Decision Analyst Global Economic Indices
March 2016

Arlington, Texas—Globally, more countries are showing declines in the past 12 months than are showing increases. In fact, the only countries showing any increases in the past 12 months are Italy and Spain. Italy increased from 89 in March 2015 to **96 in March 2016**, and Spain increased from 94 in March 2015 to **101 in March 2016**. In North America, Canada dropped from 93 in March 2015 to **85 in March 2016**. In South America, Brazil declined 16 points in the past 12 months—from 100 in March 2015 to **84 in March 2016**.

Decision Analyst Global Economic Indices March 2016		
North America	**March 2016 Index**	**Past-12-Month Change** (From March 2015 to March 2016)
United States	108	➔ +/-0
Canada	85	⬇ -8
Mexico*	92	➔ +/-0
South America		
Argentina*	82	⬇ -5
Brazil*	84	⬇ -16
Chile*	90	⬇ -7
Colombia*	95	⬇ -12
Peru*	101	⬇ -9
Europe		
France	82	⬇ -12
Germany	104	⬇ -3
Italy	96	⬆ +7
Russian Federation*	89	➔ +/-0
Spain*	101	⬆ +7
United Kingdom	104	⬇ -6
Australia/Asia		
Australia*	92	⬇ -2
India*	124	⬇ -2

∗ The Index numbers for Argentina, Australia, Brazil, Chile, Colombia, India, Mexico, 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
March 2016**
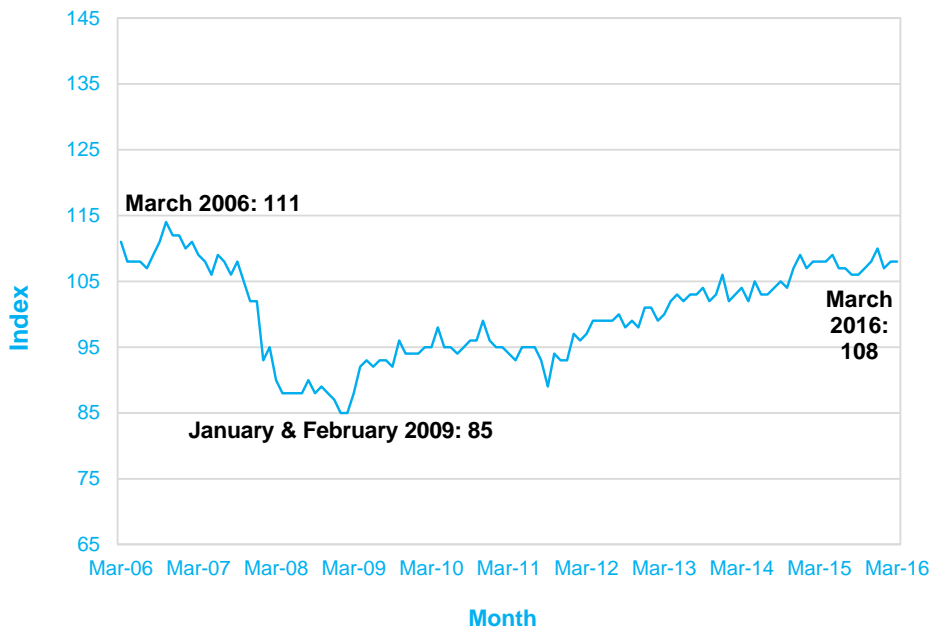
March 2006: 111

March 2016: 108

January & February 2009: 85

Index

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

Month

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

+/-0 Points

**Canada Economic Index
March 2016**

March 2006: 111

March 2016: 85

February & March 2016 tie for the new low point for Canada.

Index

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Month

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

-8 Points
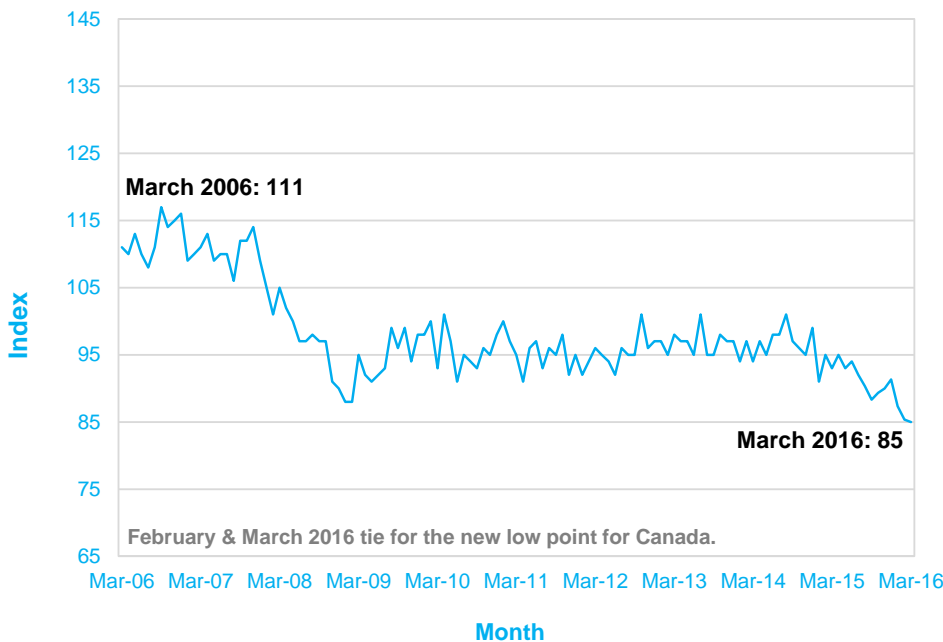
Mexico* Economic Index
March 2016

