Decision Analyst Global Economic Indices
September 2015

Arlington, Texas— In South America Argentina's Economic Index increased 4 points in the past 12 months, while Brazil's economy collapsed (with a decline of 24 points). Russia is in trouble with a decline of 11 points over the past year, closely followed by Canada with a 9-point decline. The Economic Index tends to lead economic activity in each country by 6 to 12 months.

Decision Analyst Global Economic Indices
September 2015

North America	September 2015 Index	Past-12-Month Change (From September 2014 to September 2015)	
United States	106	↑	+1
Canada	88	↓	-9
Mexico*	89	↓	-5
South America			
Argentina*	87	↑	+4
Brazil*	84	↓	-24
Chile*	94	↓	-8
Colombia*	105	↓	-3
Peru*	104	↓	-8
Europe			
France	89	↑	+1
Germany	104	↑	+1
Italy	95	↑	+12
Russian Federation*	92	↓	-11
Spain*	96	↑	+4
United Kingdom	106	↑	+1
Australia/Asia			
Australia*	93	→	+/-0
India*	123	↓	-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
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
September 2015
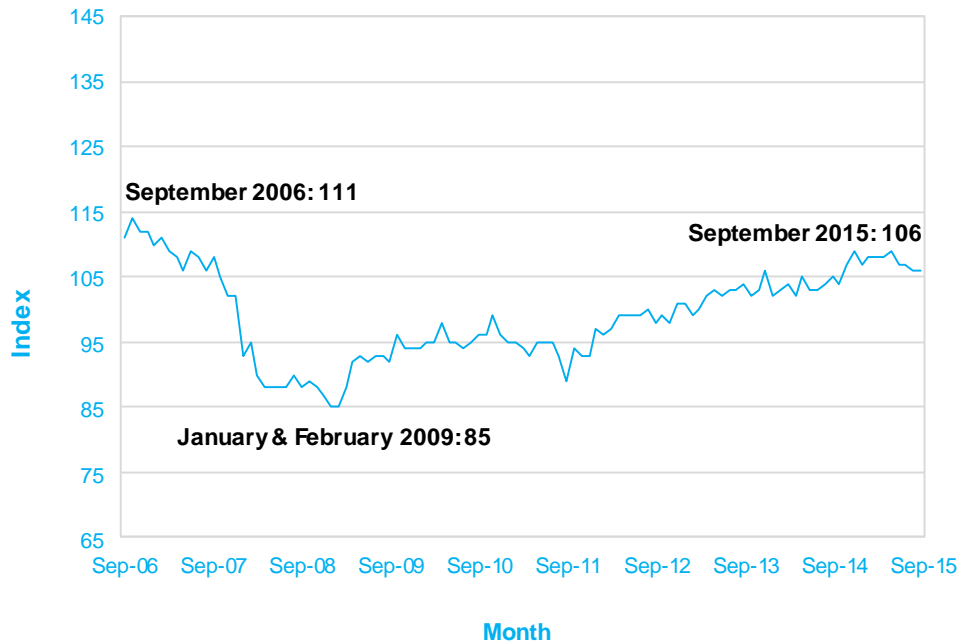
September 2006: 111

