

















Decision Analyst Global Economic Indices

October 2015

Arlington, Texas—In Europe, the UK has regained its footing, with an increase of 6 points from 103 in October 2014 to **109 in October 2015**. In South America, Argentina is the only bright spot; its Economic Index increased 8 points in the past 12 months, increasing from 82 in October 2014 to **90 in October 2015**. Meanwhile, Brazil's economy is collapsing; it declined 22 points from an Index of 110 in October 2014 to **88 in October 2015**.

Decision Analyst Global Economic Indices October 2015			
		October 2015 Index	Past-12-Month Change (From October 2014 to October 2015)
North America			
	United States	107	↑ +3
	Canada	89	↓ -7
	Mexico*	91	↓ -4
South America			
	Argentina*	90	↑ +8
	Brazil*	88	↓ -22
	Chile*	95	↓ -8
	Colombia*	105	↓ -4
	Peru*	103	↓ -9
Europe			
	France	88	↓ -1
	Germany	104	↑ +3
	Italy	95	↑ +10
	Russian Federation*	91	↓ -9
	Spain*	96	↑ +5
	United Kingdom	109	↑ +6
Australia/Asia			
	Australia*	94	→ +/-0
	India*	121	↓ -6

* 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

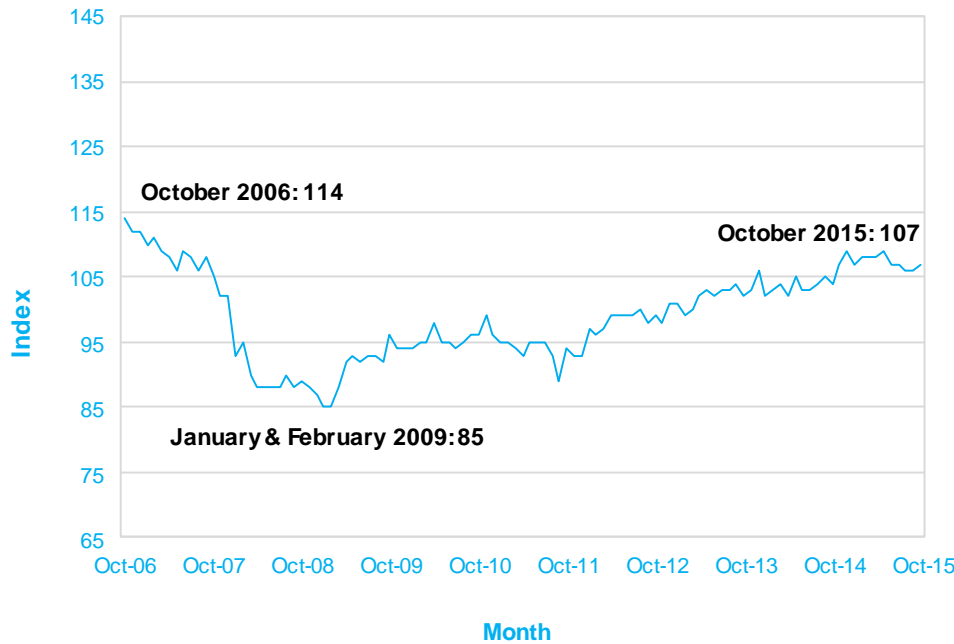
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The Decision Analyst Economic Indices are based on monthly online surveys in the respective countries; these surveys provide inputs to Decision Analyst's econometric models that compute the Economic Indices for each country.

North America

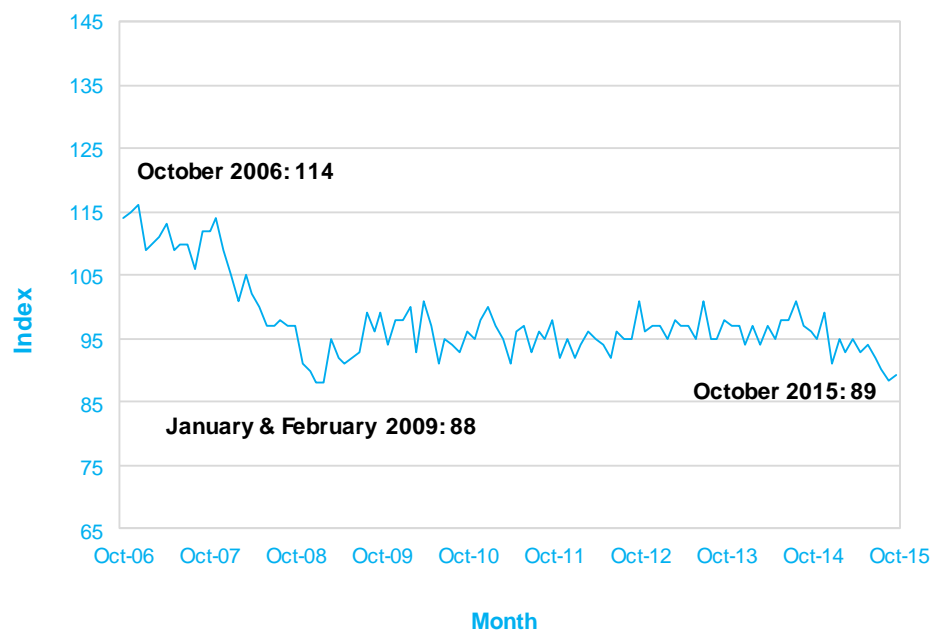
United States Economic Index October 2015



