

















Decision Analyst Global Economic Indices

May 2015

Arlington, Texas—The following table compares Decision Analyst’s U.S. Economic Index to its Economic Indices for other countries. 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 6 points over the past year. In South America, Brazil’s Economic Index has declined 19 points in the past year, while Argentina has increased 12 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 May 2015		
	May 2015 Index	Past-12-Month Change (From May 2014 to May 2015)
North America		
 United States	109	↑ +4
 Canada	93	↓ -2
 Mexico*	91	↓ -1
South America		
 Argentina*	91	↑ +12
 Brazil*	90	↓ -19
 Chile*	96	↓ -8
 Colombia*	104	↓ -2
 Peru*	106	↓ -7
Europe		
 France	91	↑ +6
 Germany	106	↑ +5
 Italy	90	↑ +3
 Russian Federation*	95	↓ -6
 Spain*	93	↑ +2
 United Kingdom	110	↑ +6
Australia/Asia		
 Australia*	95	↑ +1
 India*	128	↑ +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.



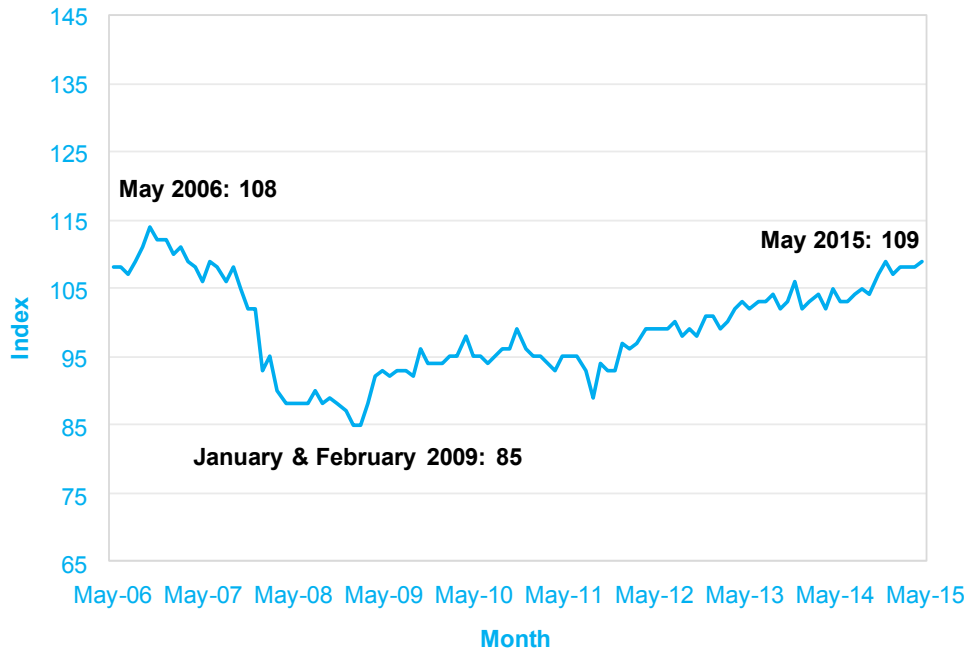
Strategic Research ■ Analytics ■ Modeling ■ Optimization

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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

