Decision Analyst Global Economic Indices
July 2015

Arlington, Texas—The following table compares Decision Analyst's U.S. Economic Index to its Economic Indices for other countries. In Europe, Spain increased 5 points, followed by Germany, which increased 4 points. Russia's Economic Index, however, is down 9 points over the past year. In South America, Brazil's Economic Index has declined 23 points in the past year, while Argentina has increased 5 points. The Economic Index for each country tends to lead economic activity in each country by 6 to 12 months.

Decision Analyst Global Economic Indices
July 2015

North America	July 2015 Index	Past-12-Month Change (From July 2014 to July 2015)	
United States	107	⬆	+4
Canada	92	⬇	-6
Mexico*	91	➡	+/-0
South America			
Argentina*	86	⬆	+5
Brazil*	85	⬇	-23
Chile*	96	⬇	-6
Colombia*	104	➡	+/-0
Peru*	109	⬇	-1
Europe			
France	89	⬆	+4
Germany	105	⬆	+3
Italy	93	⬆	+2
Russian Federation*	96	⬇	-9
Spain*	96	⬆	+5
United Kingdom	108	⬆	+1
Australia/Asia			
Australia*	94	➡	+/-0
India*	125	⬆	+1

* 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
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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
July 2015
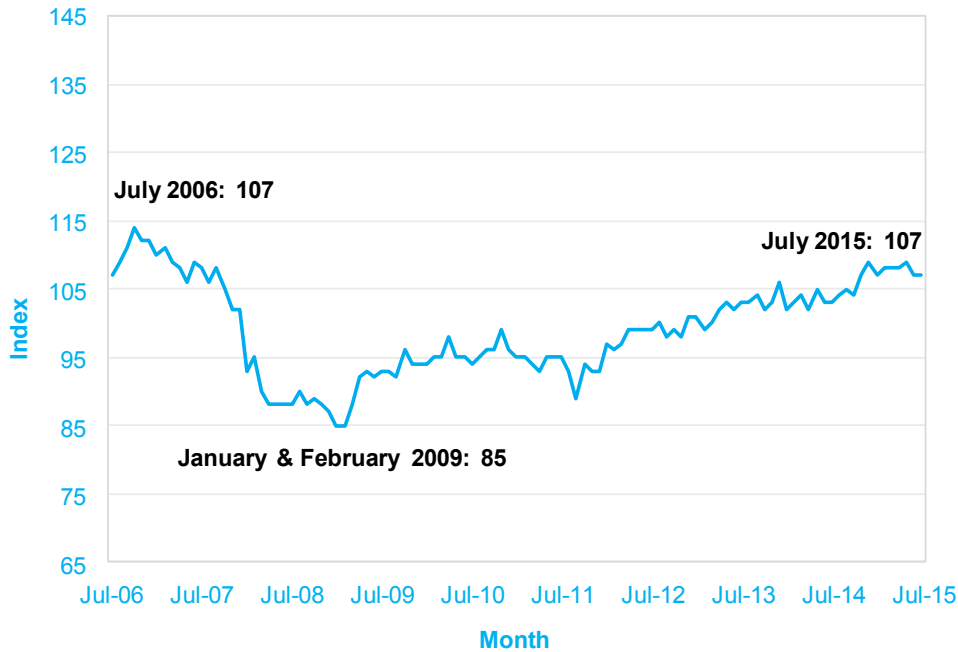
July 2006: 107

July 2015: 107

January & February 2009: 85

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

+4 Points

Canada Economic Index
July 2015

July 2006: 108

July 2015: 92

January & February 2009: 88

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

-6 Points
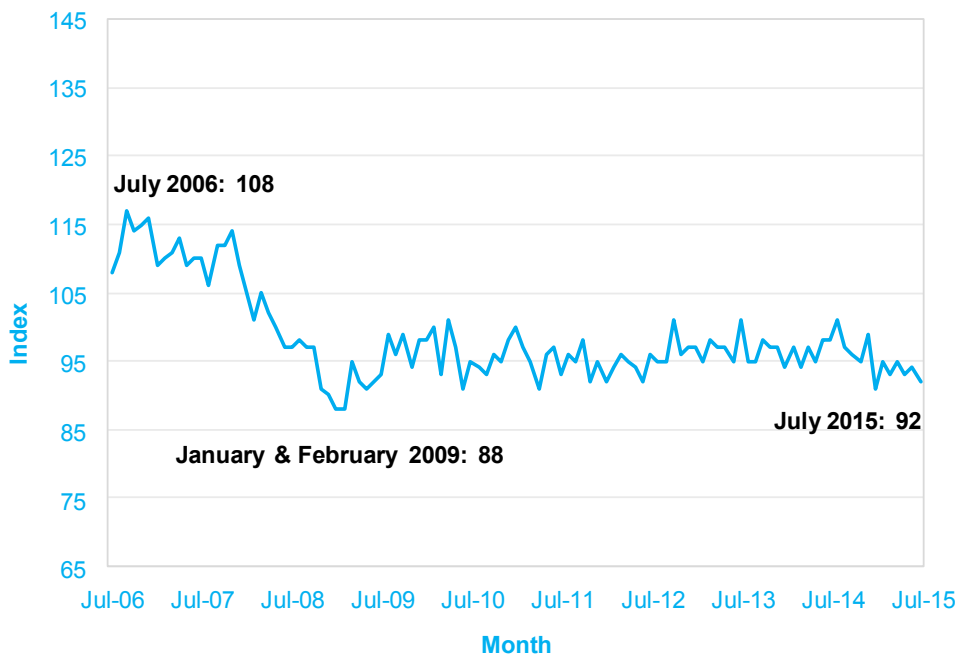
Mexico* Economic Index
July 2015