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



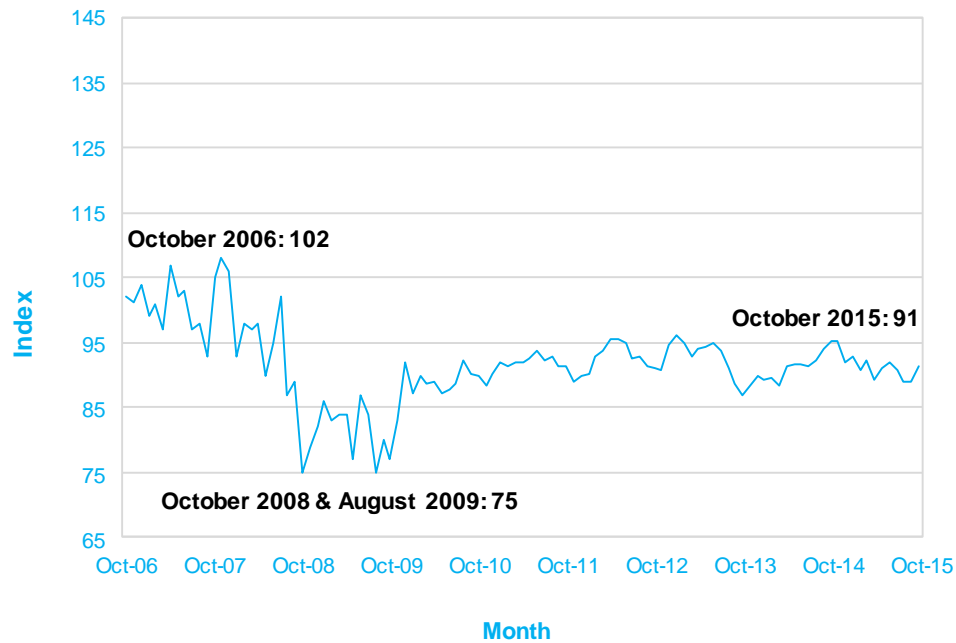
Canada Economic Index October 2015



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



Mexico* Economic Index October 2015

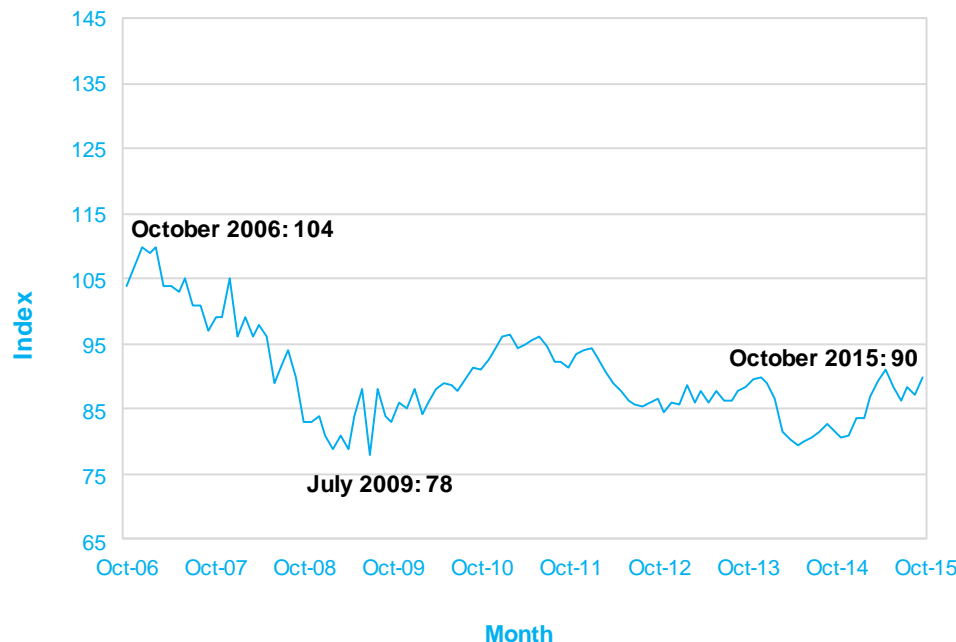


**Past-12-Month
Change**
(From October 2014
to October 2015)



South America