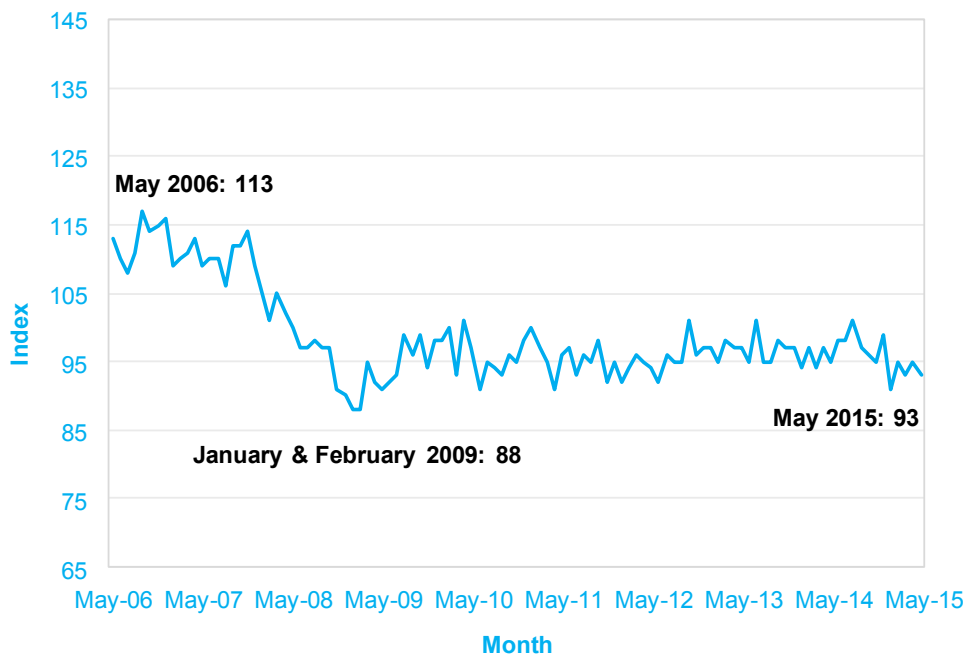
United States Economic Index May 2015



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



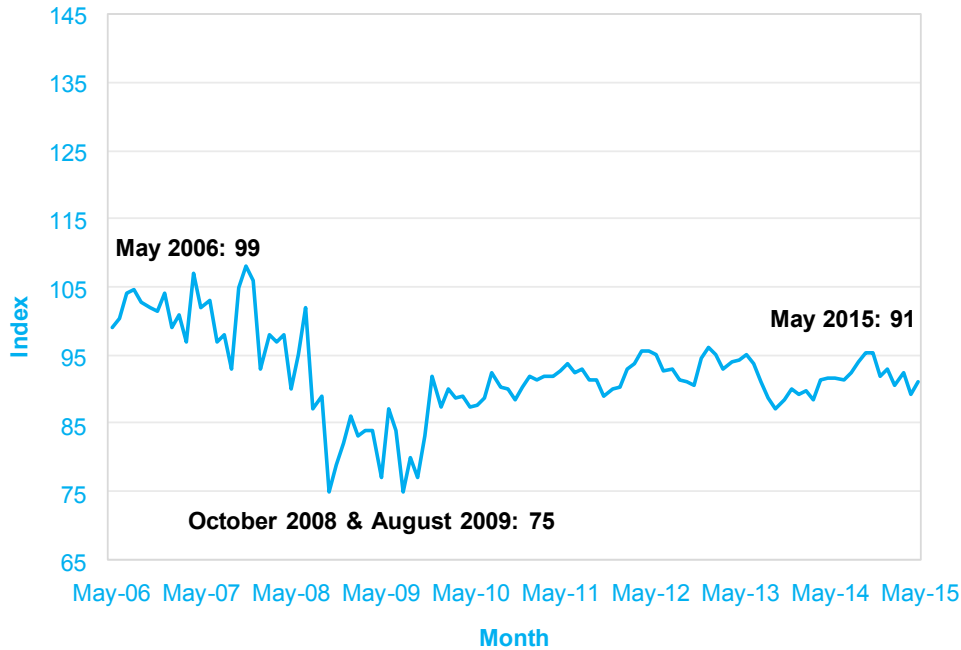
Canada Economic Index May 2015



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