Index

July 2006: 104

July 2015: 91

October 2008 & August 2009: 75

Month

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

+/-0 Points
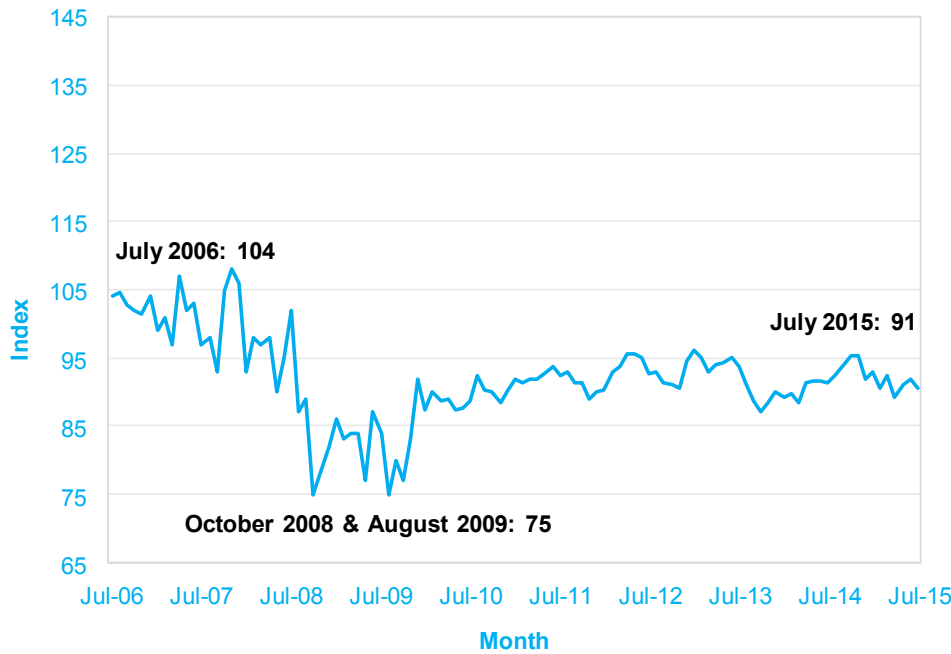
South America

Argentina* Economic Index
July 2015

Index

July 2006: 104

July 2009: 78

July 2015: 86

Month

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

+5 Points
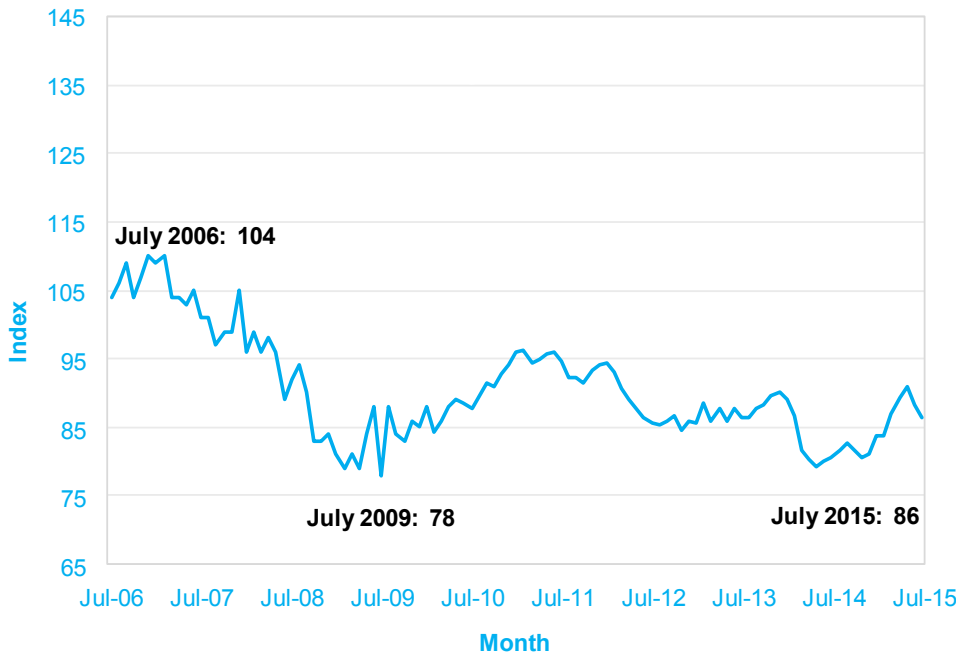
Brazil* Economic Index
July 2015
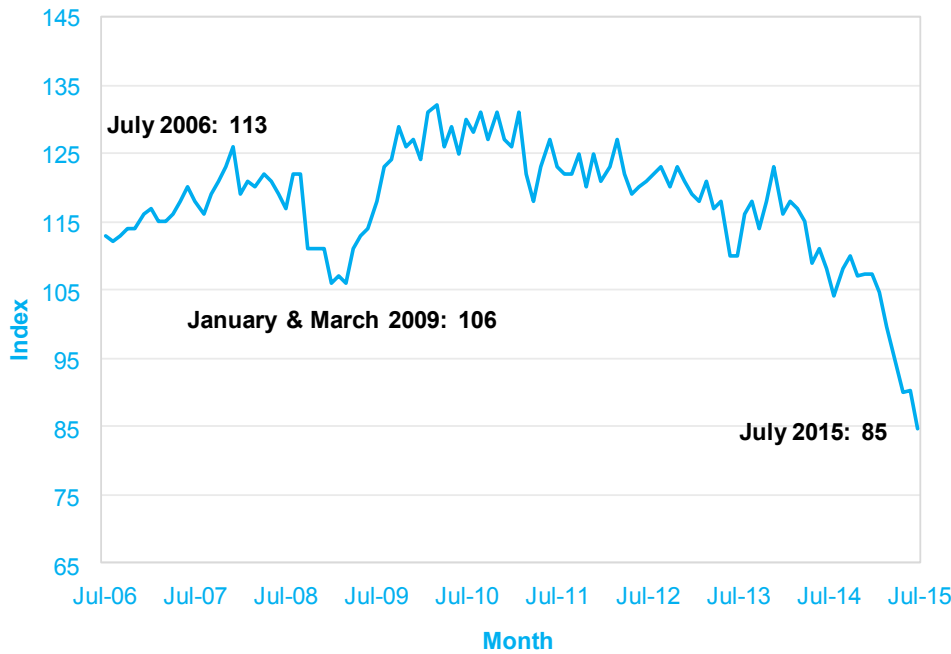
July 2006: 113