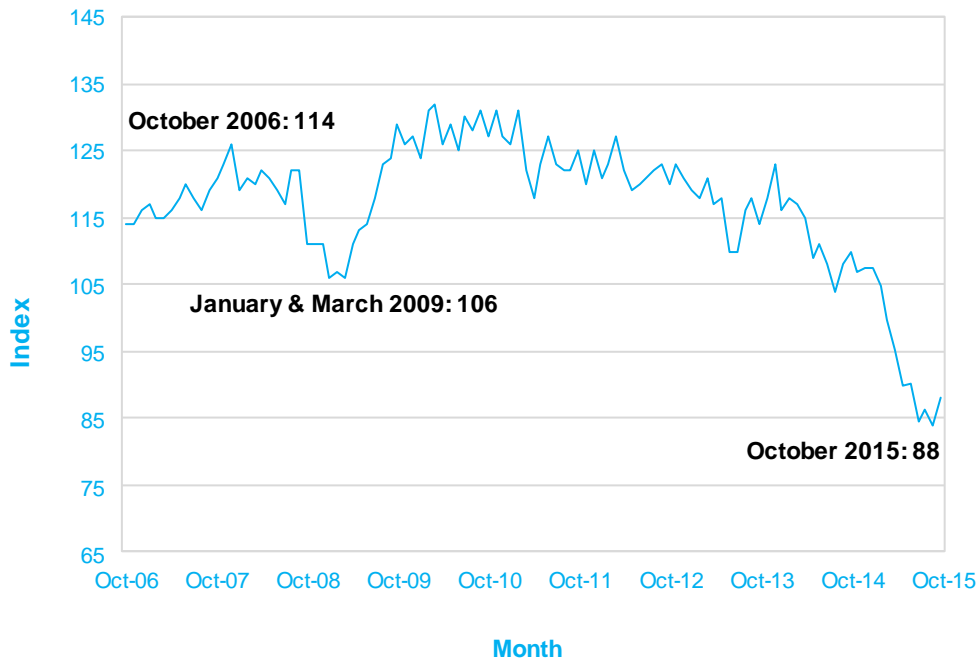
Argentina* Economic Index October 2015



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



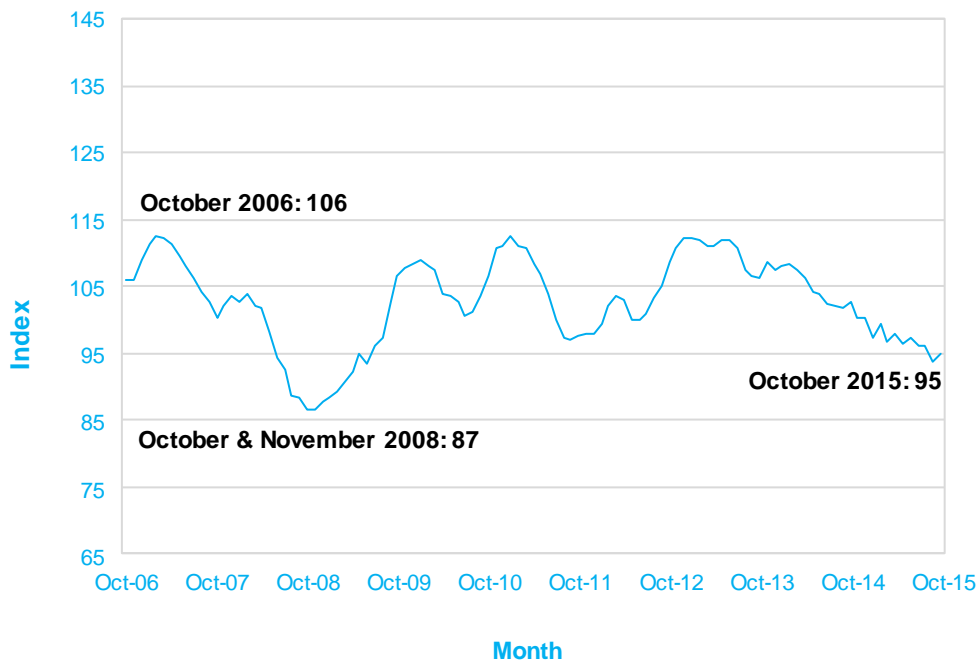
Brazil* Economic Index October 2015



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



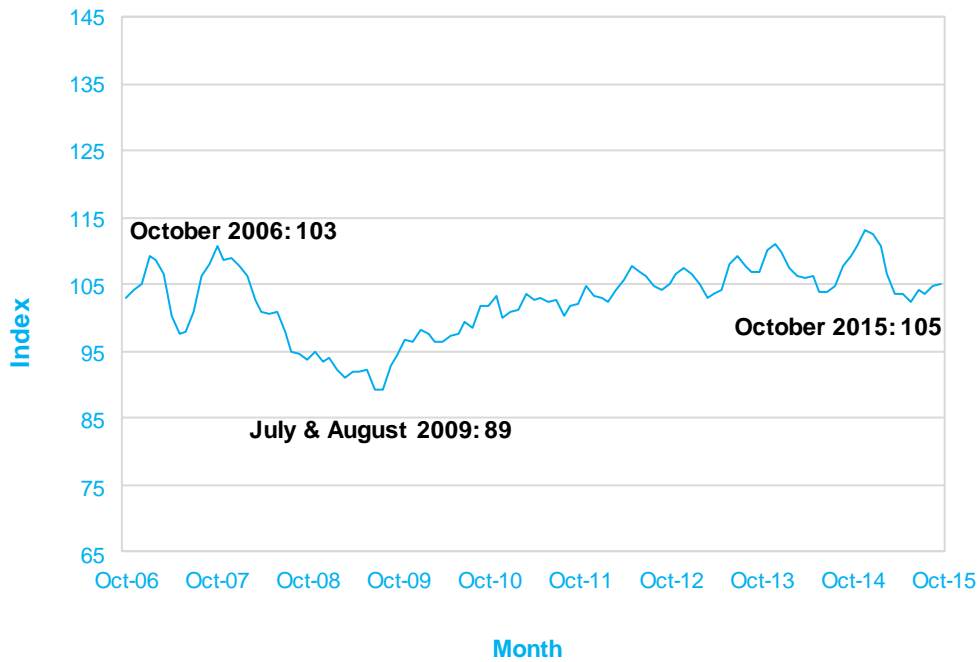
Chile* Economic Index October 2015