**Mexico* Economic Index
May 2015**

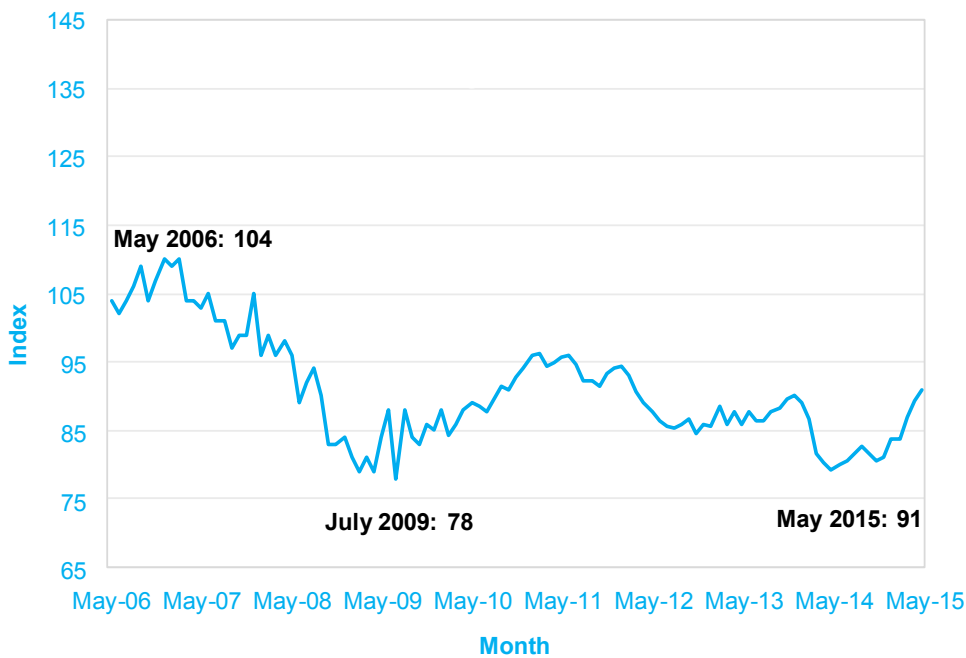


**Past-12-Month
Change**
(From May 2014 to
May 2015)



South America

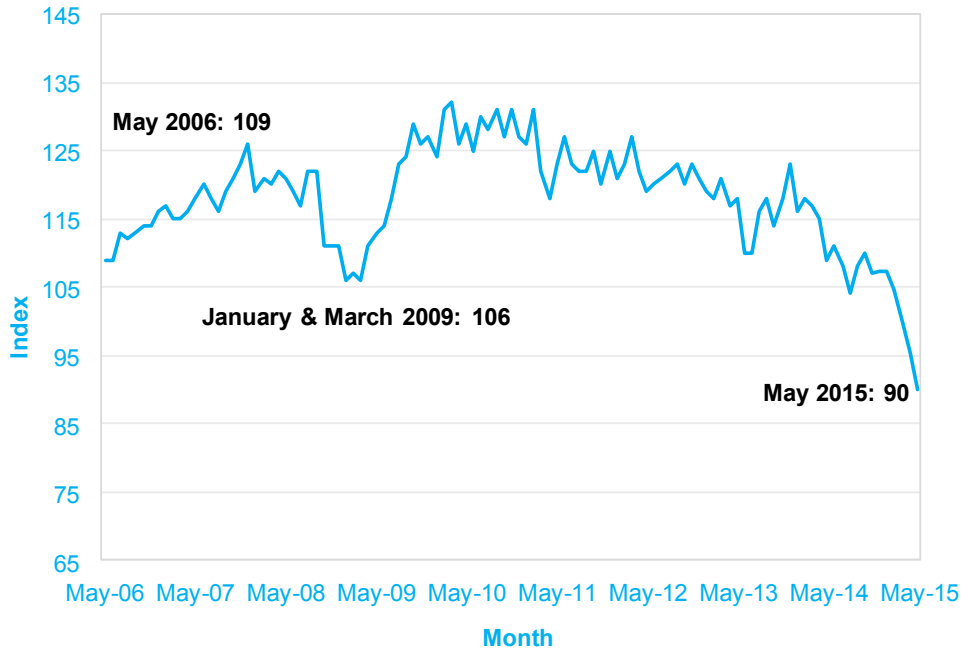
**Argentina* Economic Index
May 2015**



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



