

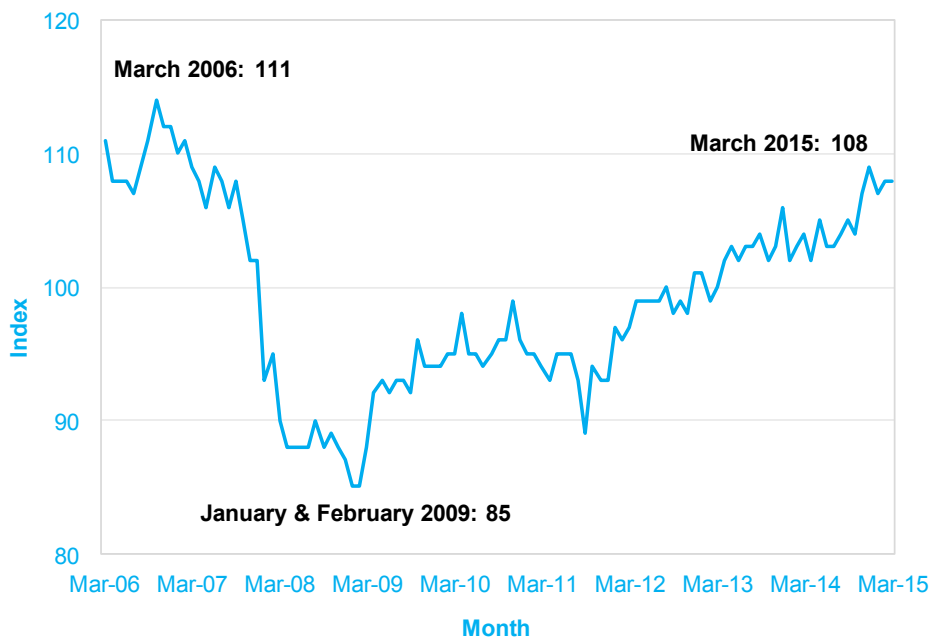
# Decision Analyst Economic Index

March 2015

## The Recovery Continues for the U.S. Economy According to Decision Analyst's Economic Index

Arlington, Texas—The Decision Analyst U.S. Economic Index registered **108 in March 2015**. In the past 12 months the U.S. Economic Index has increased 4 points. The U.S. economic recovery is still on track and moving slowly upward. The Economic Index tends to lead U.S. economic activity by 6 to 12 months. The U.S. Economic Index's history is shown below.

### United States Economic Index March 2015



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



"The U.S. Economic Index has consistently trended upwards over the past four years, and it appears likely to continue its upward march for the balance of 2015. The pace of growth is slow, but the direction is a consistent uptrend. Depressed oil and gasoline prices are providing significant stimulus to the U.S. economy. If energy prices remain low, then the U.S. economy will continue to expand for the balance of 2015," said Jerry W. Thomas, President/CEO of Decision Analyst. "Europe is showing signs of possible recovery in some countries this year, but the debt problems and political instability in Ukraine and Greece remain major threats."



















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Cristi Allen, Publicity, [callen@decisionanalyst.com](mailto:callen@decisionanalyst.com)  
604 Avenue H East, Arlington, Texas 76011-3100  
Phone: 1-817-640-6166 ■ [www.decisionanalyst.com](http://www.decisionanalyst.com)

## Global Indices

The following table compares Decision Analyst's U.S. Economic Index to its Economic Indices for other countries. In South America, Brazil's Economic Index has declined 17 points in the past year, while Argentina increased 5 points. In Europe, the Economic Index is trending up in most of the major countries, signaling economic expansion in Europe for the remainder of the year. Russia's Economic Index, however, is down 9 points over the past year, and Italy's Economic Index is down 2 points. The Economic Index for each country tends to lead economic activity in each country by 6 to 12 months.

