

















# Decision Analyst Global Economic Indices

January 2016

Arlington, Texas— In Europe, Italy and Spain have both achieved gains in the past 12 months. Spain reached an Index of **100 in January 2016**, a 6-point increase from January 2015. Italy achieved an Economic Index of **96 in January 2016**, a 6-point increase in the past 12-months. Meanwhile, in South America, Brazil has plummeted 20 points in the past 12 months—from 107 in January 2015 to **87 in January 2016**.

Decision Analyst Global Economic Indices			January 2016	
		January 2016 Index	Past-12-Month Change (From January 2015 to January 2016)	
<b>North America</b>				
	United States	107	→	+/-0
	Canada	87	↓	-4
	Mexico*	94	↑	+1
<b>South America</b>				
	Argentina*	90	↑	+6
	Brazil*	87	↓	-20
	Chile*	90	↓	-7
	Colombia*	101	↓	-12
	Peru*	103	↓	-9
<b>Europe</b>				
	France	84	↓	-7
	Germany	104	→	+/-0
	Italy	96	↑	+6
	Russian Federation*	88	↓	-8
	Spain*	100	↑	+6
	United Kingdom	100	↓	-5
<b>Australia/Asia</b>				
	Australia*	92	↓	-1
	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.



Strategic Research ■ Analytics ■ Modeling ■ Optimization

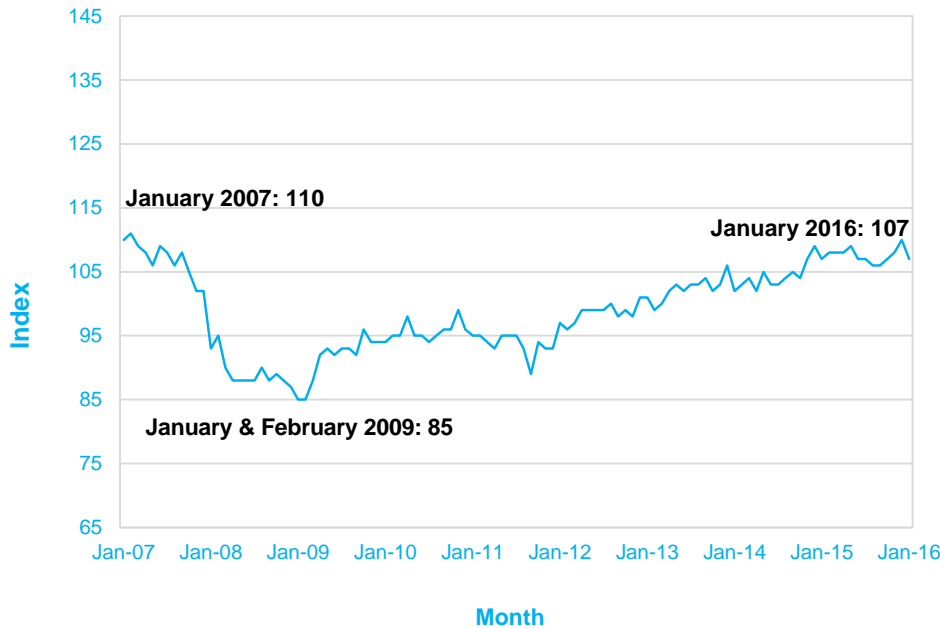
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The Decision Analyst Economic Indices are based on monthly online surveys in the respective countries; these surveys provide inputs to Decision Analyst's econometric models that compute the Economic Indices for each country.

## North America

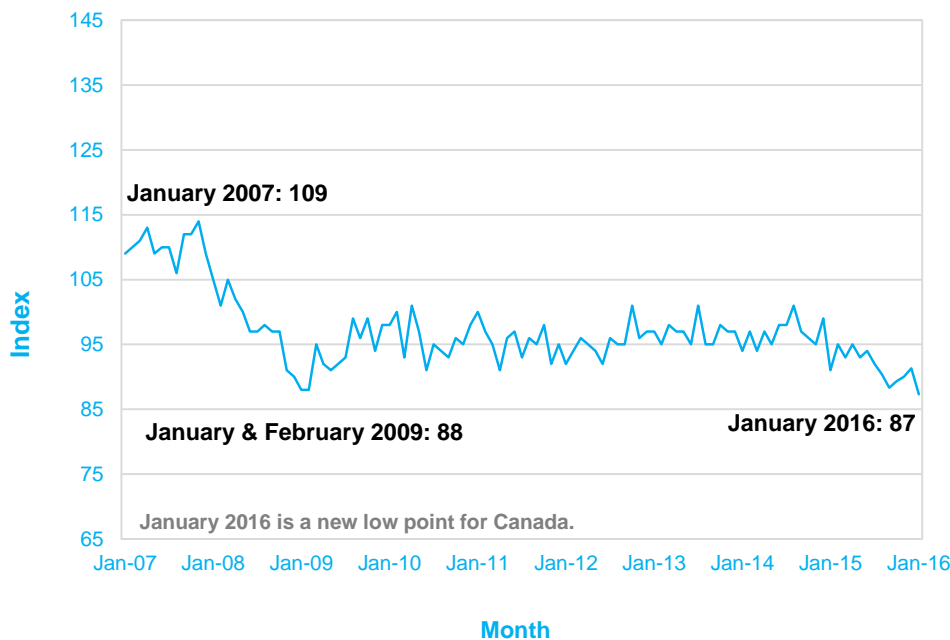
### United States Economic Index January 2016