January & March 2009: 106

July 2015: 85

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

-23 Points

Chile* Economic Index
July 2015

July 2006: 105

October & November 2008: 87

July 2015: 96

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

-6 Points
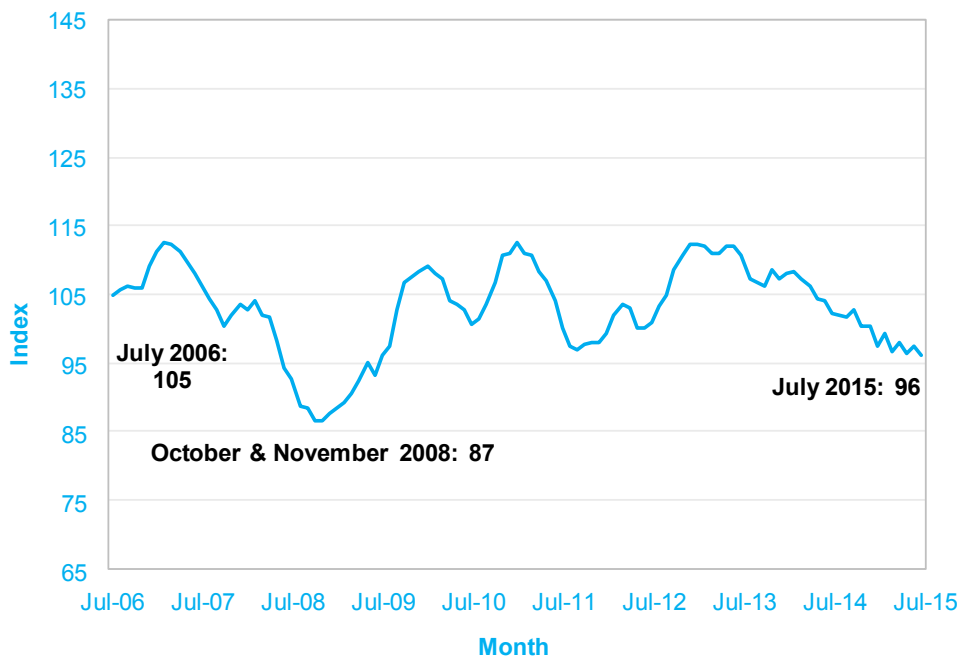
Colombia* Economic Index
July 2015
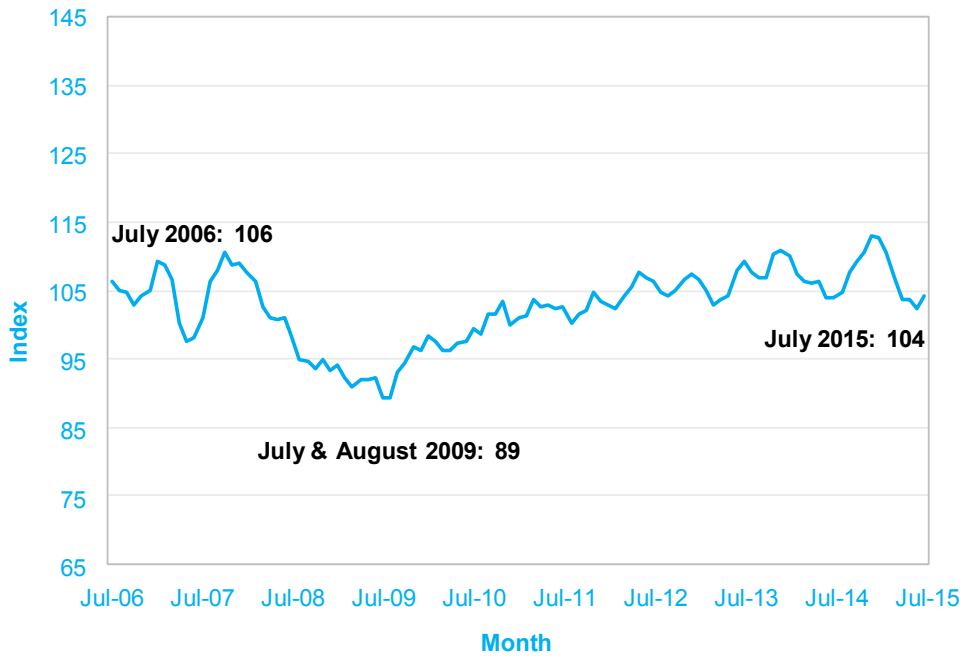
July 2006: 106

July 2015: 104

July & August 2009: 89

Index

Month

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

+/-0 Points

Peru* Economic Index
July 2015

December 2010: 114

July 2015: 109

September & October 2011: 105

Index

Month

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

-1 Point
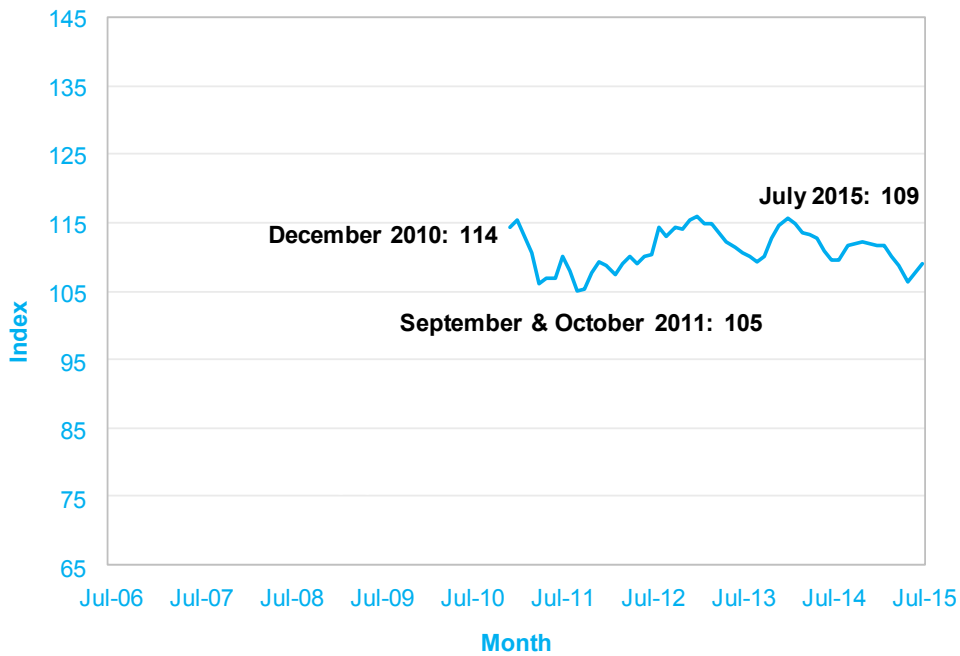
Data collection for Peru began in December 2010.