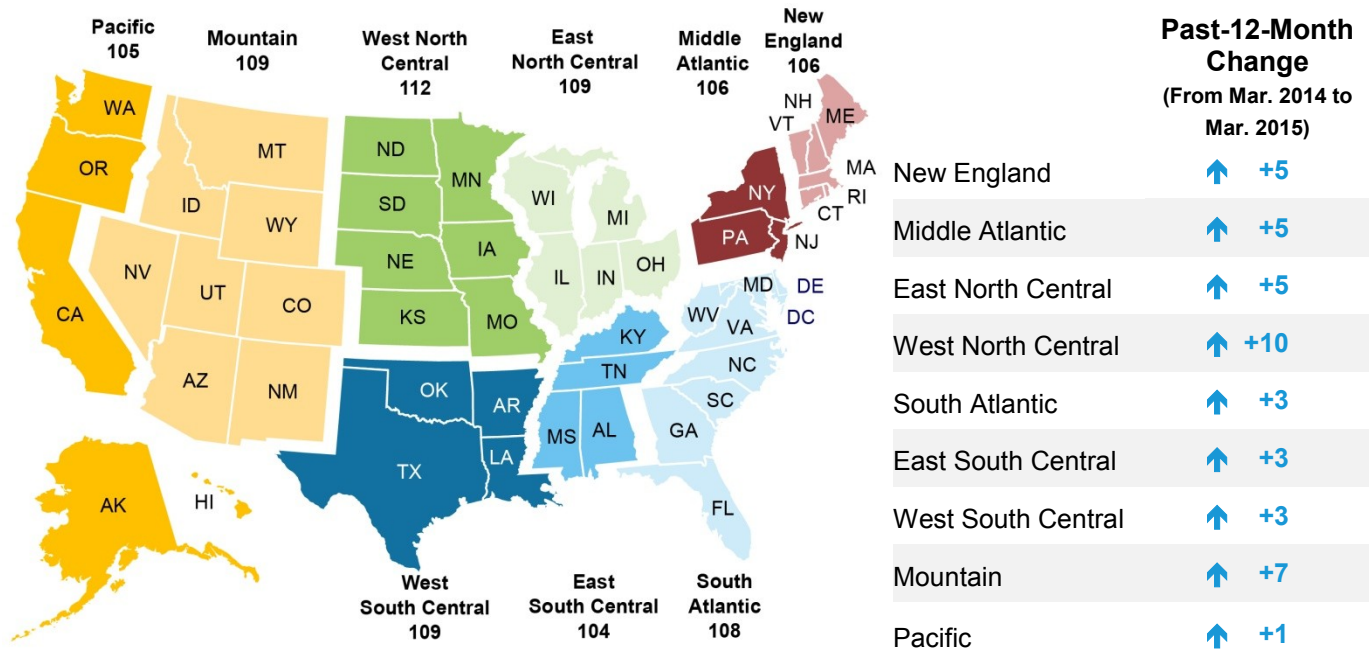
Decision Analyst Global Economic Indices March 2015		
	March 2015 Index	Past-12-Month Change (From Mar. 2014 to Mar. 2015)
<b>North America</b>		
 United States	108	↑ +4
 Canada	93	↓ -1
 Mexico*	92	↑ +4
<b>South America</b>		
 Argentina*	87	↑ +5
 Brazil*	100	↓ -17
 Chile*	97	↓ -10
 Colombia*	107	↑ +1
 Peru*	110	↓ -4
<b>Europe</b>		
 France	94	↑ +9
 Germany	107	↑ +2
 Italy	89	↓ -2
 Russian Federation*	89	↓ -9
 Spain*	94	↑ +11
 United Kingdom	110	↑ +8
<b>Australia/Asia</b>		
 Australia*	94	↓ -3
 India*	126	↑ +5

\* 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.

## Census Divisions

The West North Central Census Division has an Index of **112 for March 2015**, which is an increase of 10 points over the course of the past 12 months. The East South Central Census Division has an Economic Index of **104 for March 2015**, the lowest Index of all the U.S. Census Divisions.

### United States Census Divisions Economic Index March 2015\*



\* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

## 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 over 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.