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



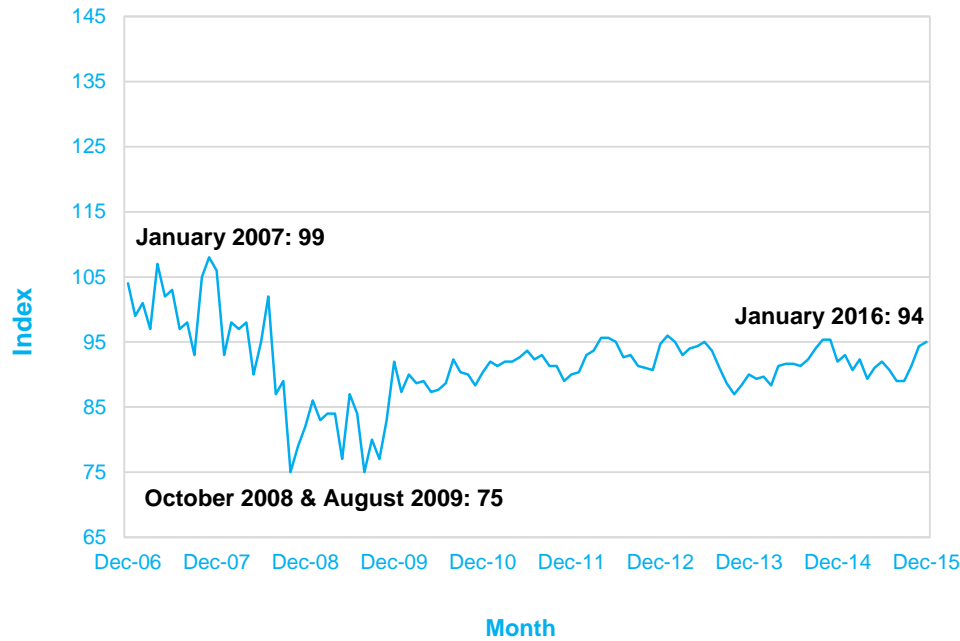
### Canada Economic Index January 2016



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



### Mexico\* Economic Index January 2016

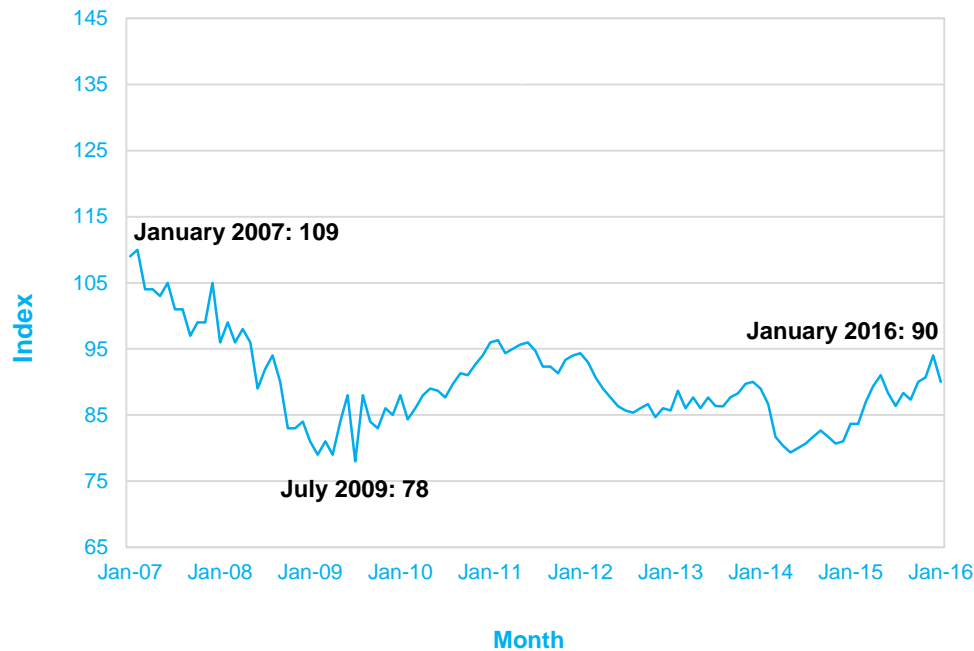


**Past-12-Month  
Change**  