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



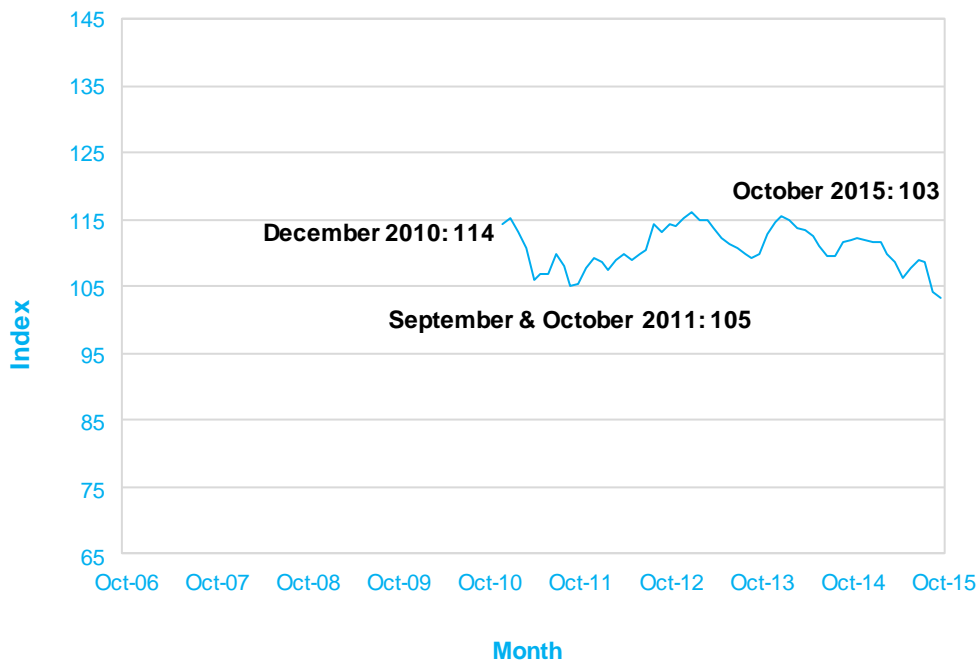
Colombia* Economic Index October 2015



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



Peru* Economic Index October 2015



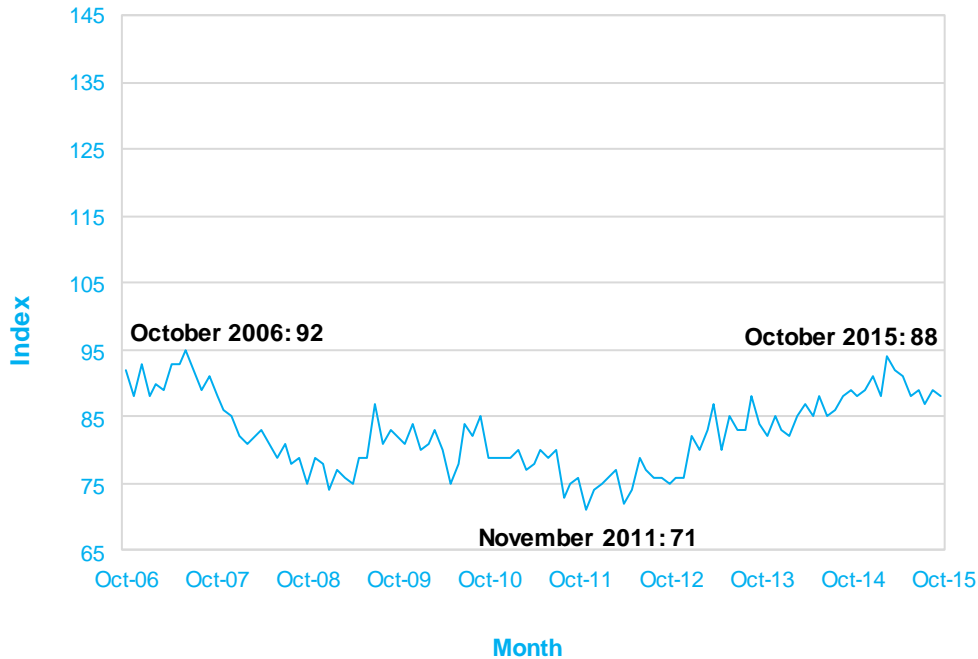
**Past-12-Month
Change**
(From October 2014
to October 2015)