Europe

France Economic Index
July 2015

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

+4 Points

July 2006: 89

July 2015: 89

November 2011: 71
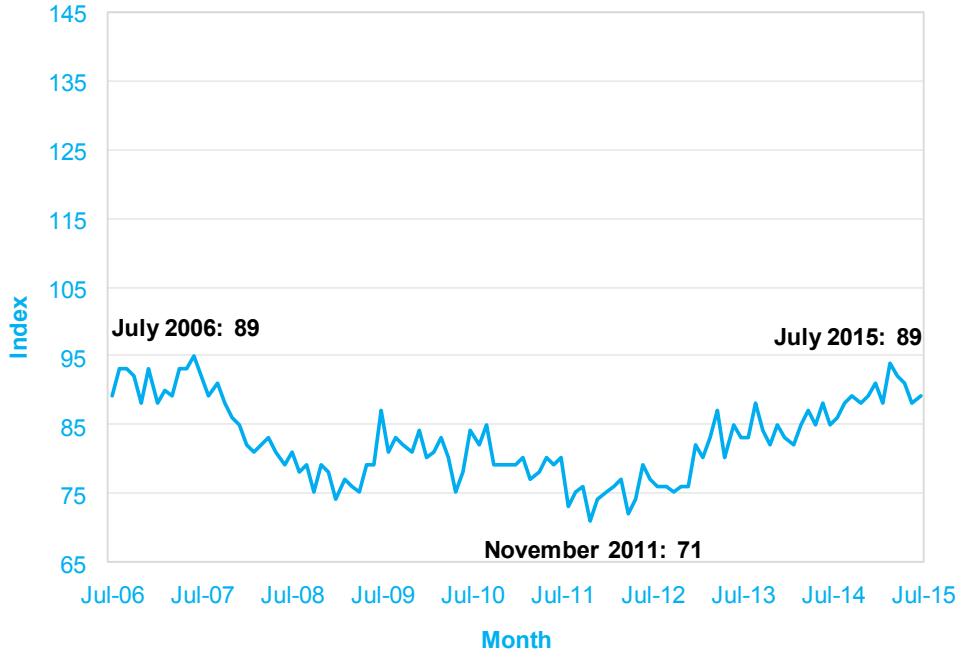
Germany Economic Index
July 2015
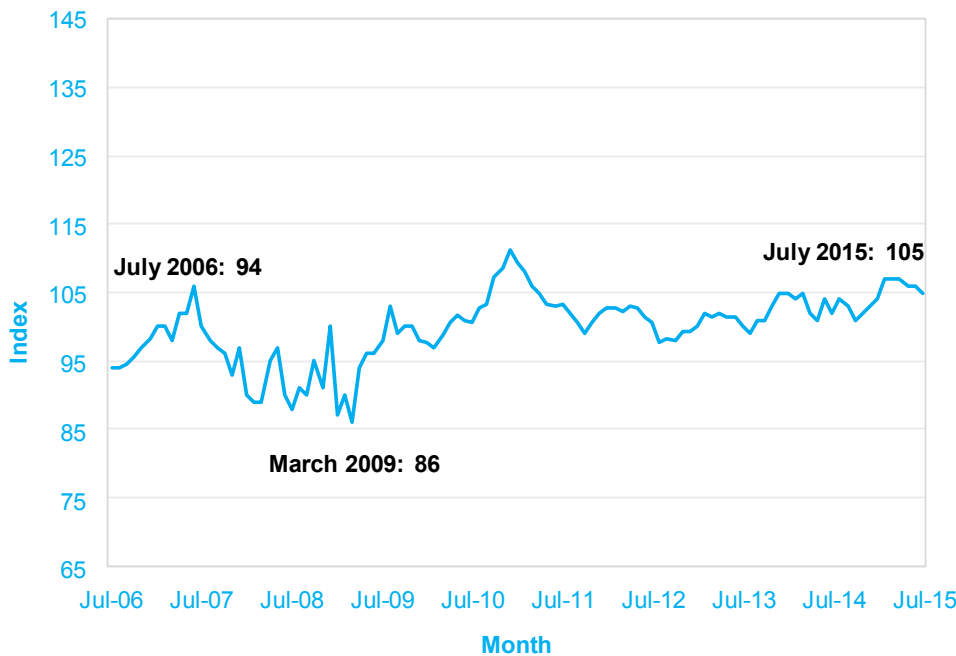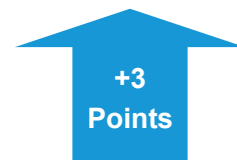
Past-12-Month Change
(From July 2014 to July 2015)