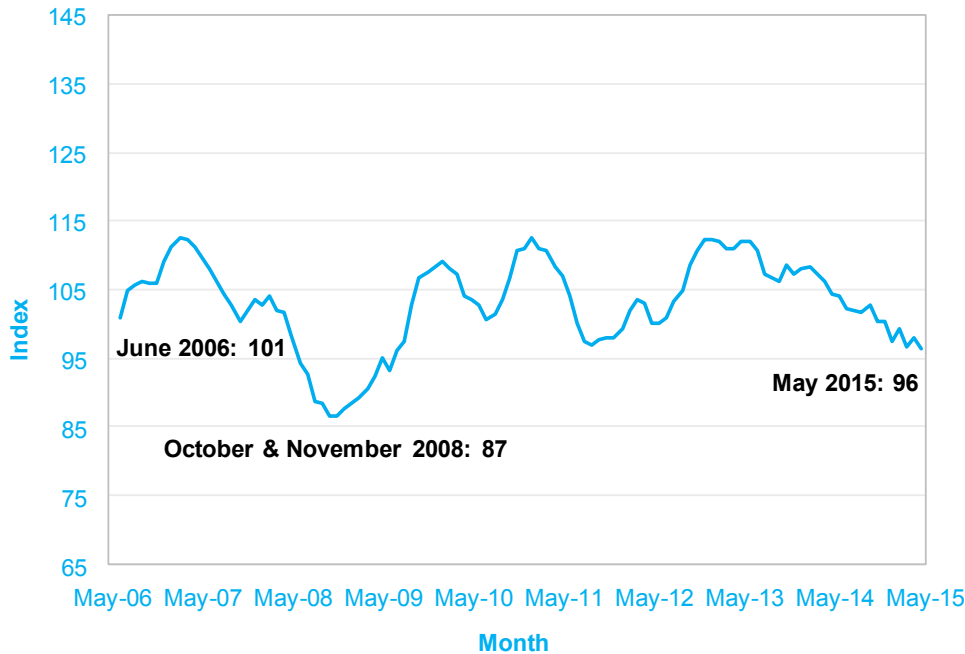
Brazil* Economic Index May 2015



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



Chile* Economic Index May 2015

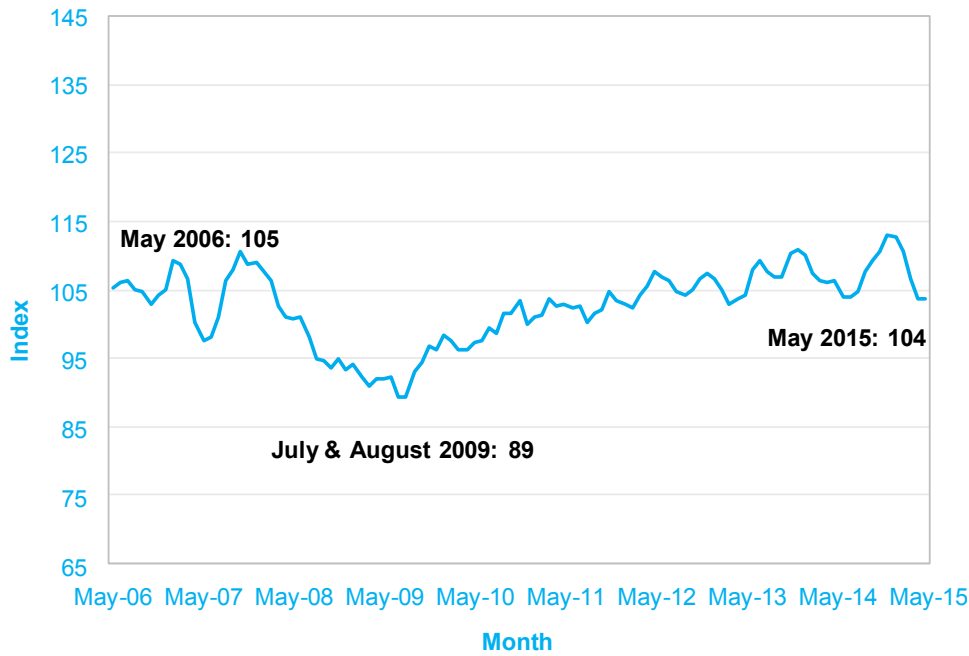


**Past-12-Month
Change**
(From May 2014 to
May 2015)



*Data collection
for Chile began