Index

March 2006: 102

March 2016: 92

October 2008 & August 2009: 75

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

Month

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

+/-0 Points
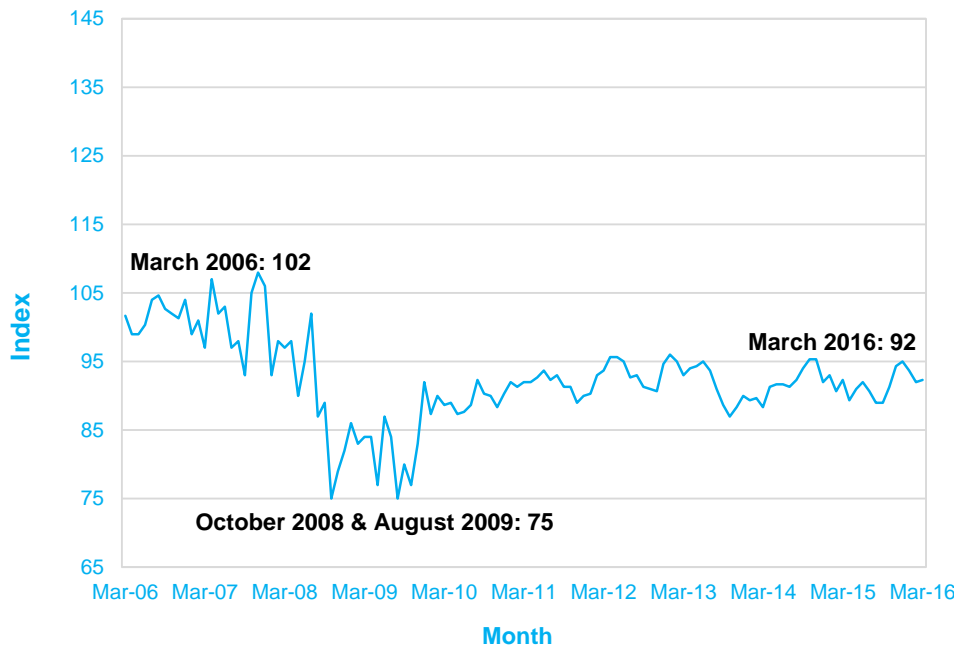
South America

Argentina* Economic Index
March 2016

Index

March 2006: 102

July 2009: 78

March 2016: 82

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

Month

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

-5 Points
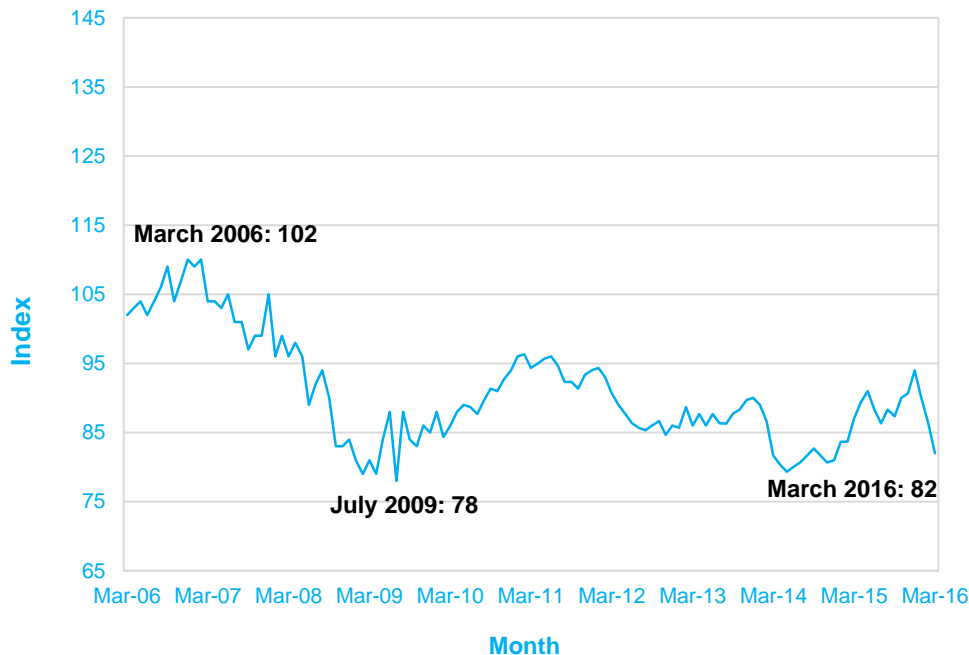
Brazil* Economic Index