+3 Points

July 2006: 94

July 2015: 105

March 2009: 86

Italy Economic Index
July 2015

July 2006: 100

July 2015: 93

April 2012: 73

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

+2 Points
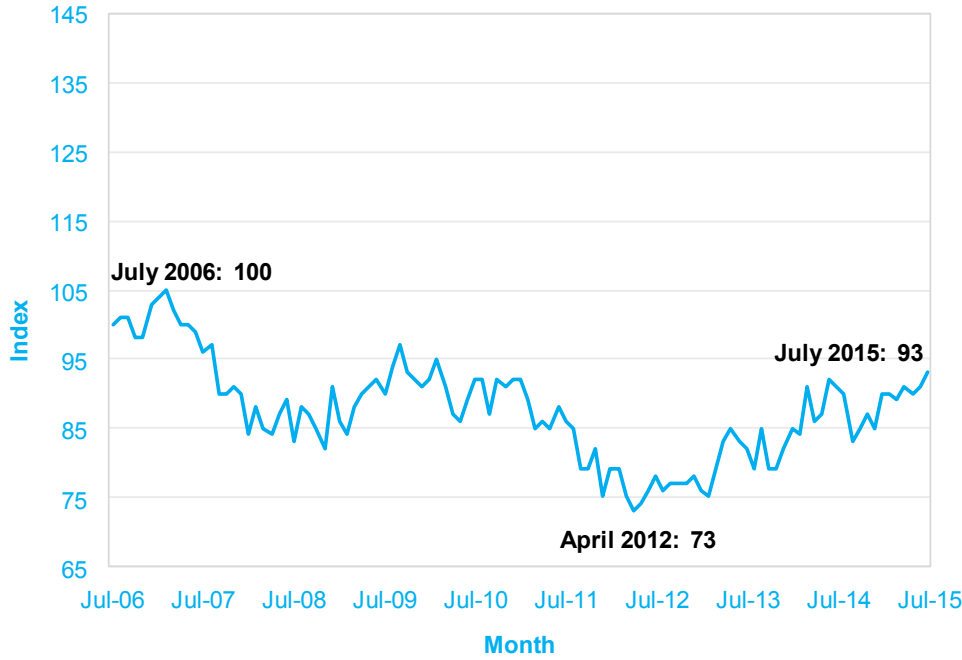
Russian Federation* Economic Index
July 2015

March 2011: 103

July 2015: 96

March 2015: 89

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

-9 Points
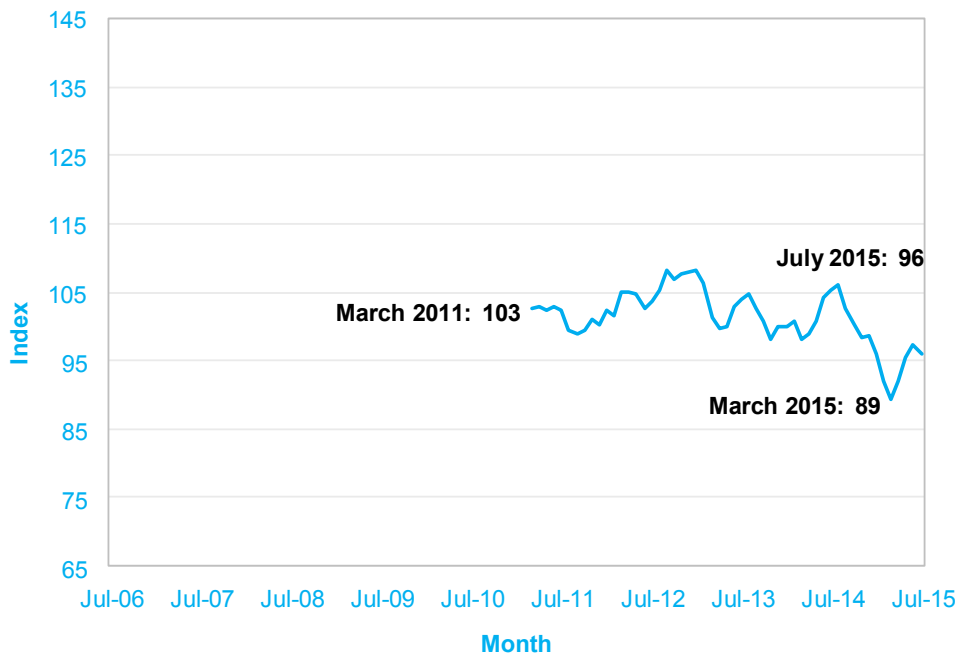
Data collection for Russian Federation began in March 2011.