in June 2006.*

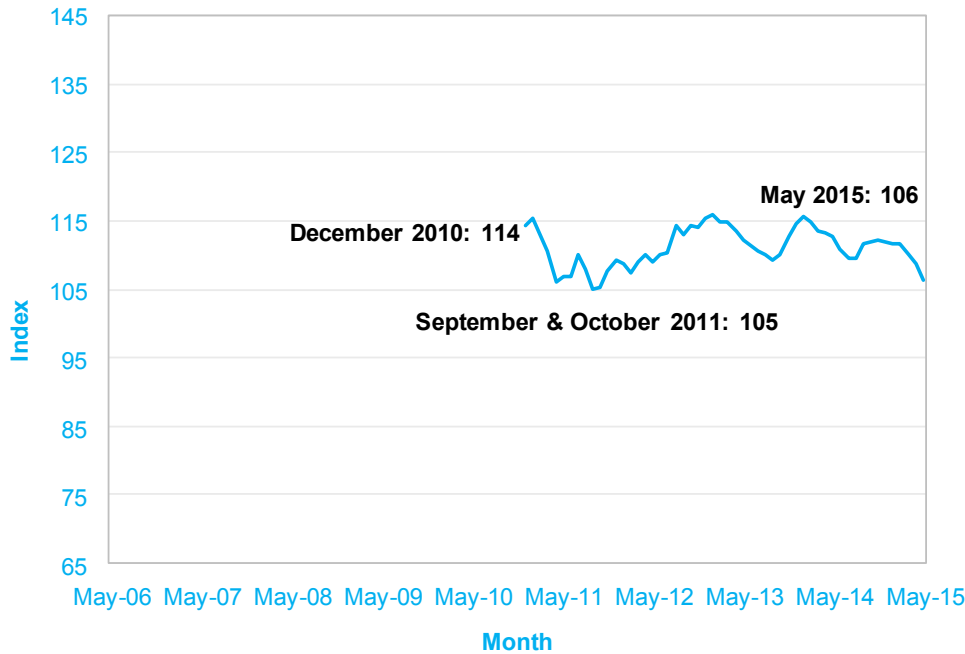
**Colombia* Economic Index
May 2015**



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



**Peru* Economic Index
May 2015**



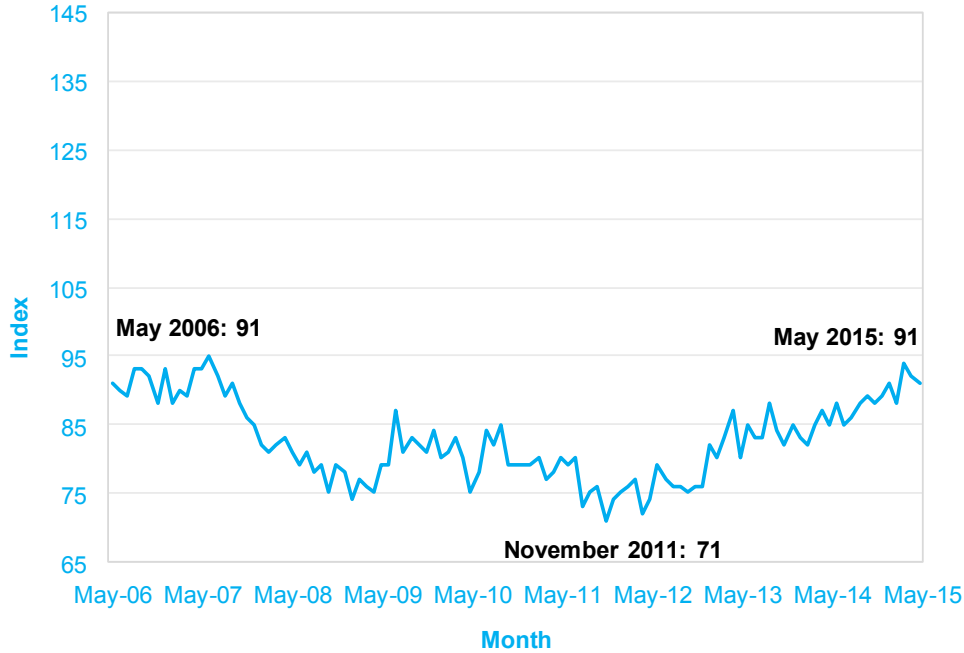
**Past-12-Month
Change**
(From May 2014 to
May 2015)



