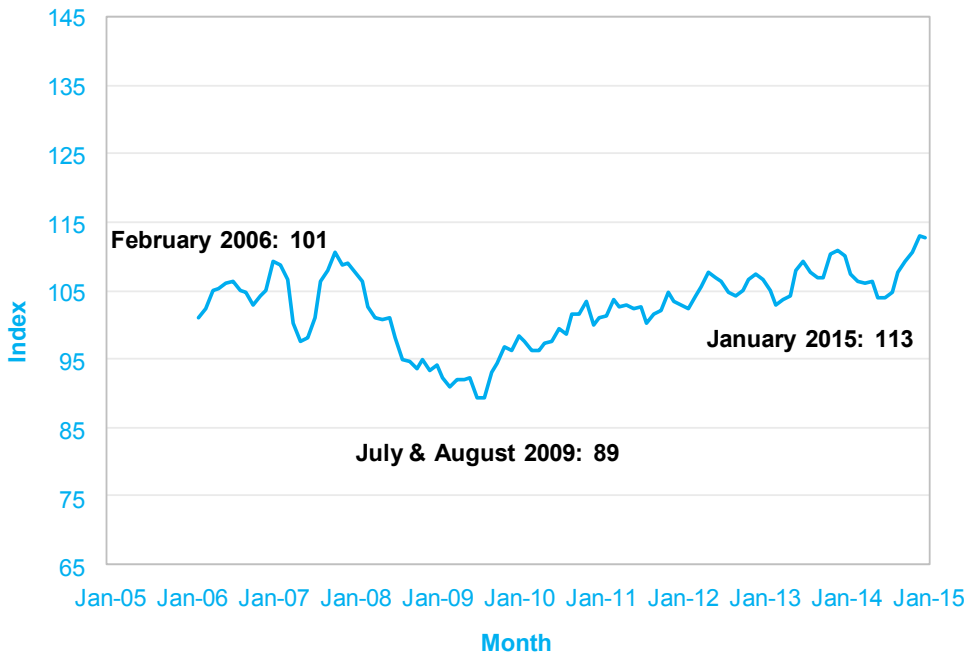


Past-6-Year Change
(From January 2009 to January 2015)

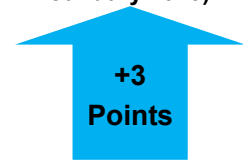


Data collection for Chile began in June 2006.