Spain* Economic Index
July 2015

July 2006: 104

July 2015: 96

September 2012: 67

Index

Month

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

+5 Points
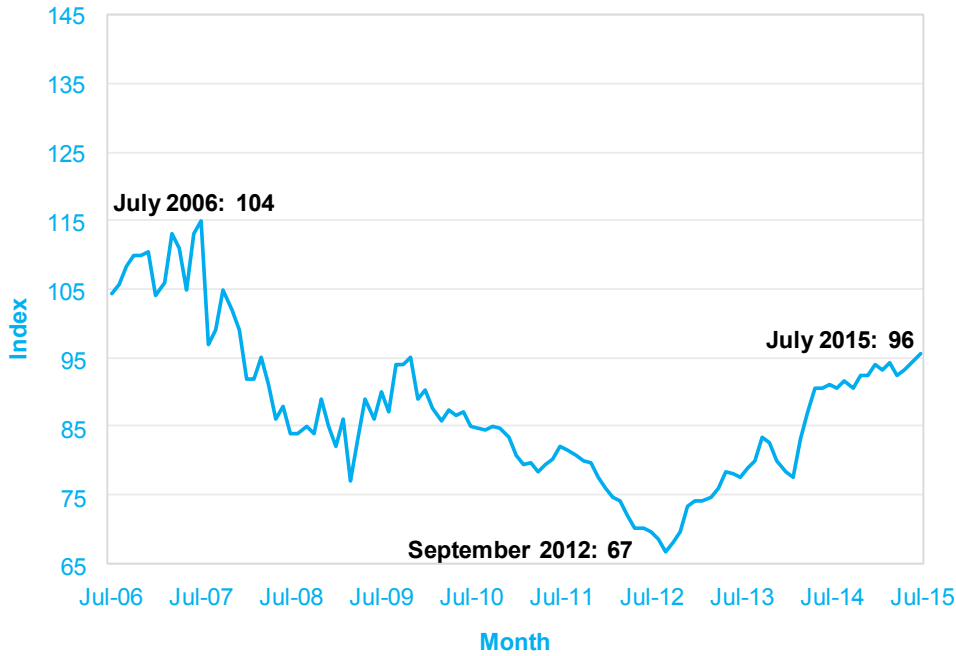
United Kingdom Economic Index
July 2015