*Data collection for
Peru began in
December 2010.*

Europe

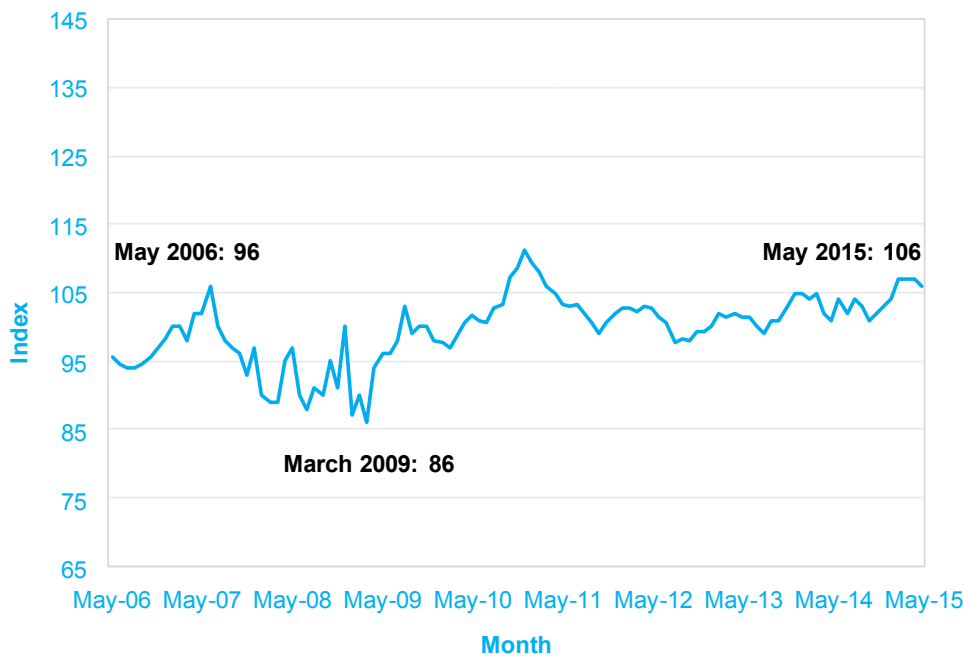
France Economic Index May 2015



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



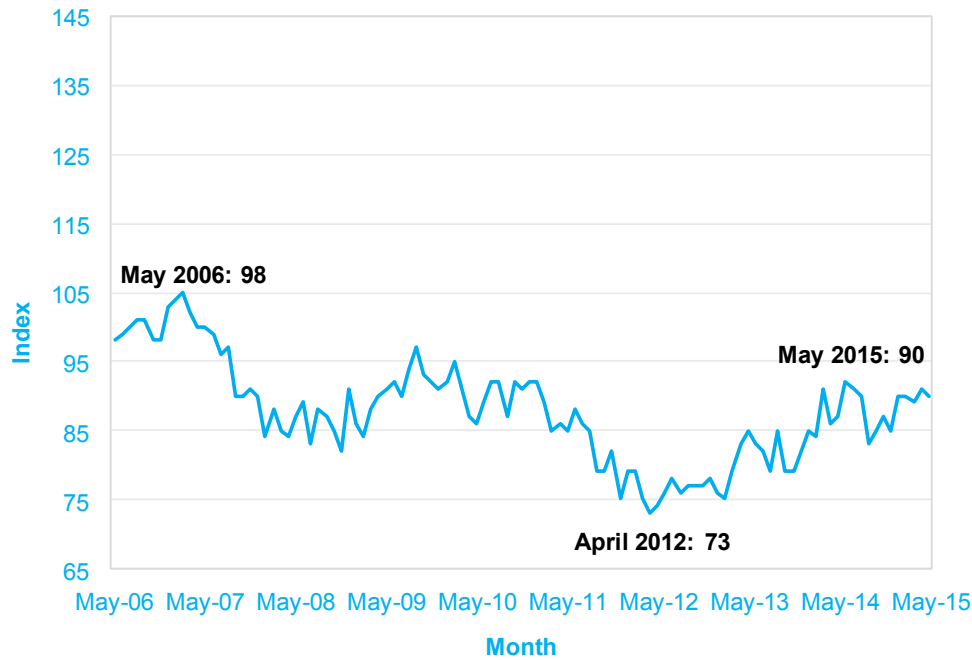
Germany Economic Index May 2015



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



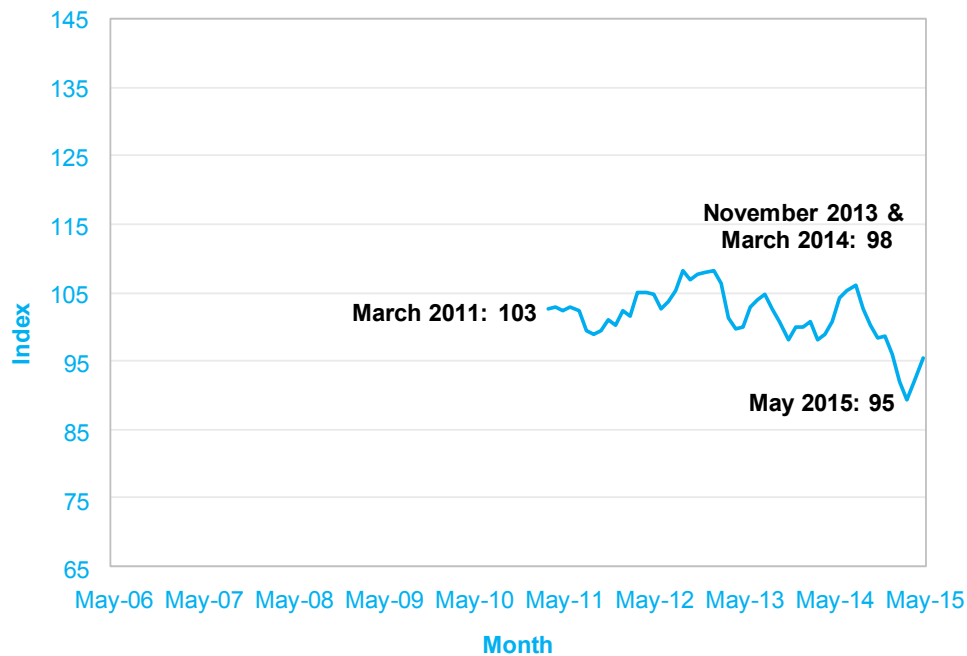
Italy Economic Index May 2015