(From Jan. 2015 to  
Jan. 2016)



### South America

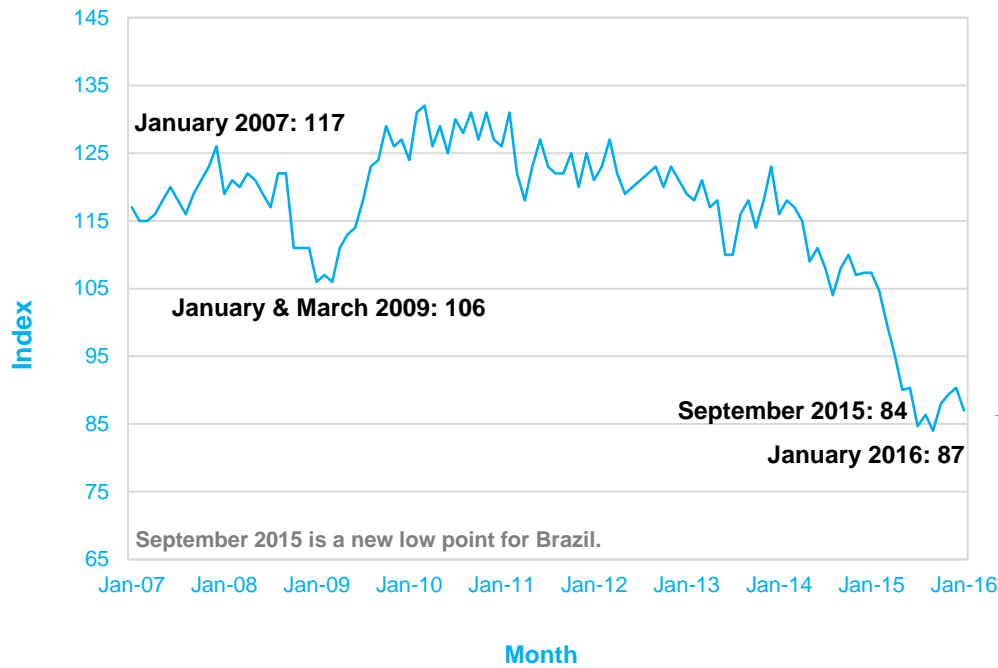
### Argentina\* Economic Index January 2016



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



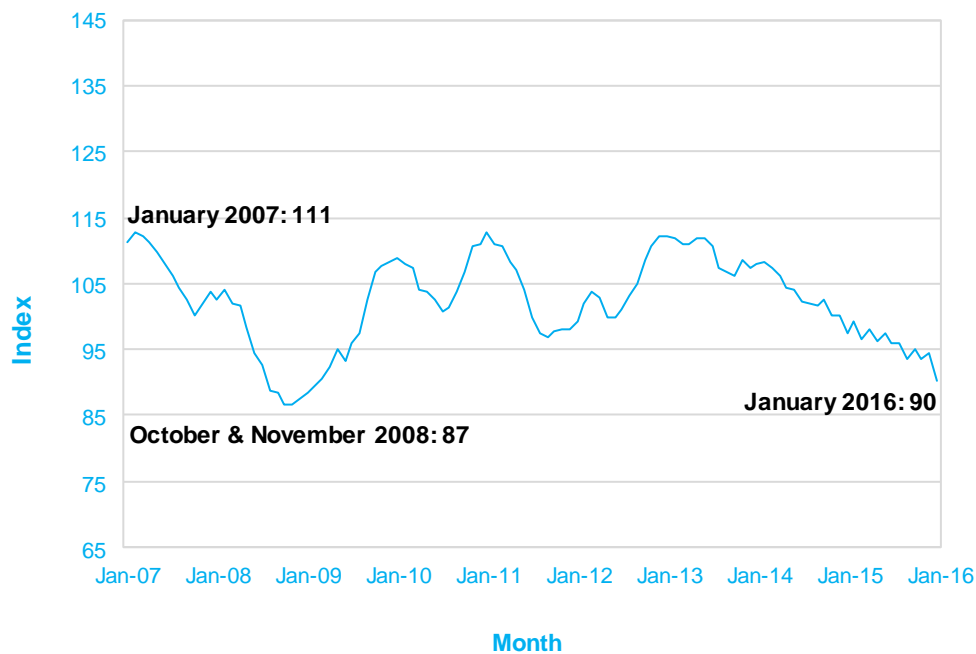
### Brazil\* Economic Index January 2016