March 2016
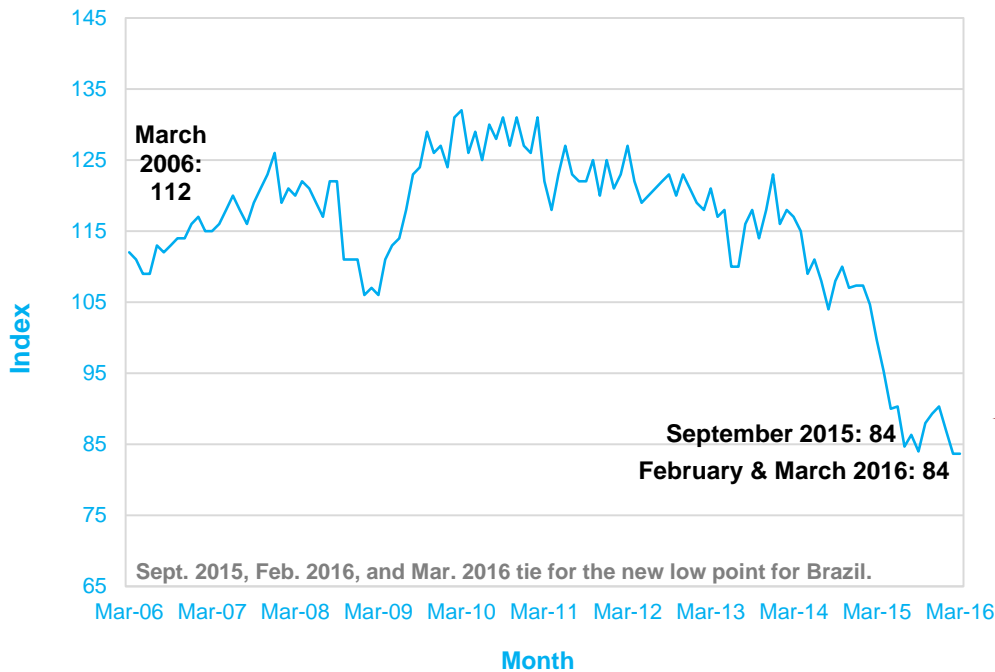
March 2006: 112

September 2015: 84
February & March 2016: 84

Sept. 2015, Feb. 2016, and Mar. 2016 tie for the new low point for Brazil.

Index

Month

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

-16 Points

Chile* Economic Index
March 2016

June 2006: 101

October & November 2008: 87

March 2016: 90

Index

Month

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

-7 Points
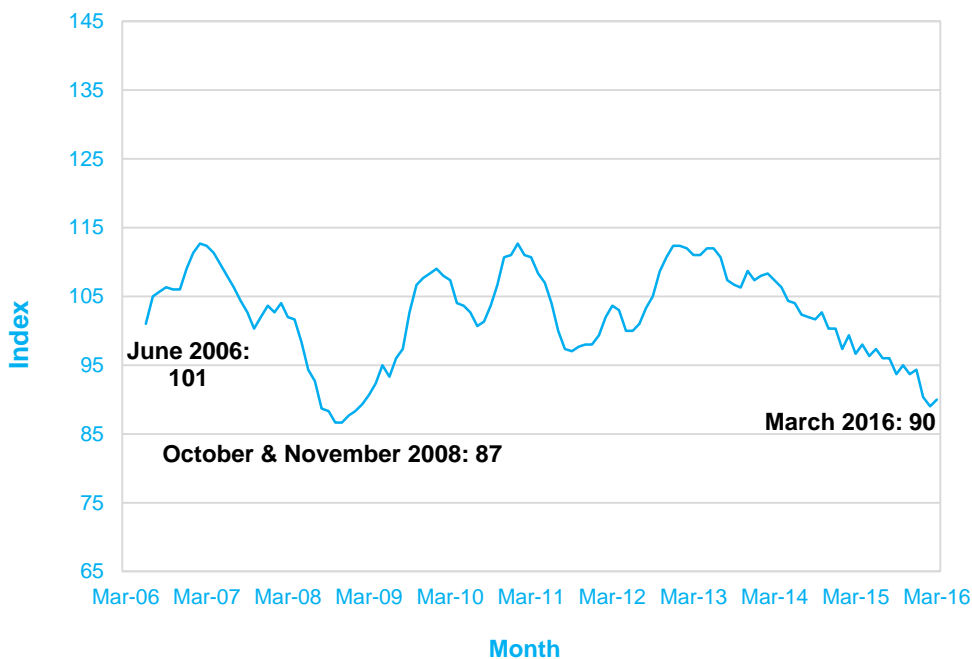
Colombia* Economic Index
March 2016