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



Russian Federation* Economic Index May 2015

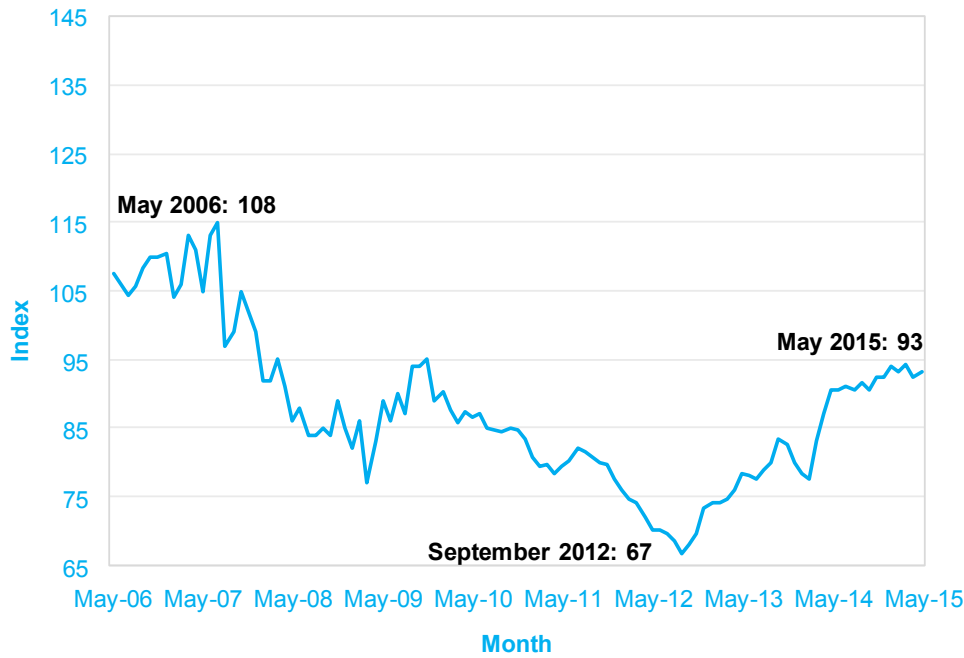


**Past-12-Month
Change**
(From May 2014 to
May 2015)



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

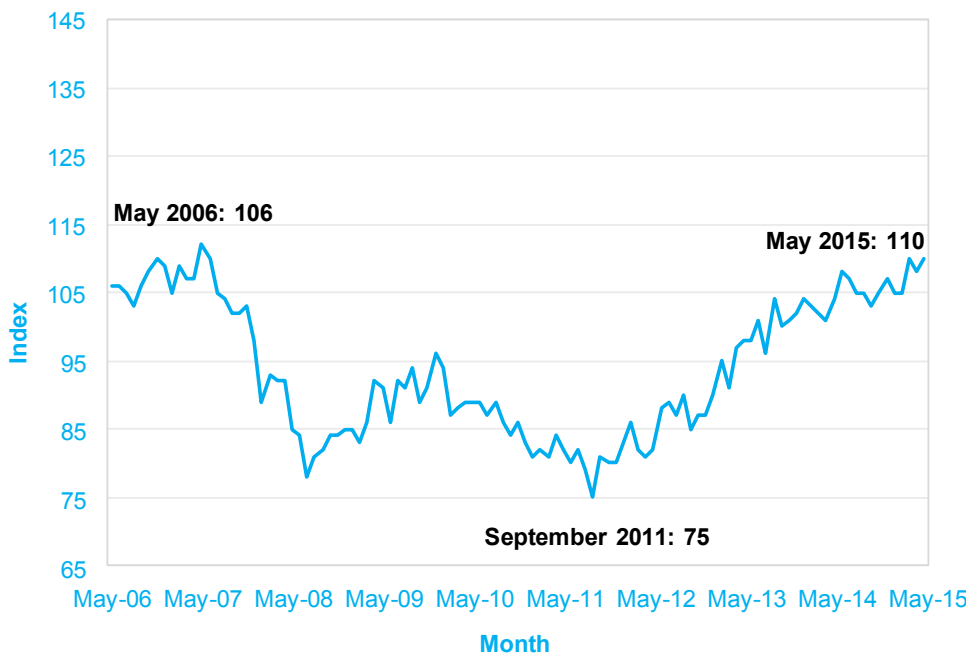
**Spain* Economic Index
May 2015**



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



**United Kingdom Economic Index
May 2015**