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



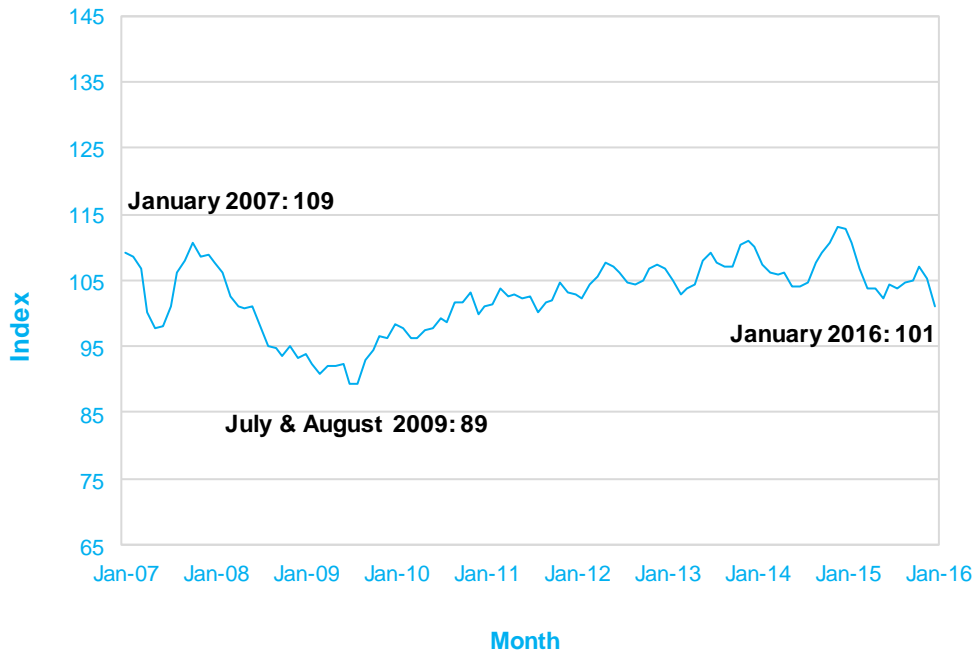
### Chile\* Economic Index January 2016



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



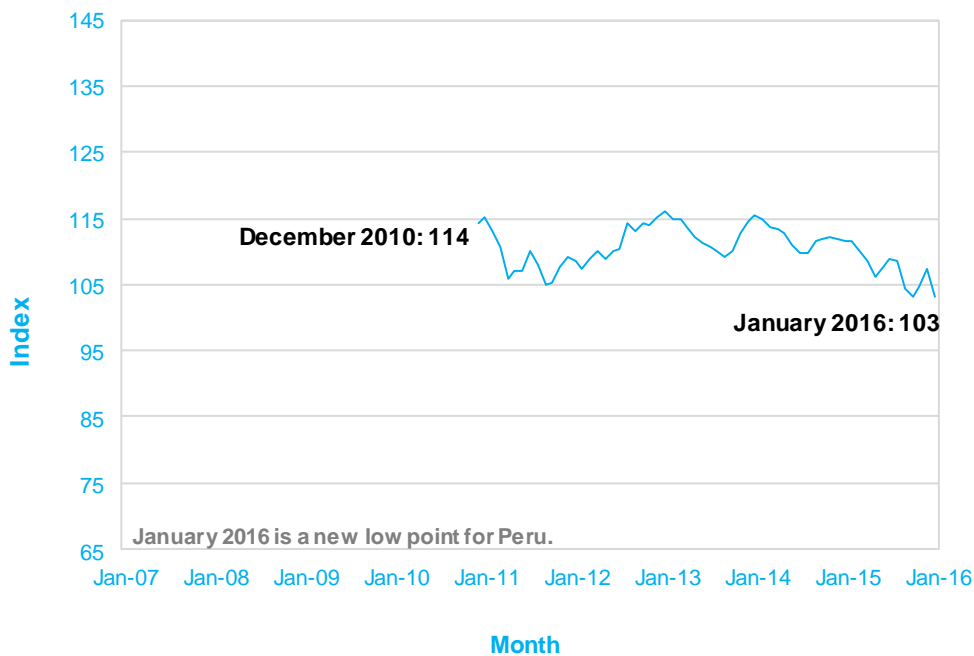
### Colombia\* Economic Index January 2016