*Data collection for
Peru began in
December 2010.*

Europe

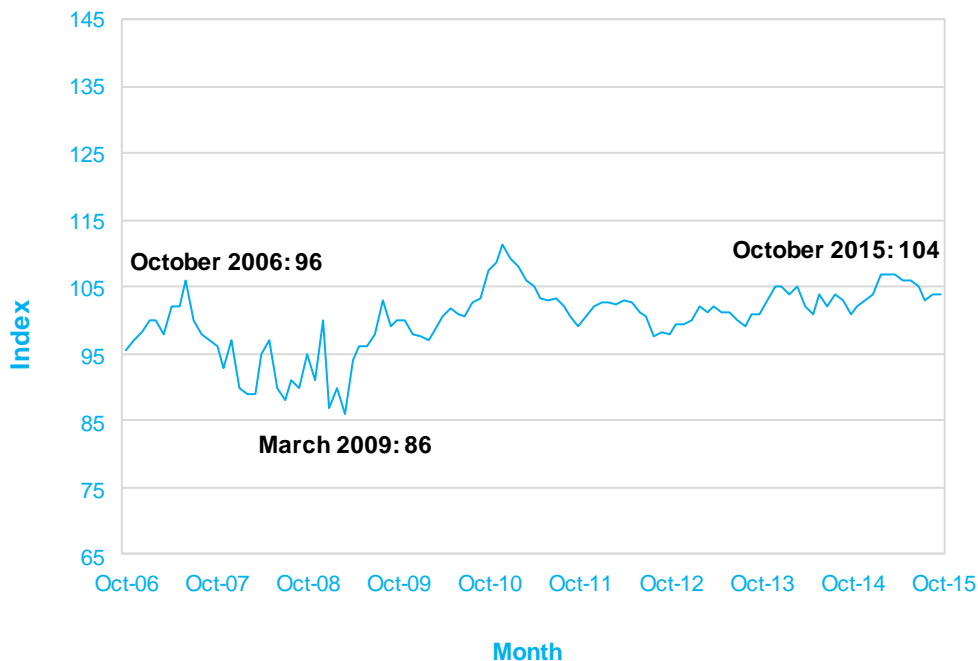
France Economic Index October 2015



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



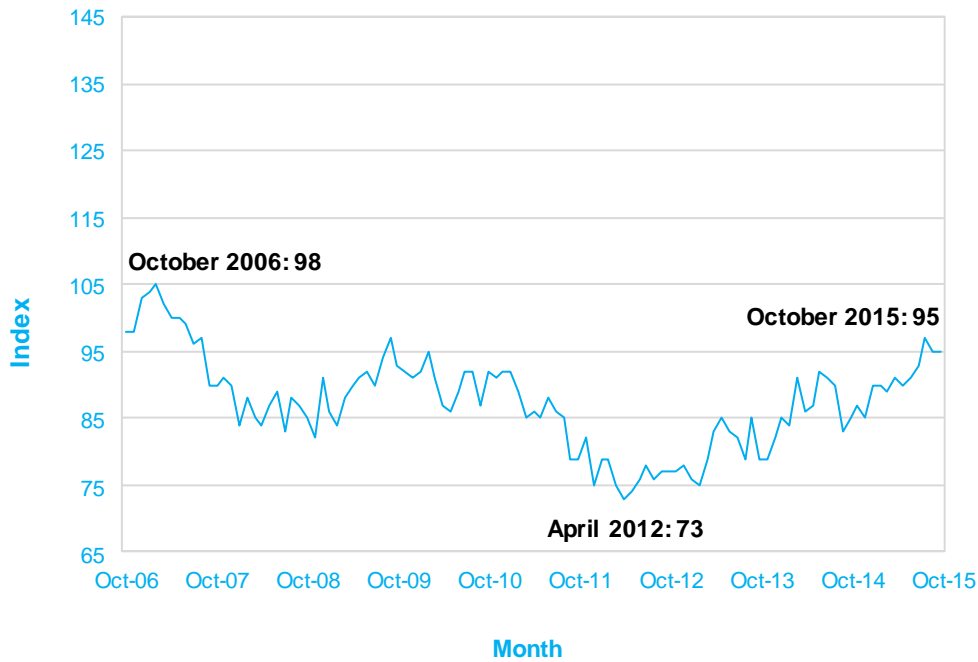
Germany Economic Index October 2015