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

-12 Points

March 2006: 102

March 2016: 95

July & August 2009: 89
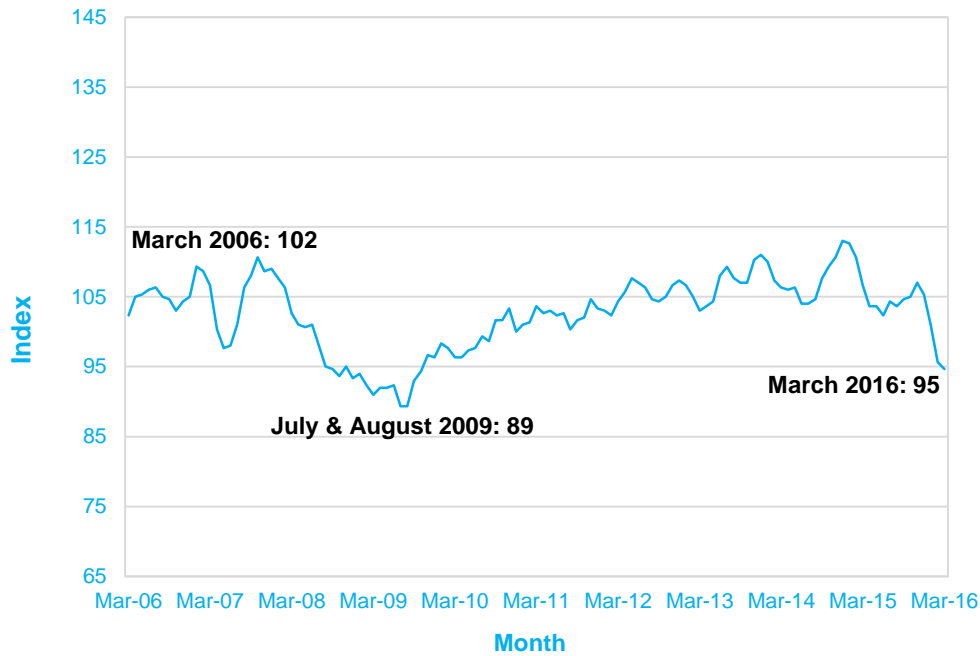
Peru* Economic Index
March 2016

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

-9 Points
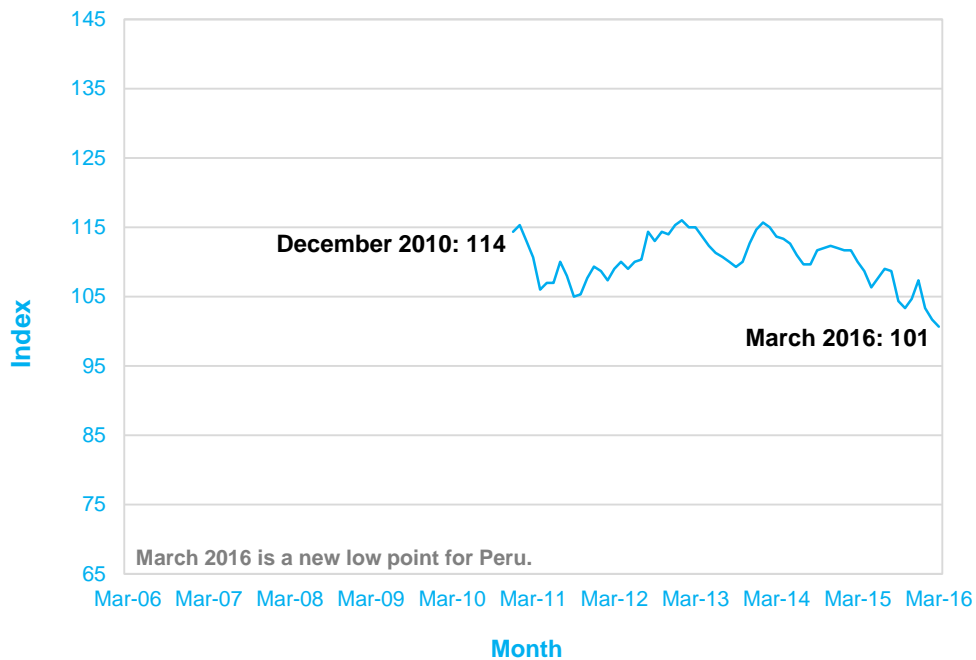
Data collection for Peru began in December 2010.