September 2015: 106

January & February 2009: 85

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

+1 Point

Canada Economic Index
September 2015

September 2006: 117

September 2015: 88

January & February 2009: 88

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

-9 Points
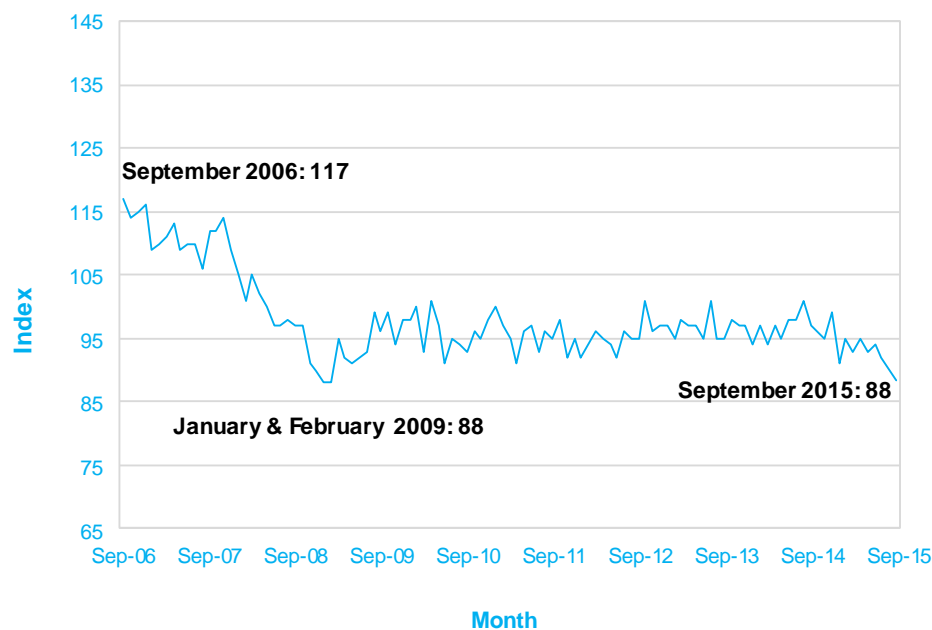
Mexico* Economic Index
September 2015