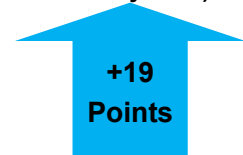
Colombia* Economic Index January 2015



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

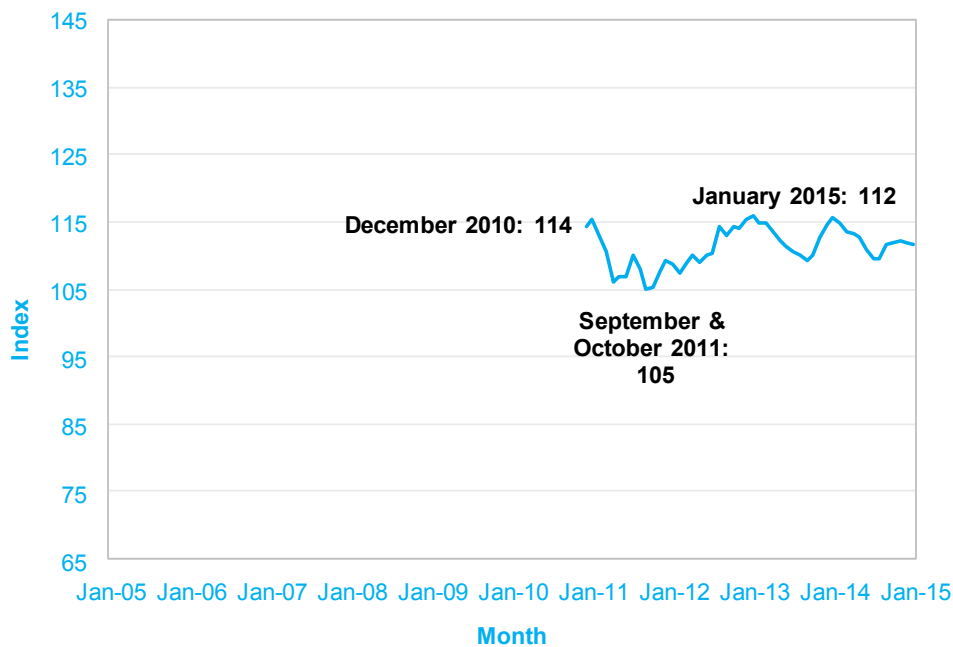


Past-6-Year Change
(From January 2009 to
January 2015)



*Data collection for Colombia
began in February 2006.*

Peru* Economic Index January 2015



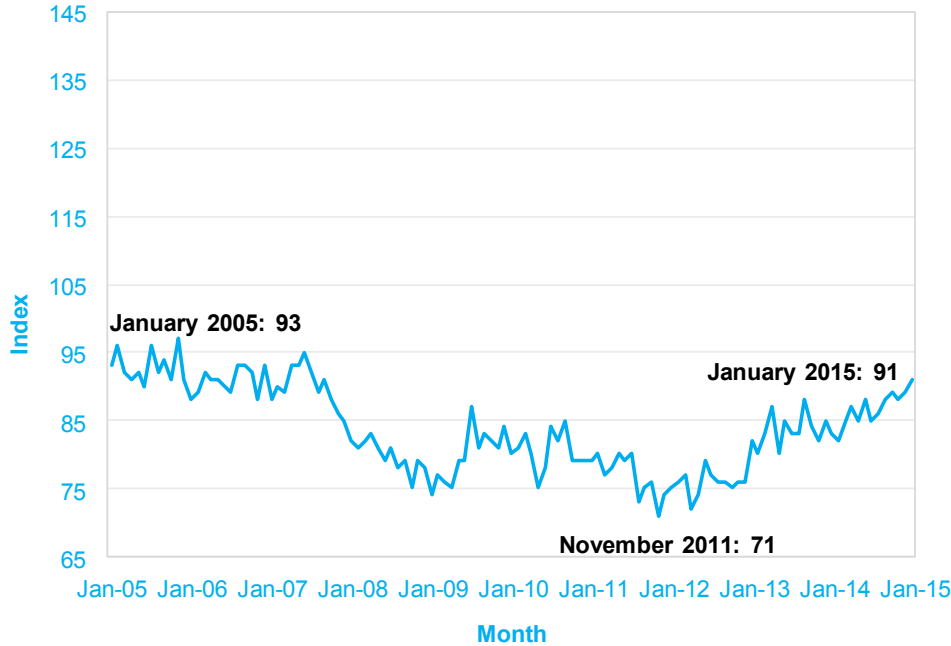
**Past-12-Month
Change**
(From January 2014 to
January 2015)



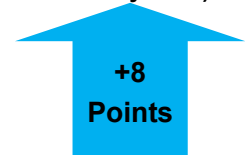
*Data collection for Peru
began in December 2010.*