December 2010: 114

March 2016: 101

March 2016 is a new low point for Peru.

Europe

France Economic Index
March 2016

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

-12 Points

March 2006: 92

March 2016: 82

November 2011: 71
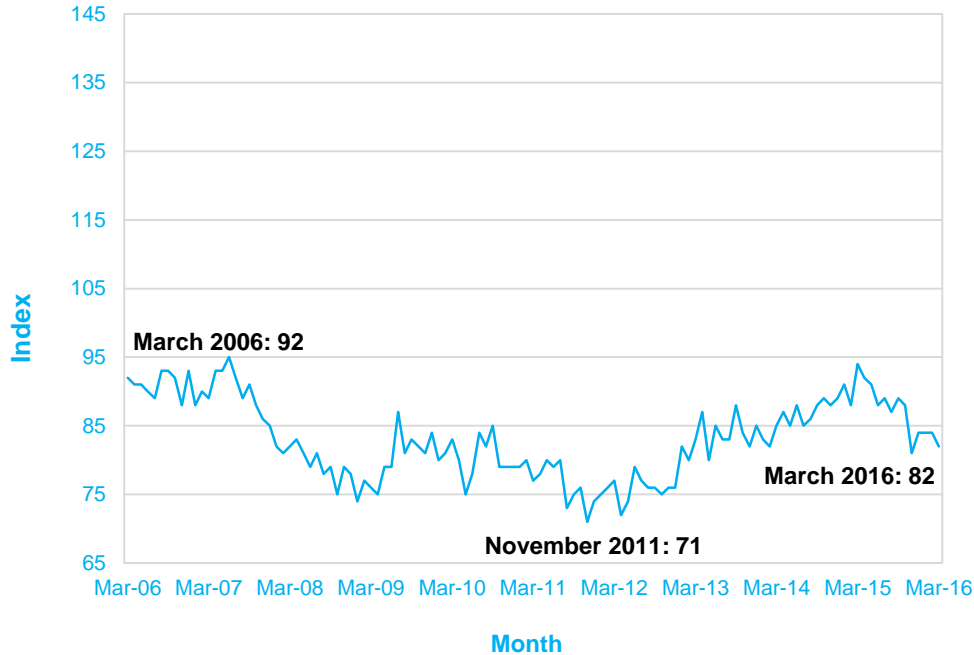
Index

Month

Germany Economic Index
March 2016
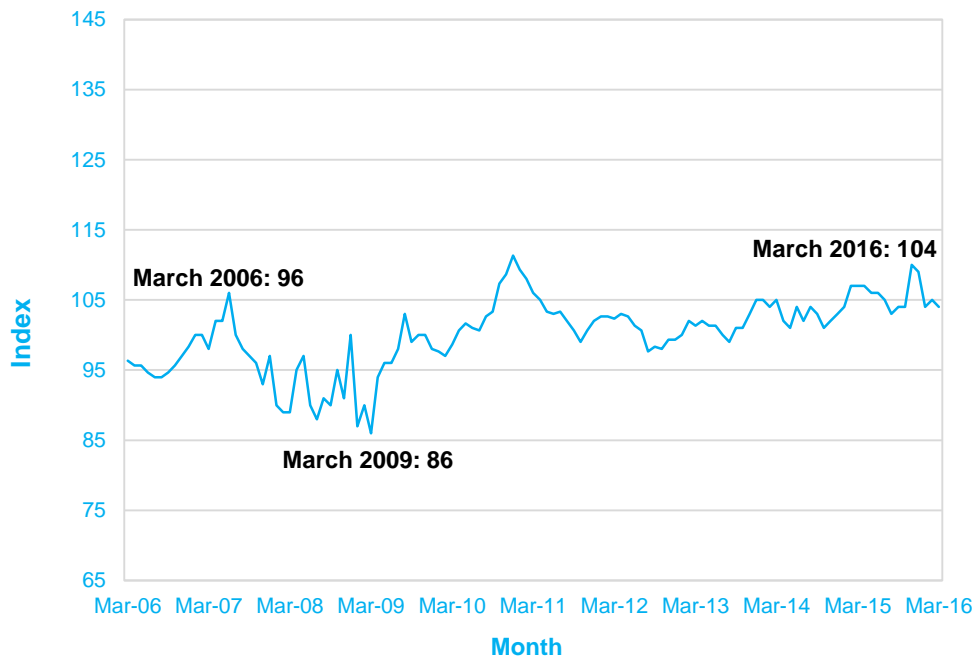
Past-12-Month Change
(From Mar. 2015 to Mar. 2016)