September 2006: 103

September 2015: 89

October 2008 & August 2009: 75

Index

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

Month

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

-5 Points
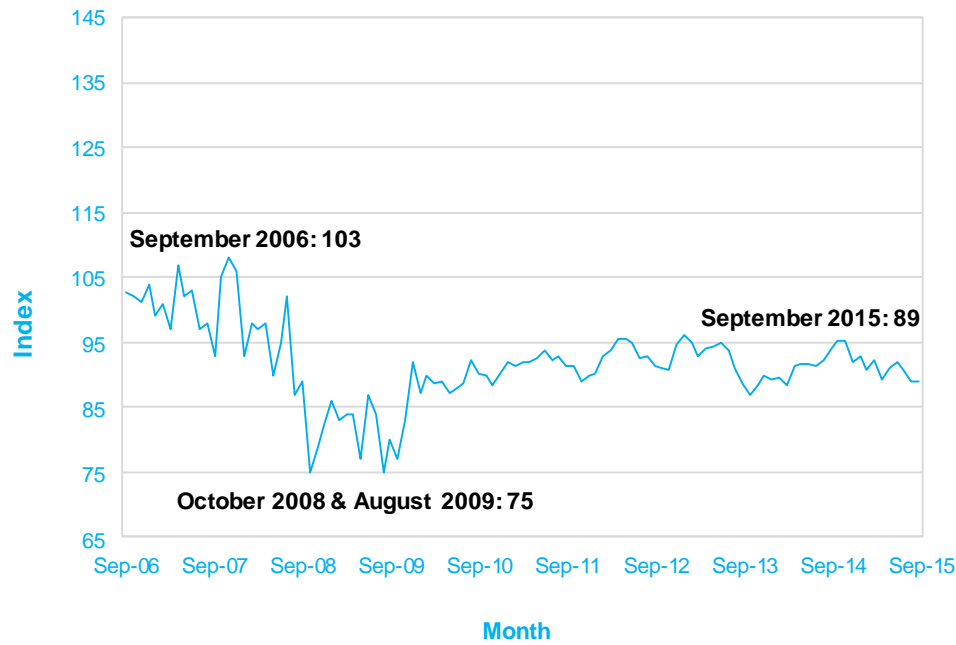
South America

Argentina* Economic Index
September 2015

September 2006: 109

September 2015: 87

July 2009: 78

Index

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

Month

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

+4 Points
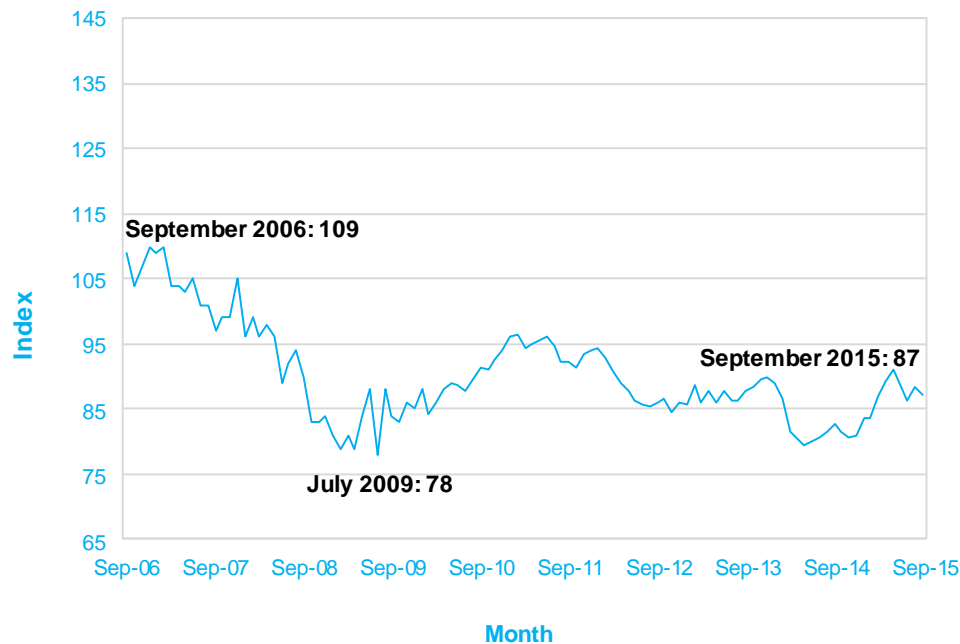
Brazil* Economic Index
September 2015
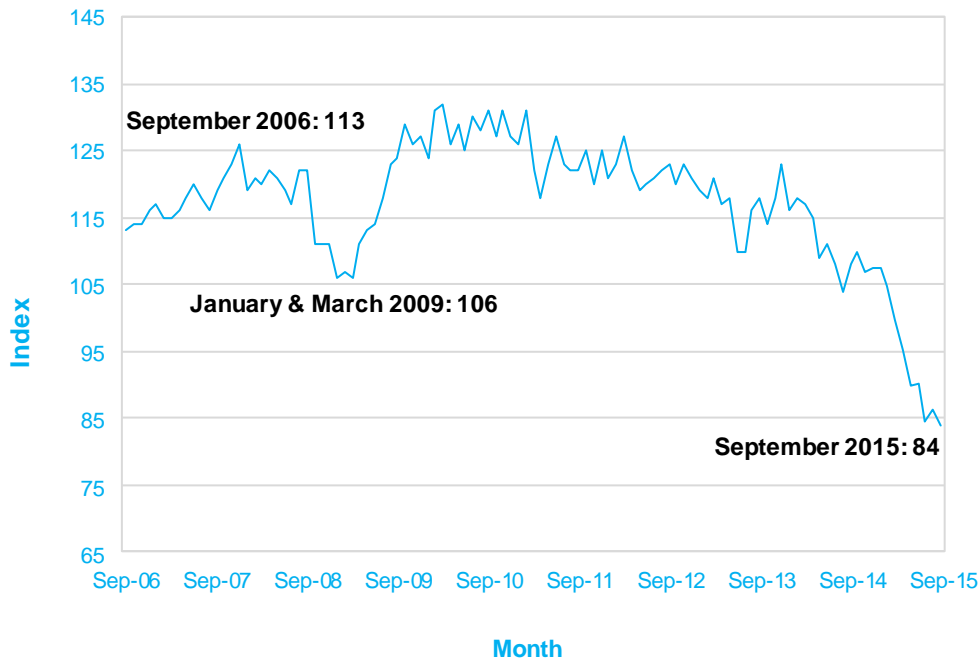
September 2006: 113