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



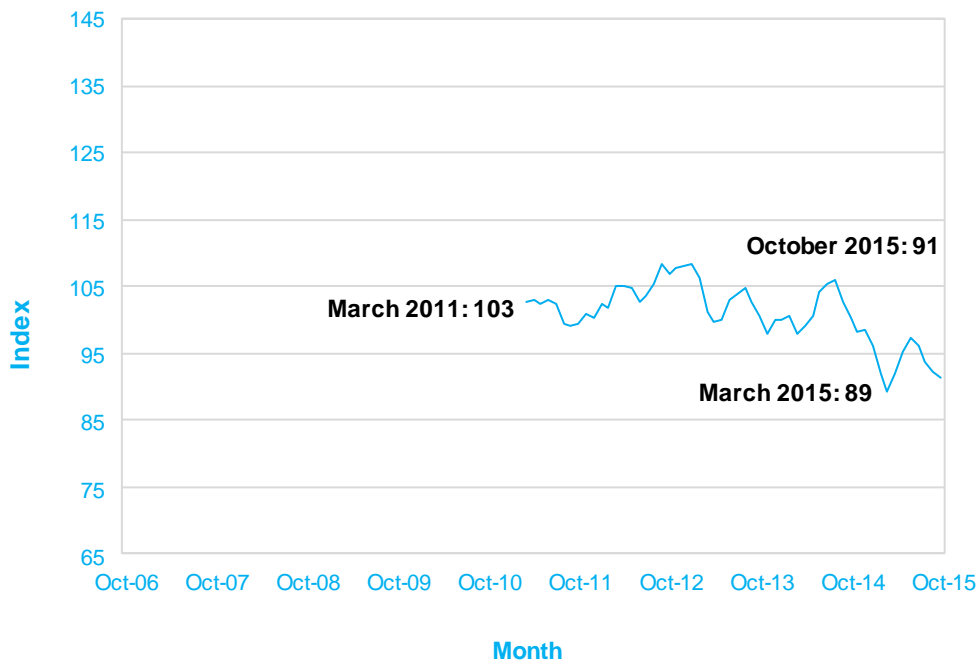
Italy Economic Index October 2015



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



Russian Federation* Economic Index October 2015

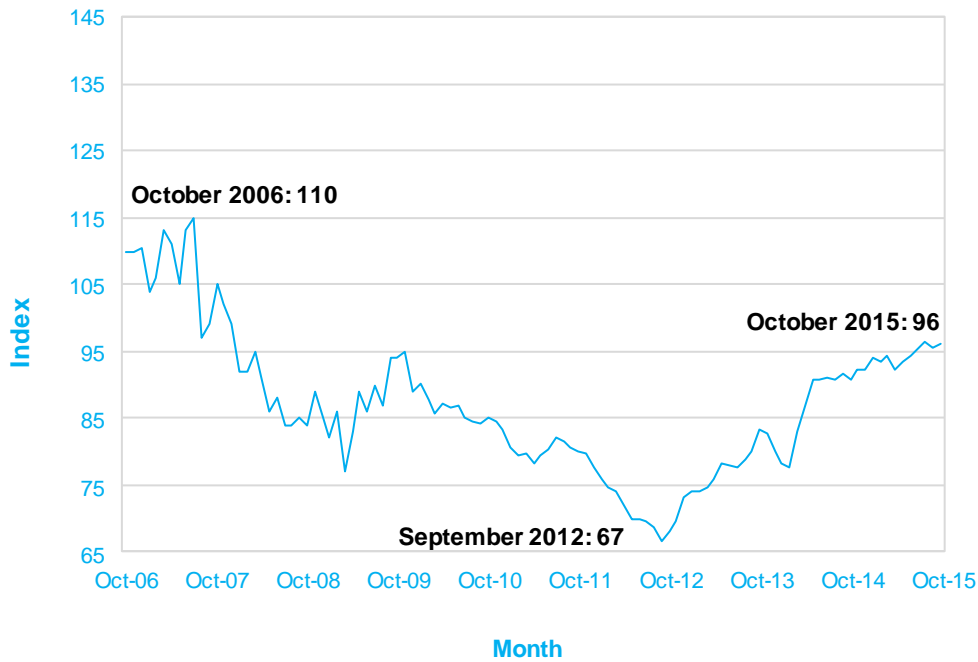


**Past-12-Month
Change**