-3 Points

March 2006: 96

March 2016: 104

March 2009: 86

Index

Month

Italy Economic Index
March 2016

March 2006: 100

March 2016: 96

April 2012: 73

Index

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

Month

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

+7 Points
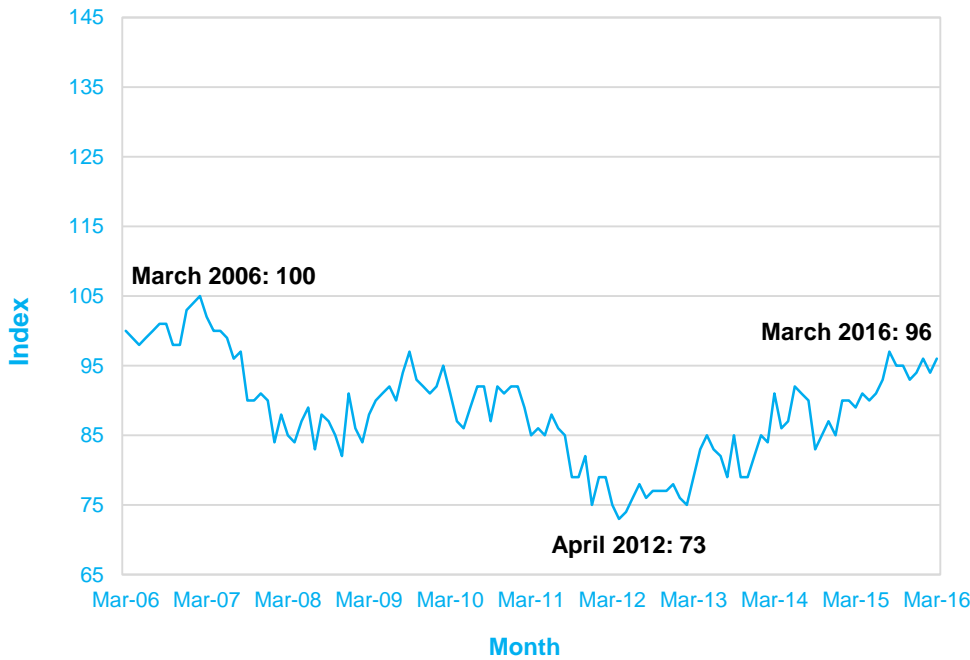
Russian Federation* Economic Index
March 2016

March 2011: 103

March 2016: 89

January 2016: 88

January 2016 is a new low point for Russia.

Index

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

Month

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

+/-0 Points
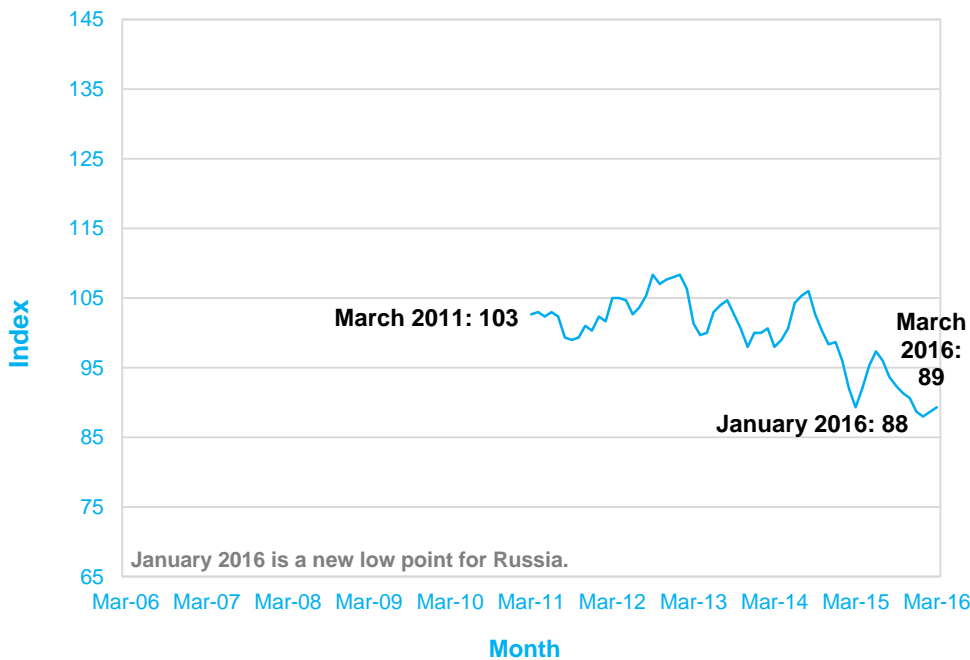
Data collection for Russian Federation began in March 2011.