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



### Peru\* Economic Index January 2016



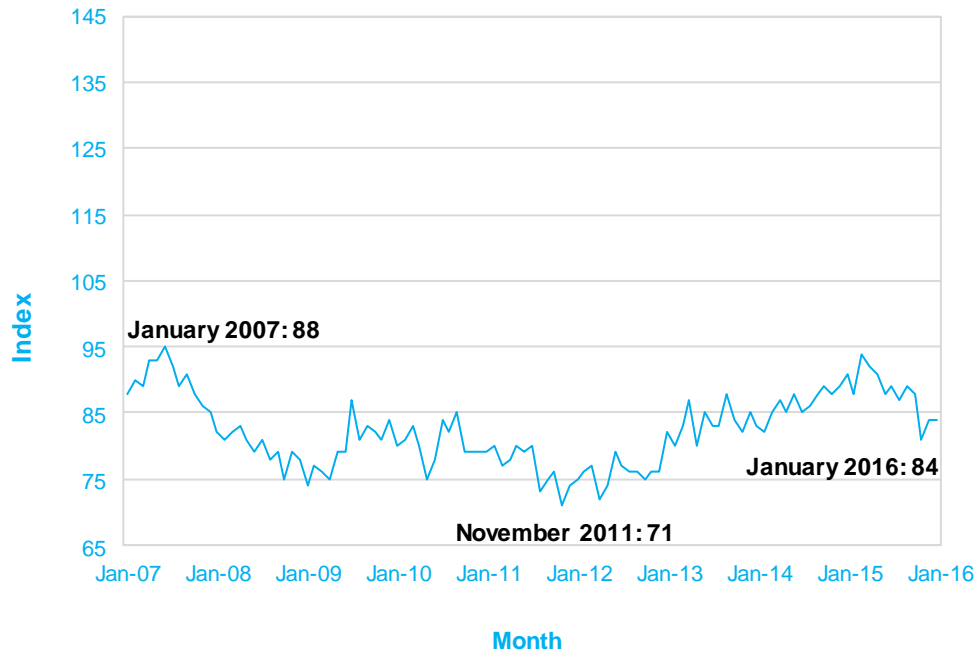
**Past-12-Month  
Change**  
(From Jan. 2015 to  
Jan. 2016)