January & March 2009: 106

September 2015: 84

Index

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

Month

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

-24 Points

Chile* Economic Index
September 2015

September 2006: 106

September 2015: 94

October & November 2008: 87

Index

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

Month

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

-8 Points
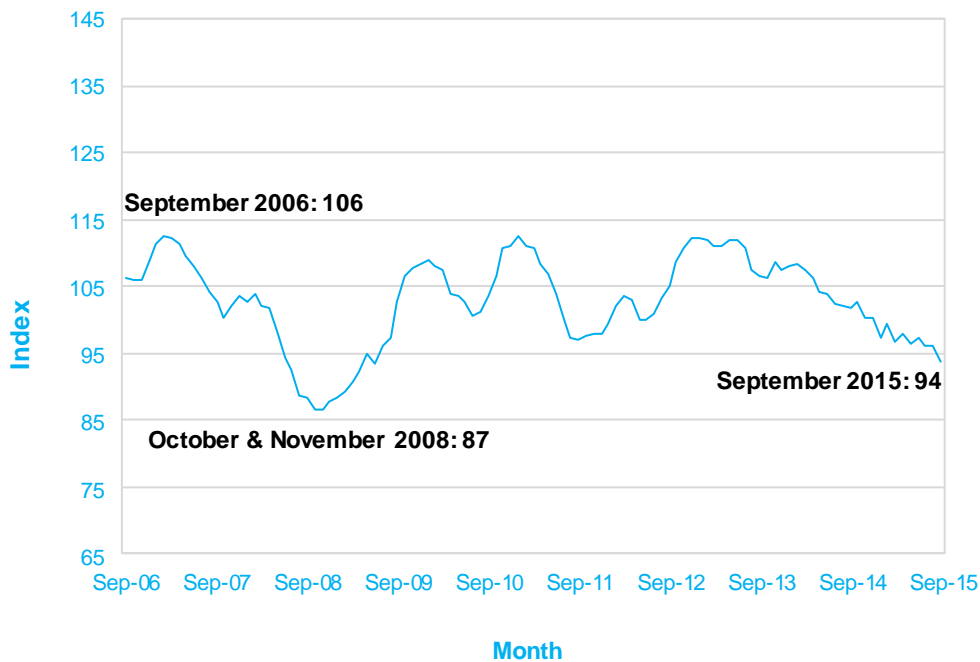
Colombia* Economic Index
September 2015
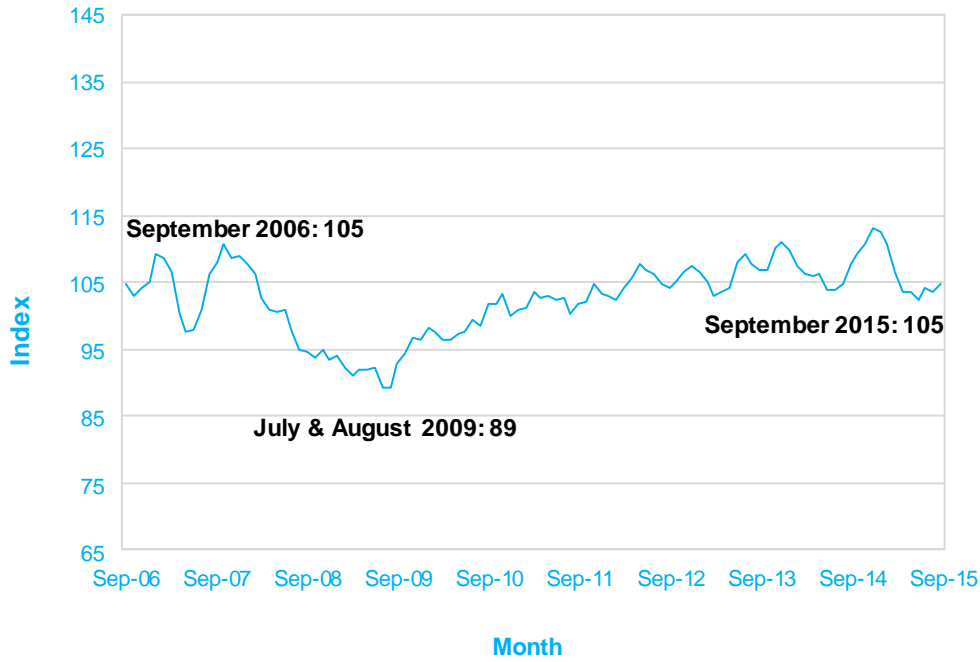
September 2006: 105