Europe

France Economic Index January 2015



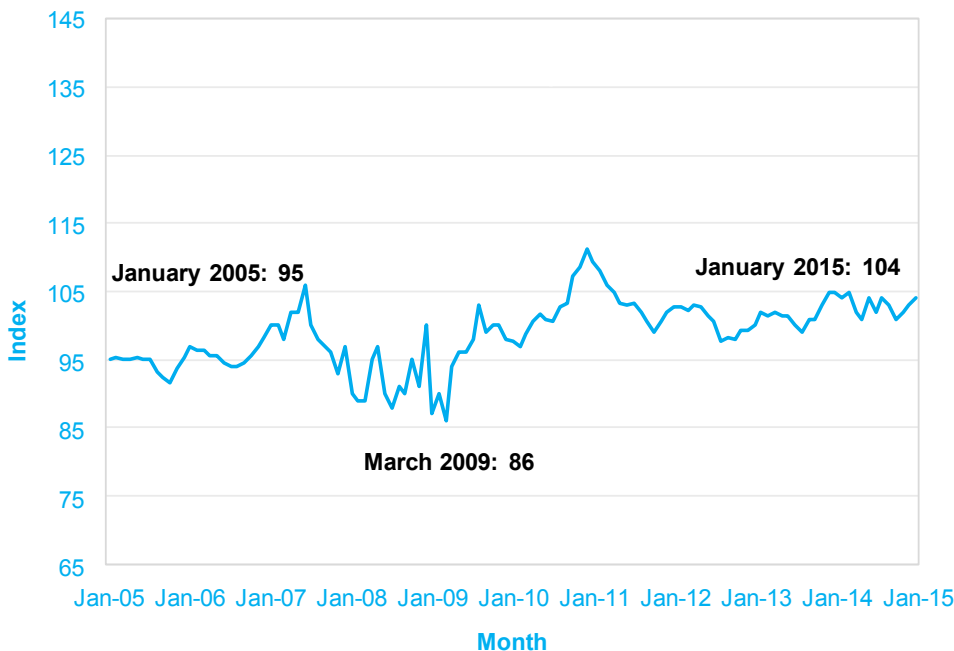
**Past-12-Month
Change**
(From January 2014 to
January 2015)



Past-6-Year Change
(From January 2009 to
January 2015)



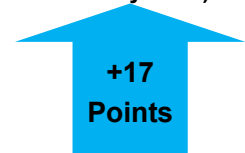
Germany Economic Index January 2015



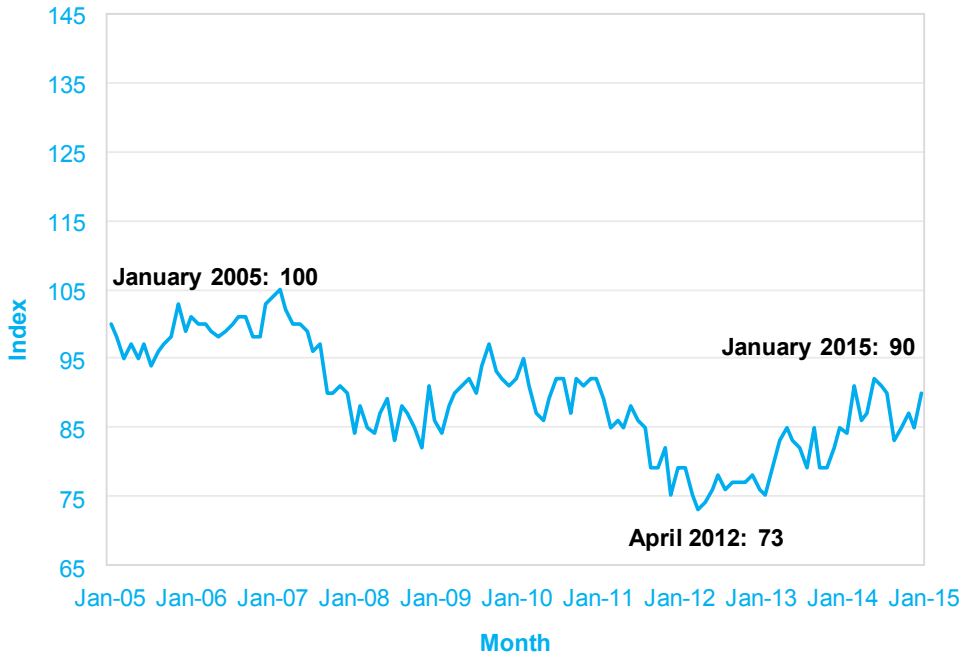
**Past-12-Month
Change**
(From January 2014 to
January 2015)



Past-6-Year Change
(From January 2009 to
January 2015)