Spain* Economic Index
March 2016

March 2006: 109

March 2016: 101

September 2012: 67

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

+7 Points
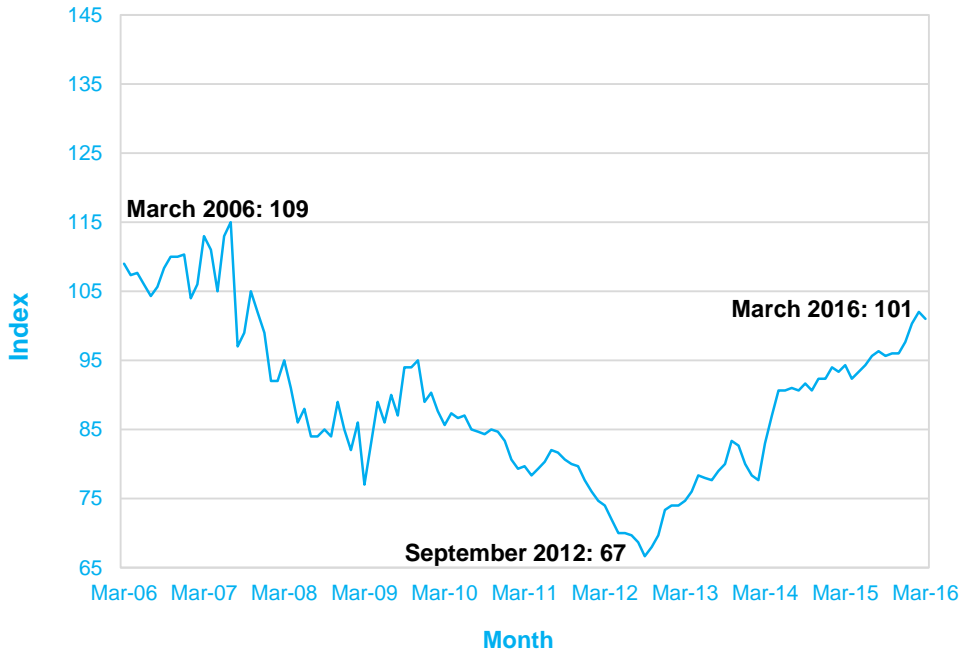
United Kingdom Economic Index
March 2016