(From October 2014
to October 2015)



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

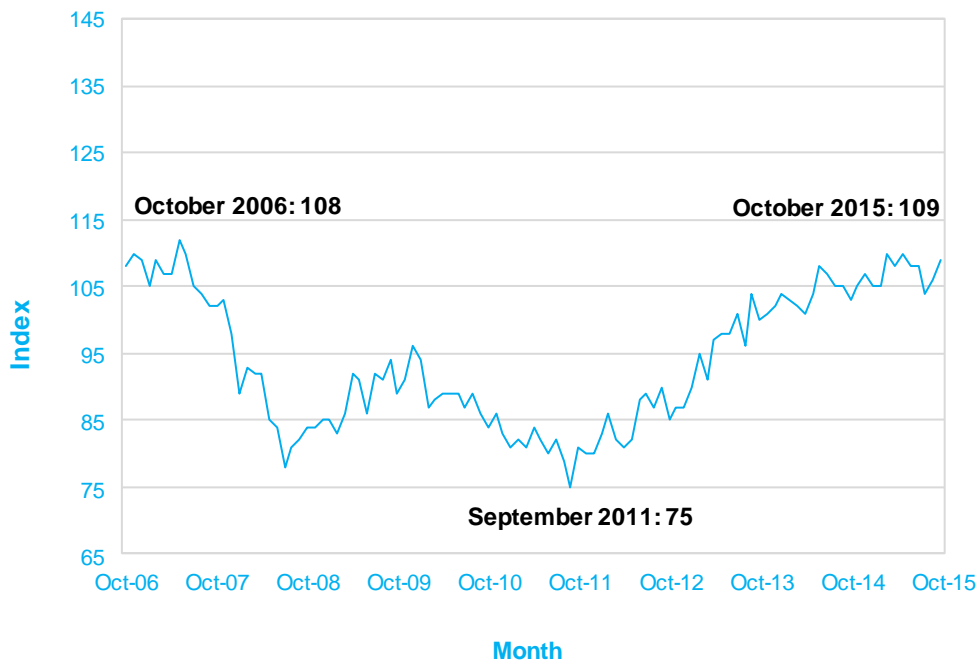
Spain* Economic Index October 2015



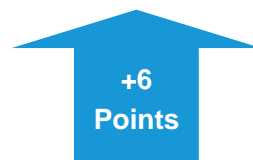
**Past-12-Month
Change**
(From October 2014
to October 2015)