Italy Economic Index January 2015



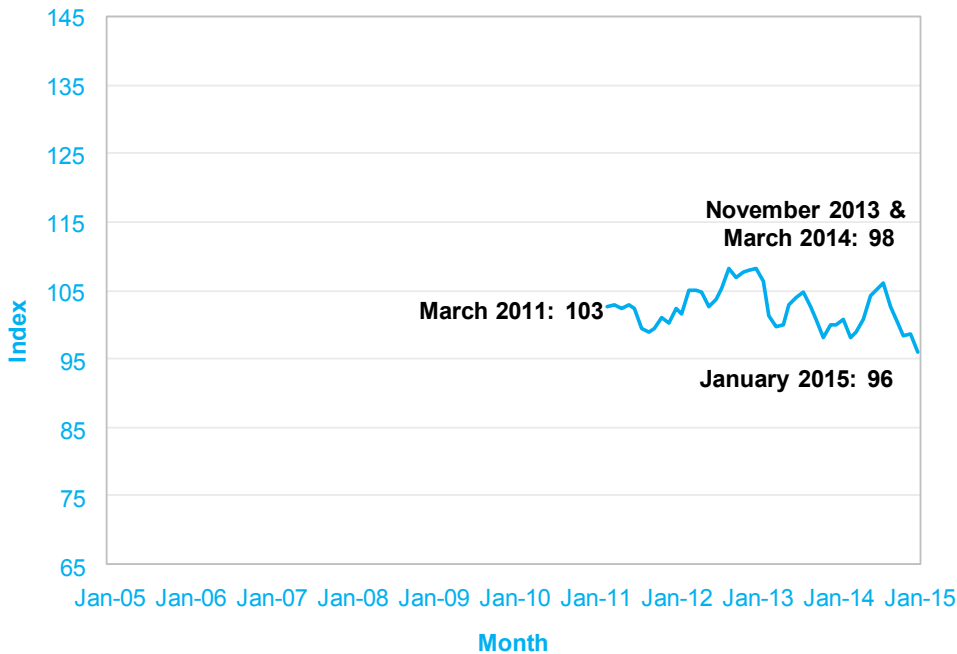
Past-12-Month Change
(From January 2014 to January 2015)



Past-6-Year Change
(From January 2009 to January 2015)



Russian Federation* Economic Index January 2015

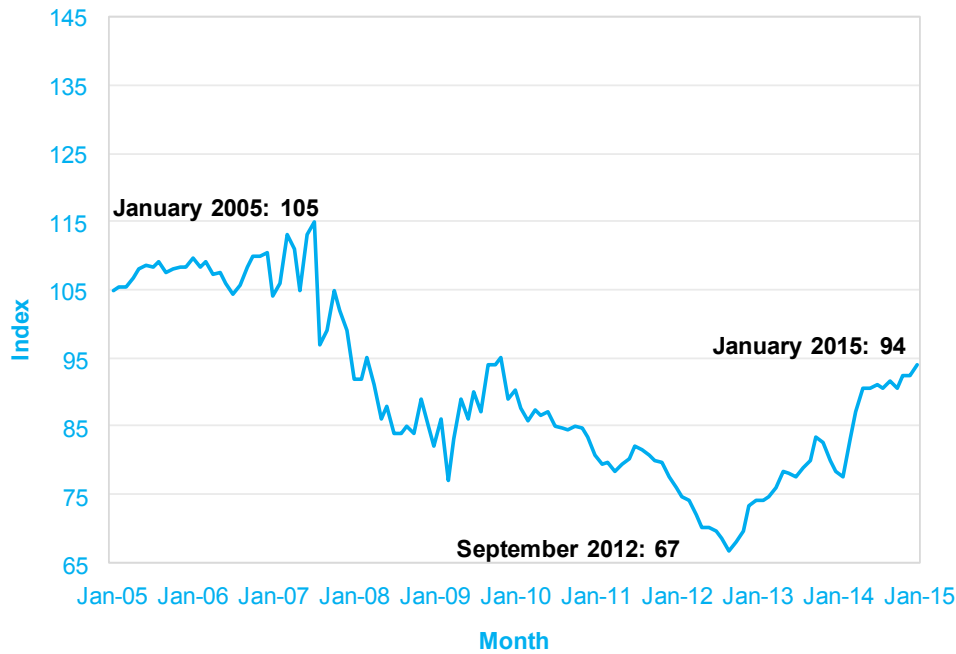


Past-12-Month Change
(From January 2014 to January 2015)



Data collection for Russian Federation began in March 2011.