*Data collection for  
Peru began in  
December 2010.*

## Europe

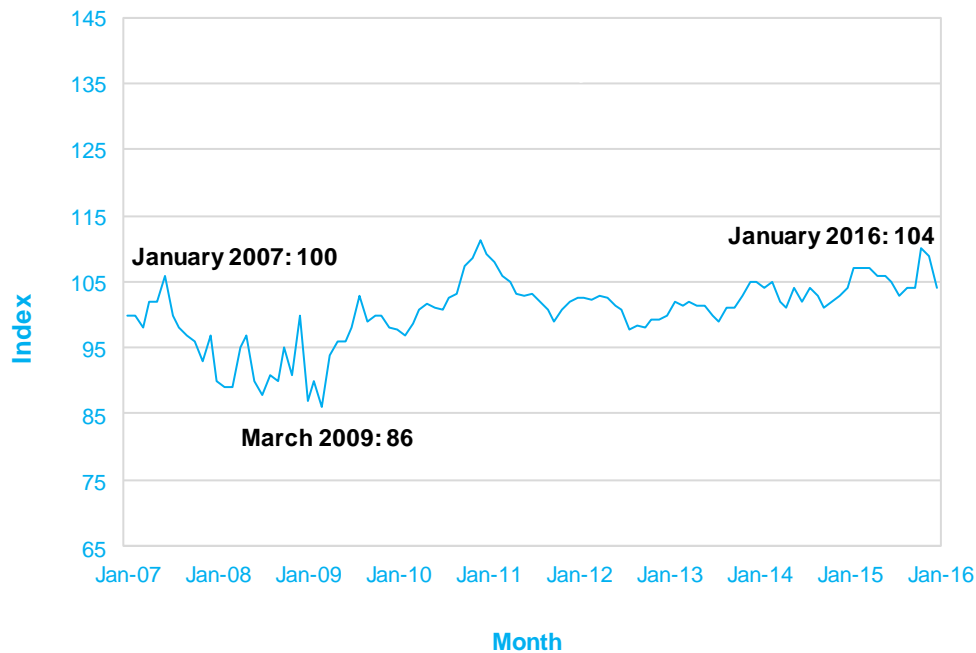
### France Economic Index January 2016



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



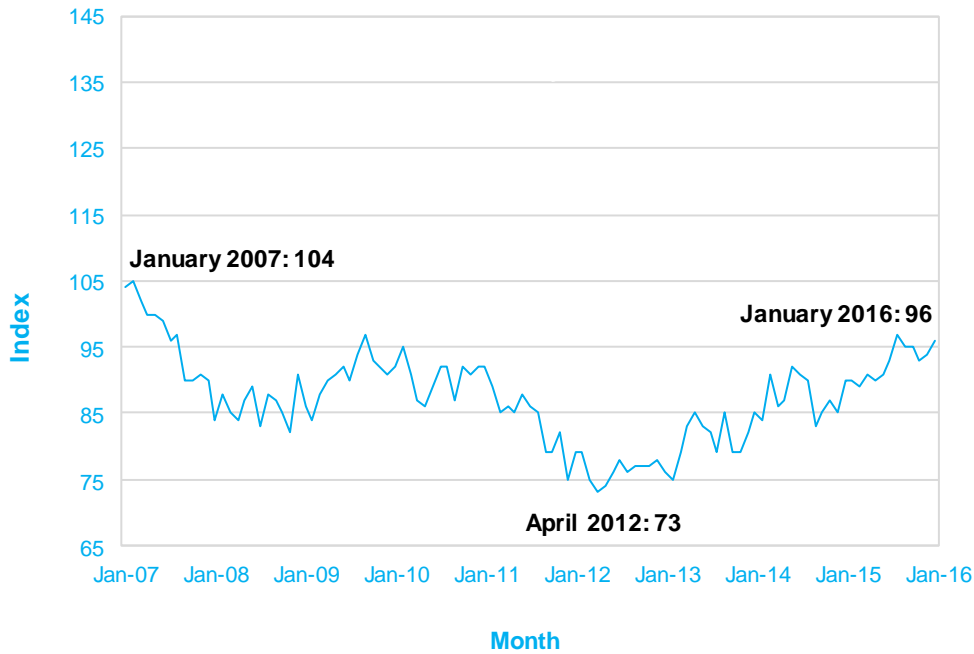
### Germany Economic Index January 2016



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



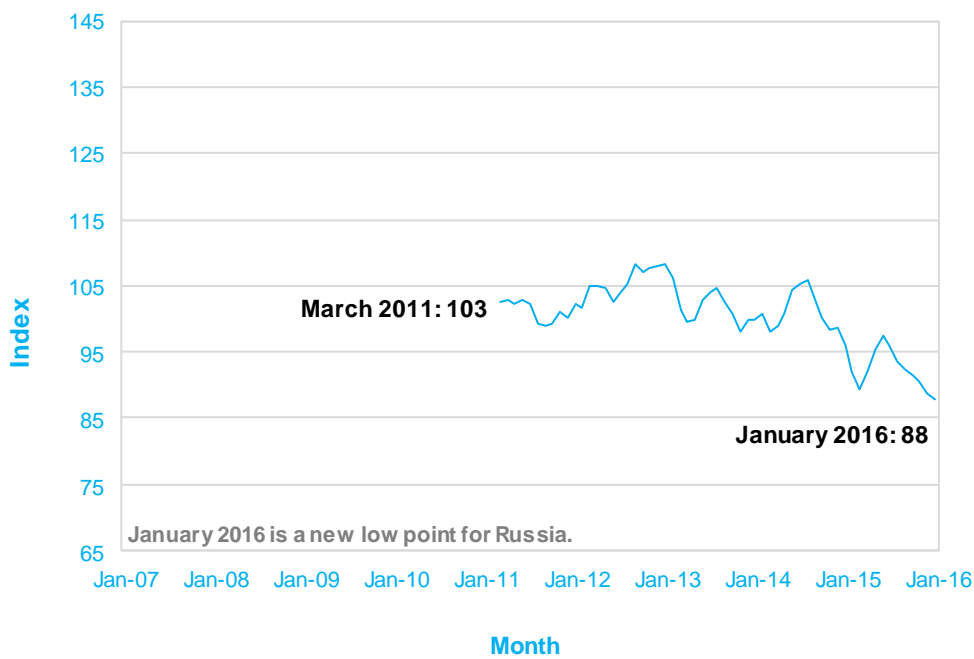
### Italy Economic Index January 2016



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