March 2006: 109

March 2016: 104

September 2011: 75

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

-6 Points
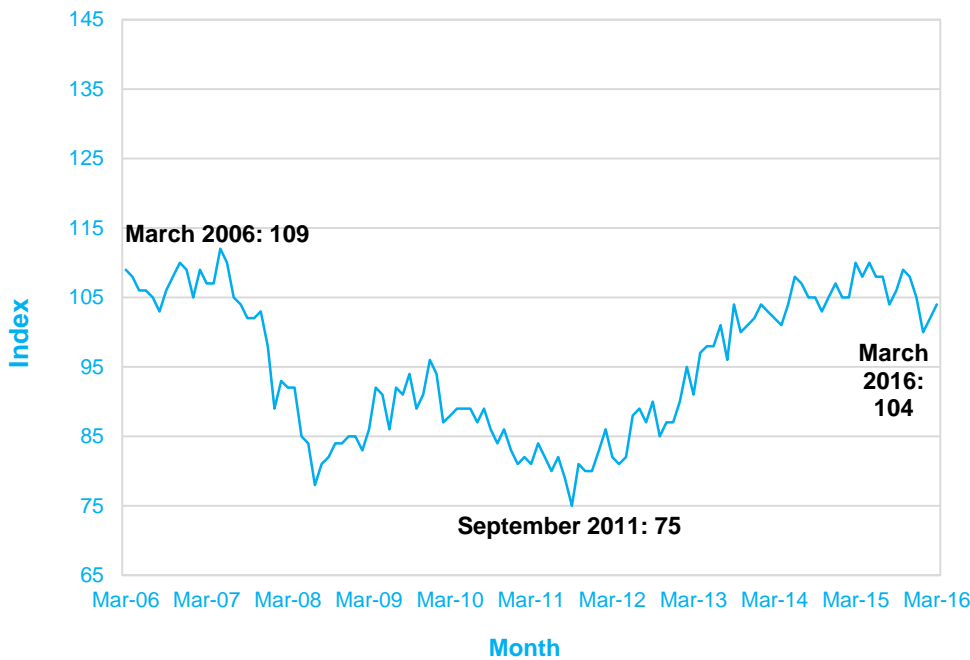
Australia/Asia

Australia* Economic Index
March 2016
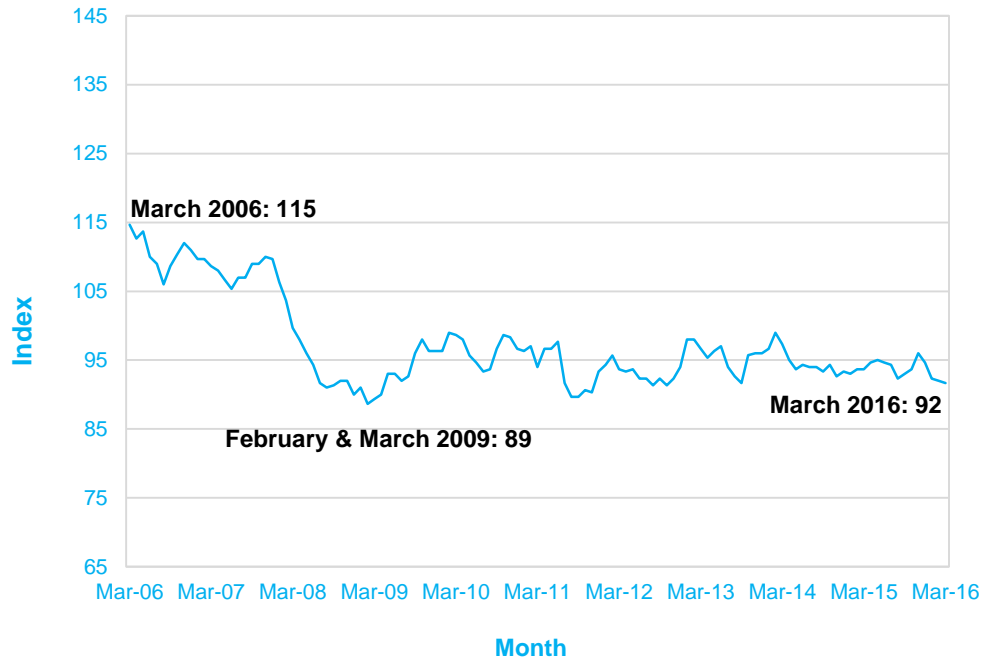
March 2006: 115

February & March 2009: 89

March 2016: 92

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

-2 Points

India* Economic Index
March 2016

March 2006: 139

March 2016: 124

February 2009: 101

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

-2 Points
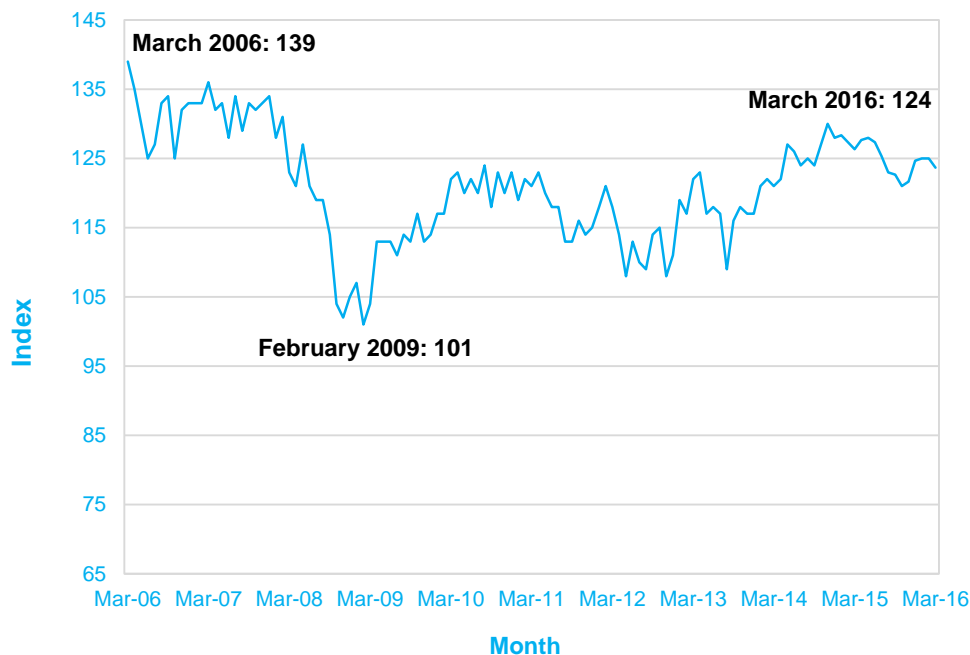
*Three-Month Moving Average

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.