July 2006: 105

July 2015: 108

September 2011: 75

Index

Month

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

+1 Point
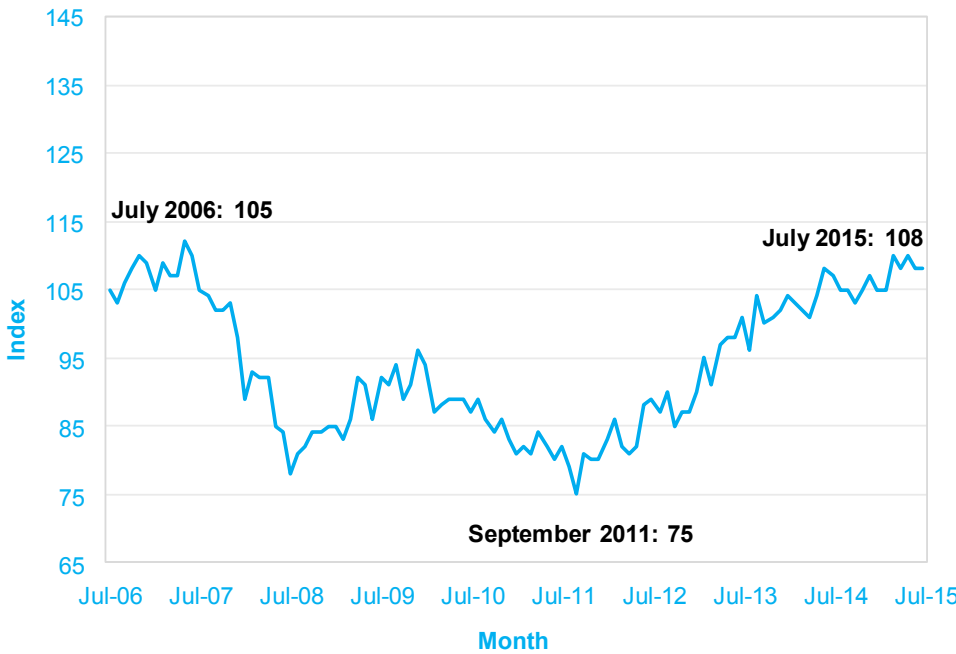
Australia/Asia

Australia* Economic Index
July 2015
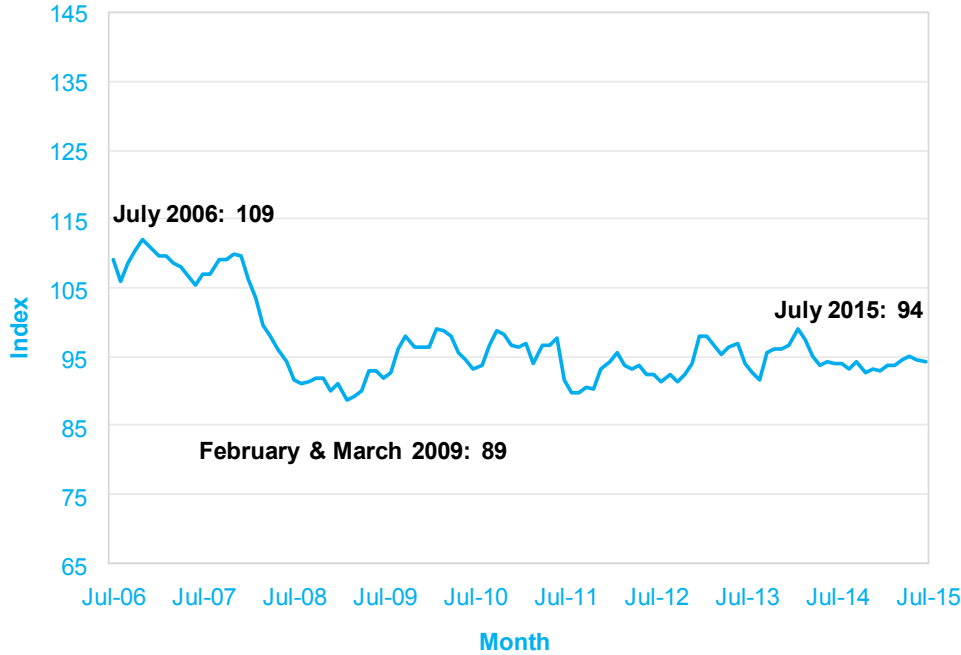
July 2006: 109

July 2015: 94

February & March 2009: 89

Index

Jul-06   Jul-07   Jul-08   Jul-09   Jul-10   Jul-11   Jul-12   Jul-13   Jul-14   Jul-15

Month