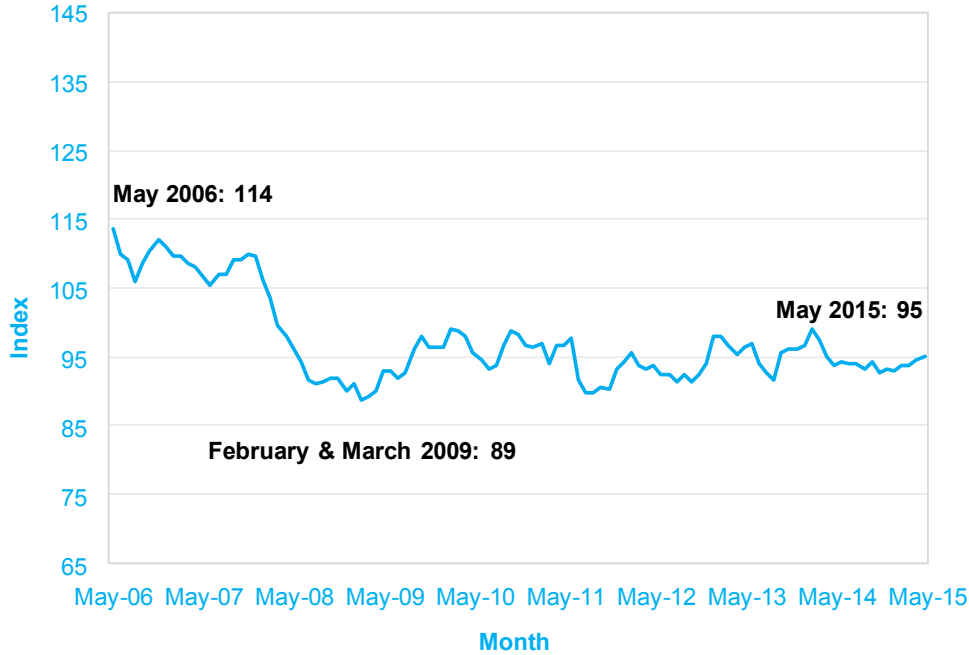


**Past-12-Month
Change**
(From May 2014 to
May 2015)



Australia/Asia

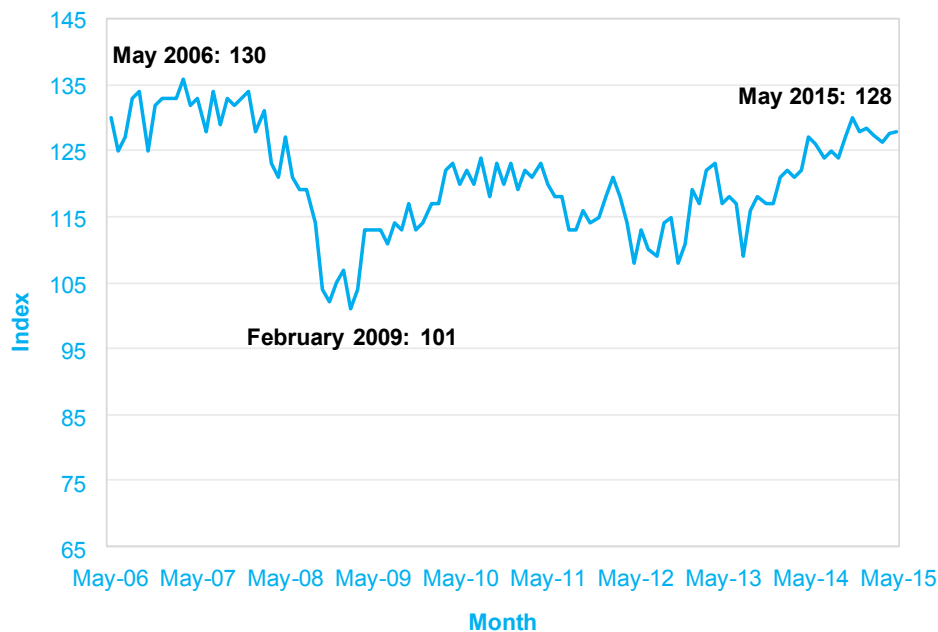
Australia* Economic Index May 2015



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



India* Economic Index May 2015



**Past-12-Month
Change**
(From May 2014 to
May 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 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.