### Russian Federation\* Economic Index January 2016

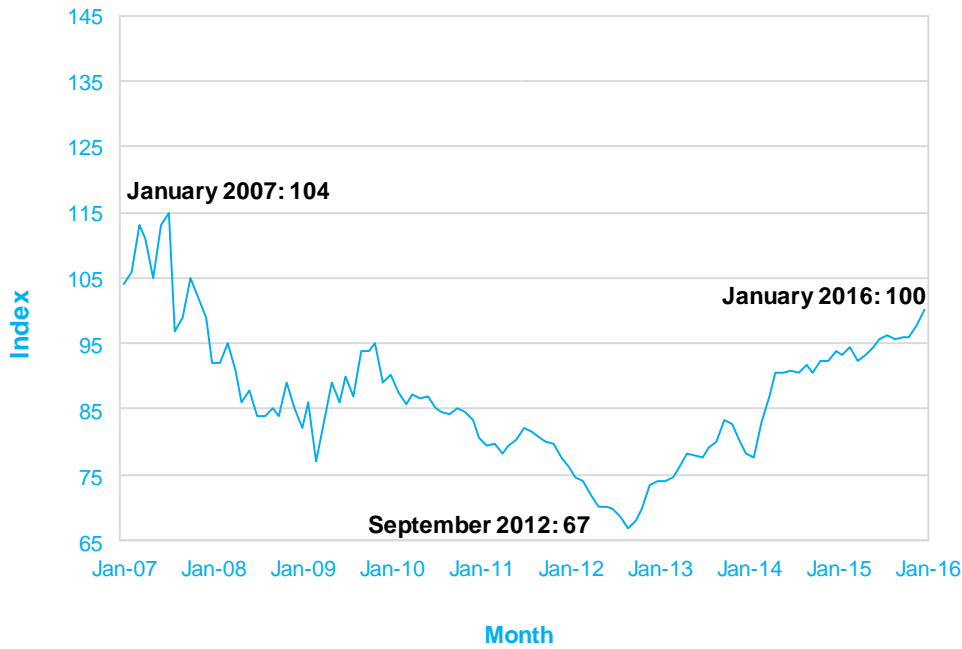


**Past-12-Month  
Change**  
(From Jan. 2015 to  
Jan. 2016)



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

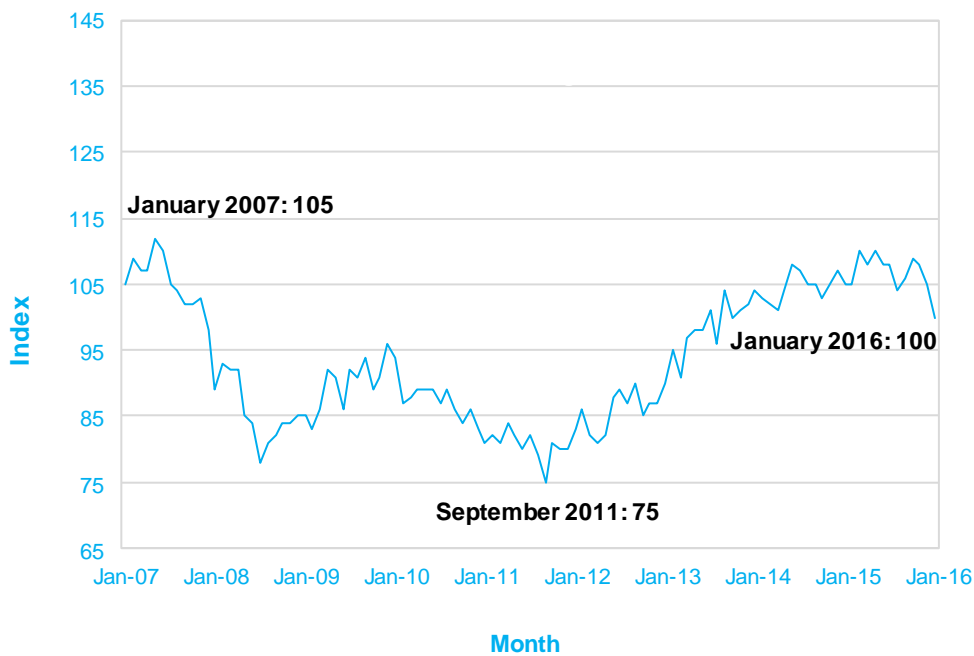
### Spain\* Economic Index January 2016



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