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

+/-0 Points

India* Economic Index
July 2015

July 2006: 127

July 2015: 125

February 2009: 101

Index

Jul-06   Jul-07   Jul-08   Jul-09   Jul-10   Jul-11   Jul-12   Jul-13   Jul-14   Jul-15

Month

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

+1 Point
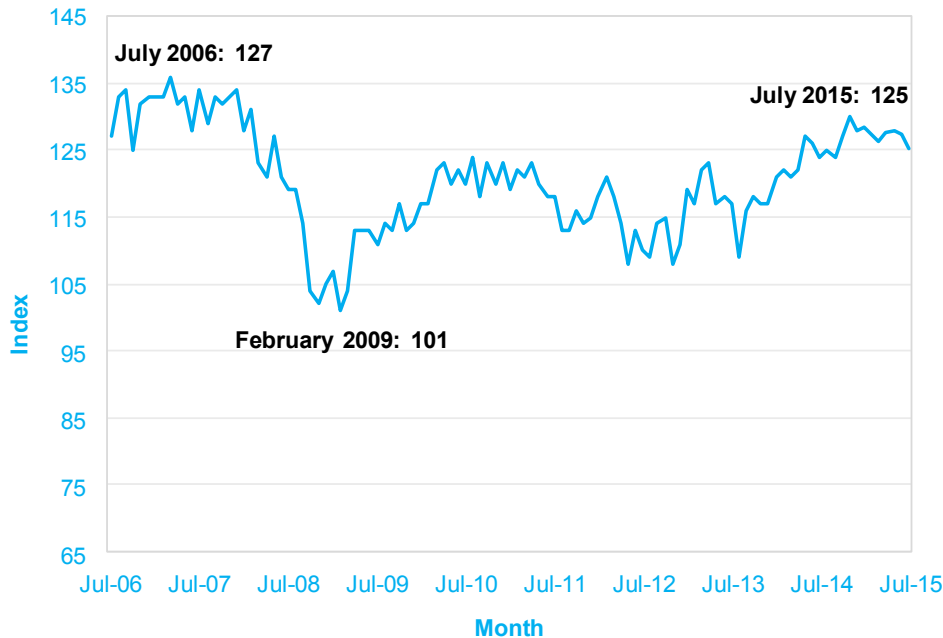
*Three-Month Moving Average

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.