United Kingdom Economic Index October 2015

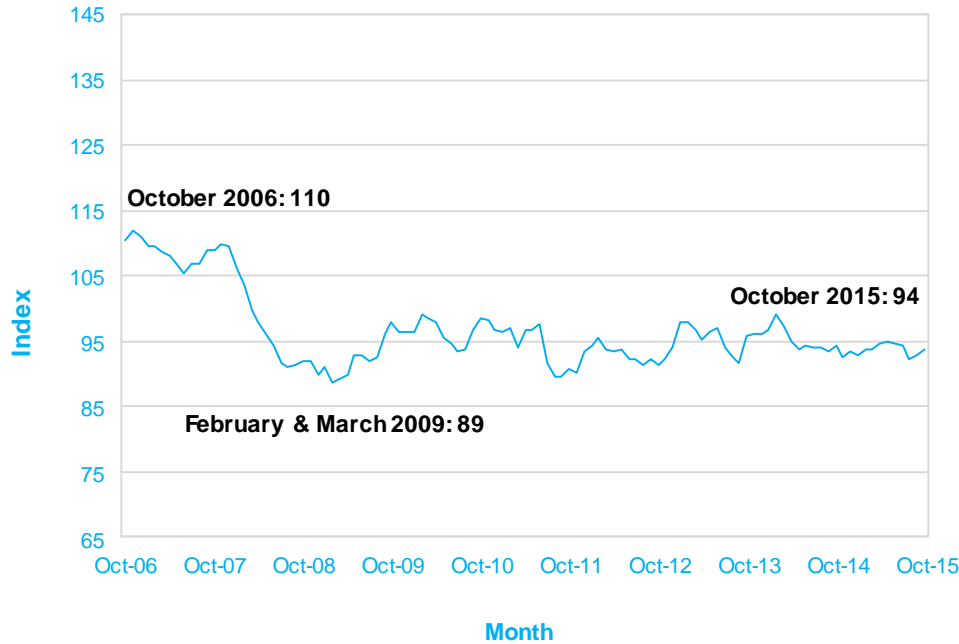


**Past-12-Month
Change**
(From October 2014
to October 2015)



Australia/Asia

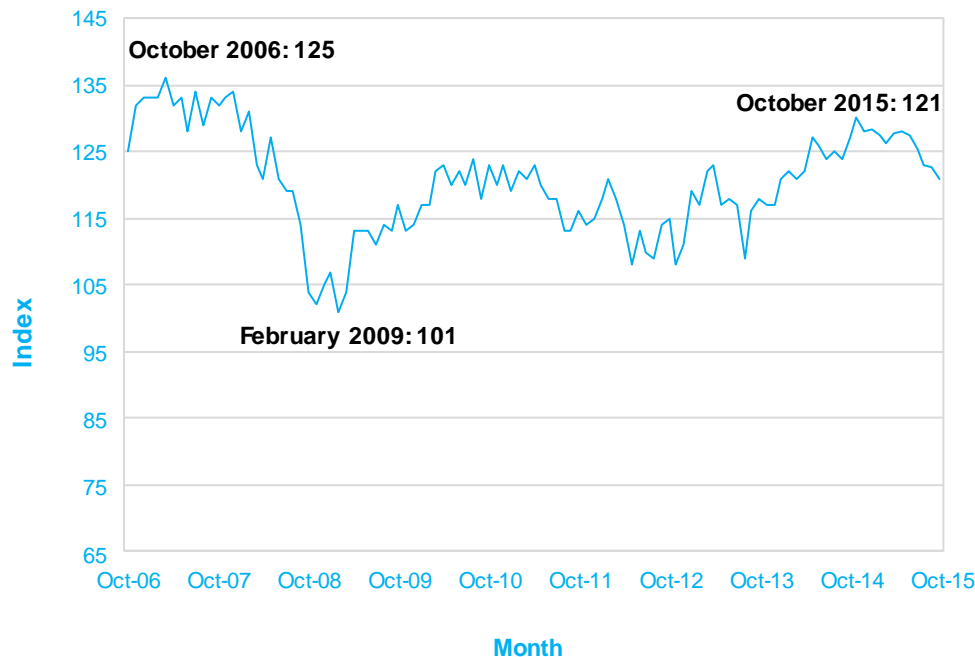
Australia* Economic Index October 2015



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



India* Economic Index October 2015



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