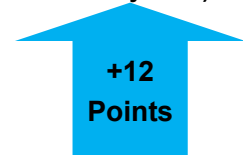
Spain* Economic Index January 2015



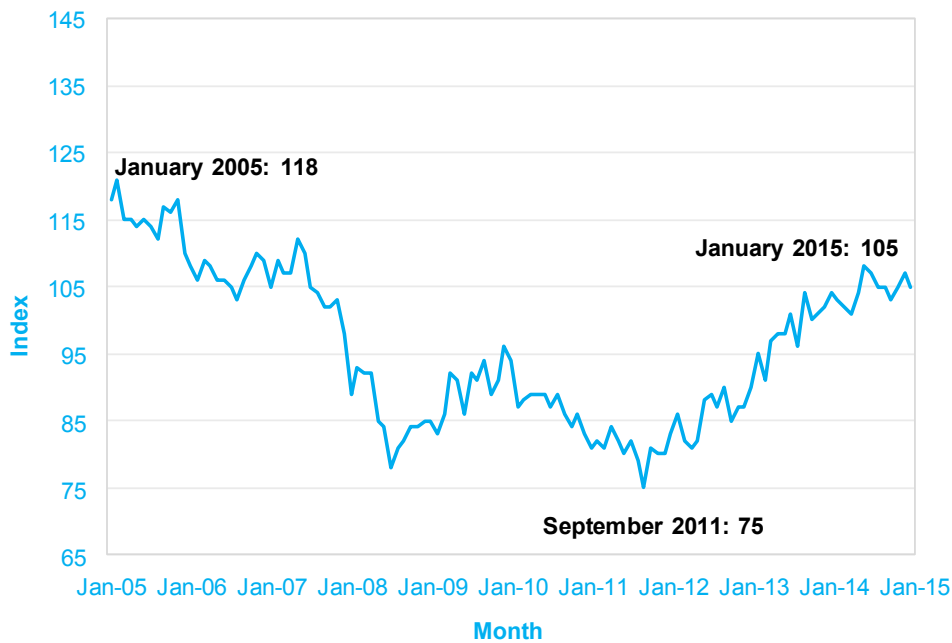
Past-12-Month Change
(From January 2014 to January 2015)



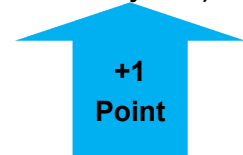
Past-6-Year Change
(From January 2009 to January 2015)



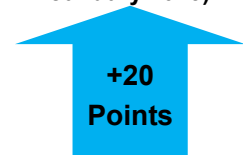
United Kingdom Economic Index January 2015



Past-12-Month Change
(From January 2014 to January 2015)