### United Kingdom Economic Index January 2016



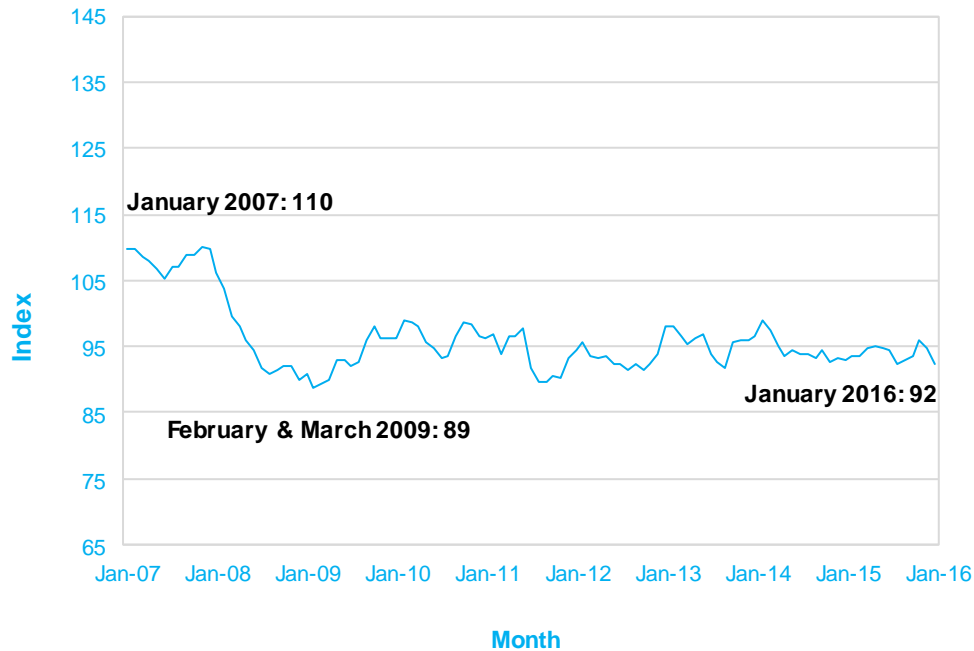
**Past-12-Month  
Change**  
(From Jan. 2015 to  
Jan. 2016)





## Australia/Asia

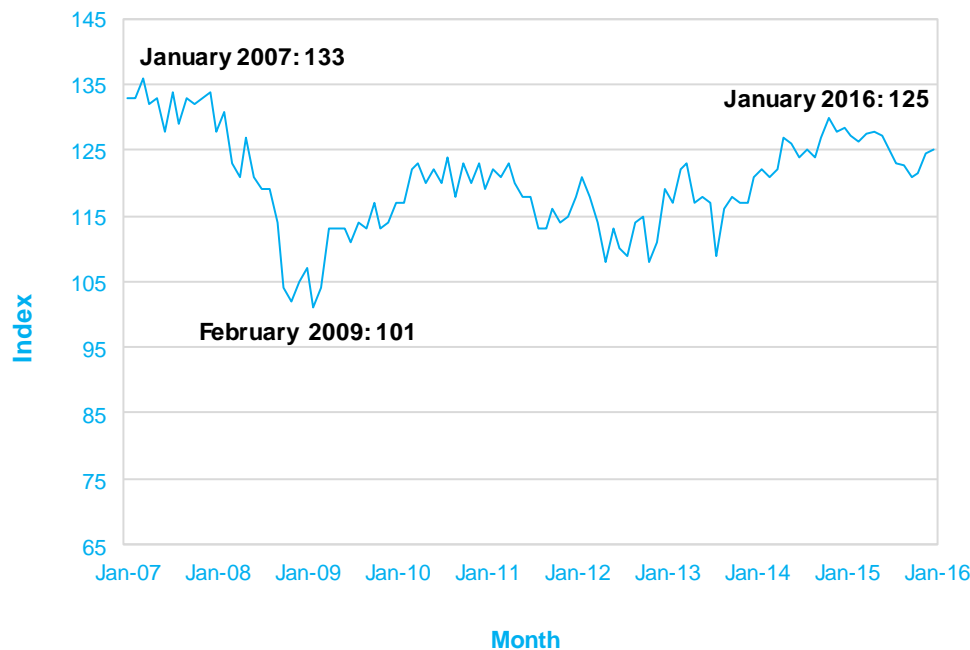
### Australia\* Economic Index January 2016



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



### India\* Economic Index January 2016



**Past-12-Month  
Change**  
(From Jan. 2015 to  
Jan. 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.