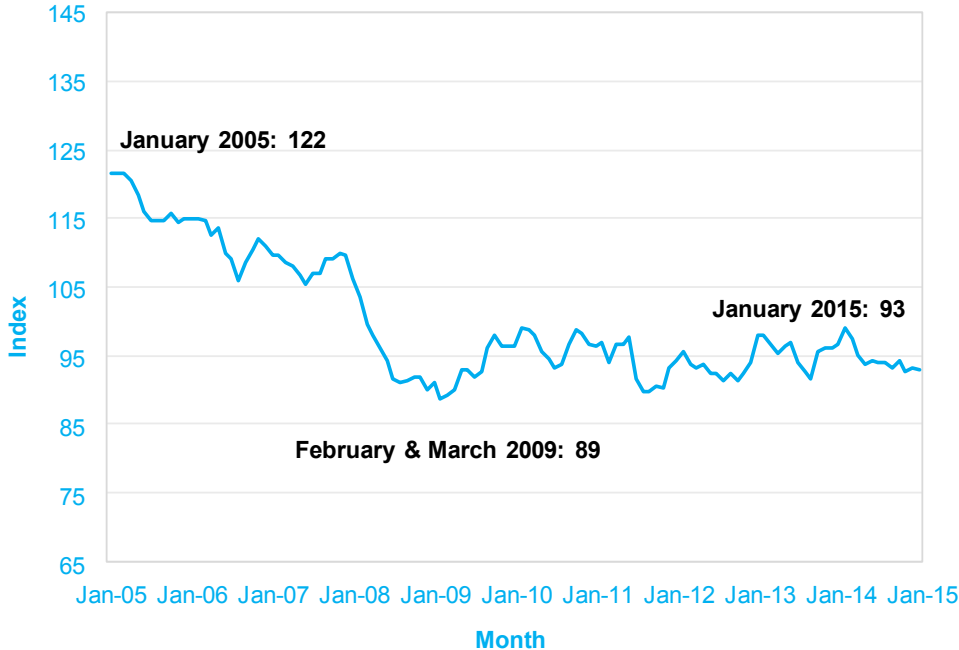


Past-6-Year Change
(From January 2009 to January 2015)



Australia/Asia

Australia* Economic Index January 2015



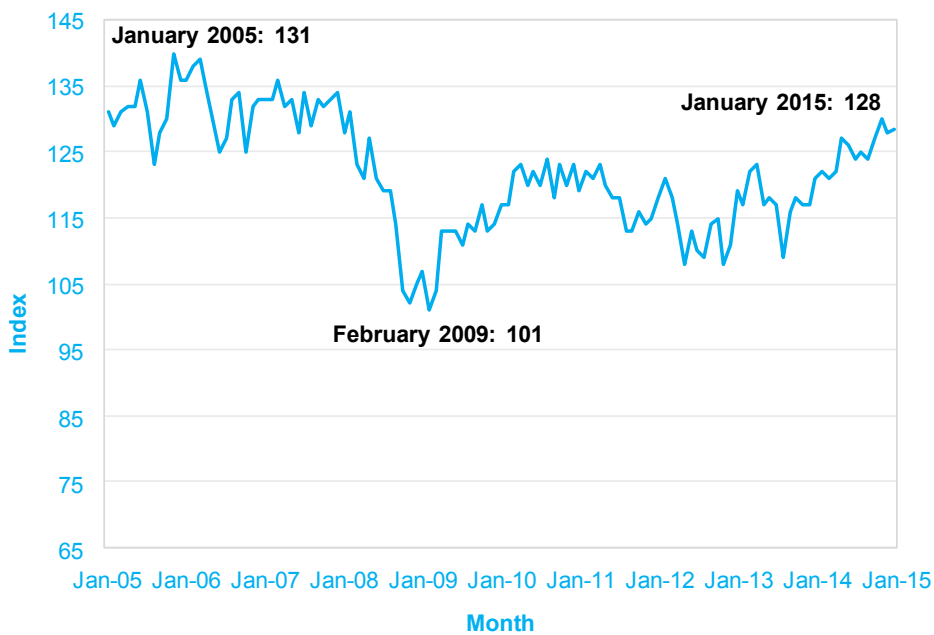
**Past-12-Month
Change**
(From January 2014 to
January 2015)



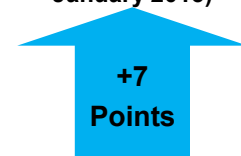
Past-6-Year Change
(From January 2009 to
January 2015)



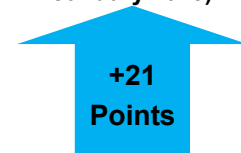
India* Economic Index January 2015



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



Past-6-Year Change
(From January 2009 to
January 2015)



Past-6-Year Change

The lowest point for the Decision Analyst U.S. Economic Index occurred in January and February 2009, marking the bottom of the recession. So for this month we included a past-6-year change to show how each countries' individual scores have changed from January 2009 to January 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 over 35 years the firm has delivered competitive advantage to clients throughout the world in the consumer packaged goods, high technology, retail, medical, automotive, and other industries.