July & August 2009: 89

September 2015: 105

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

-3 Points

Peru* Economic Index
September 2015

December 2010: 114

September 2015: 104

September & October 2011: 105

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

-8 Points
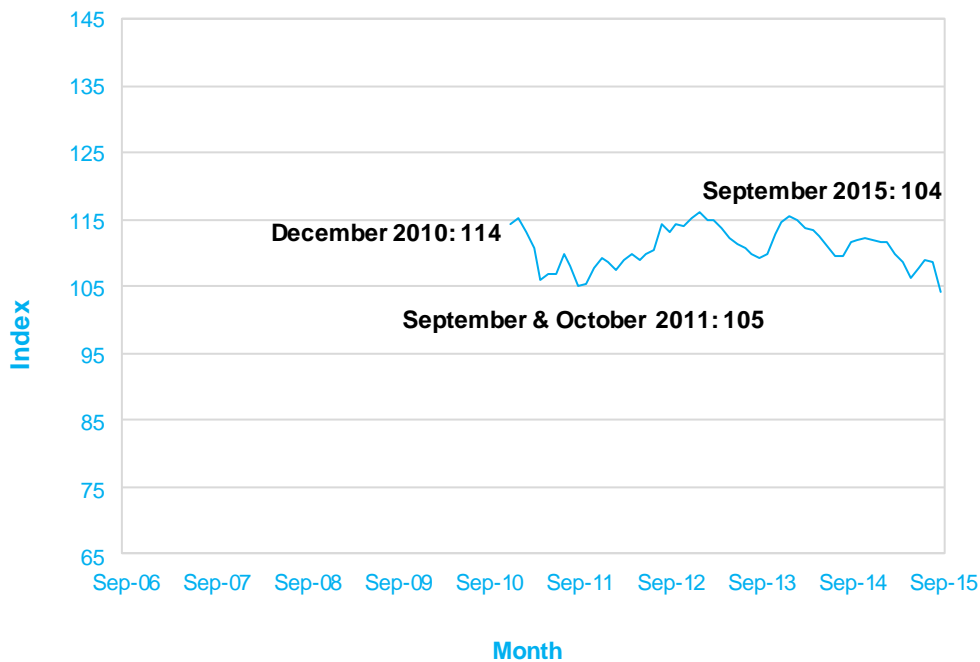
Data collection for Peru began in December 2010.

Europe

France Economic Index
September 2015

September 2006: 93

September 2015: 89

November 2011: 71

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

+1 Point
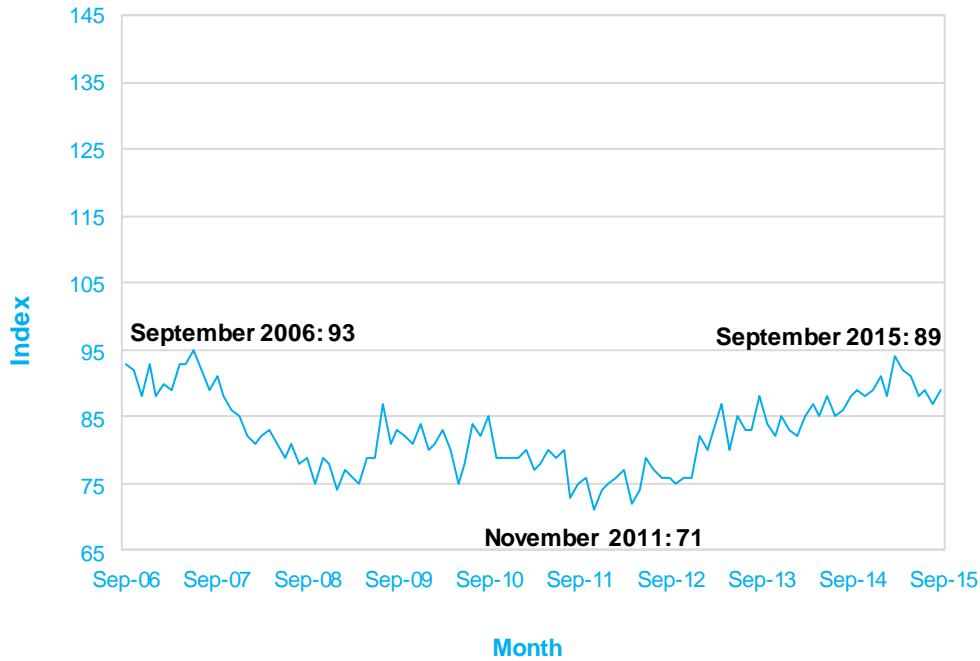
Germany Economic Index
September 2015
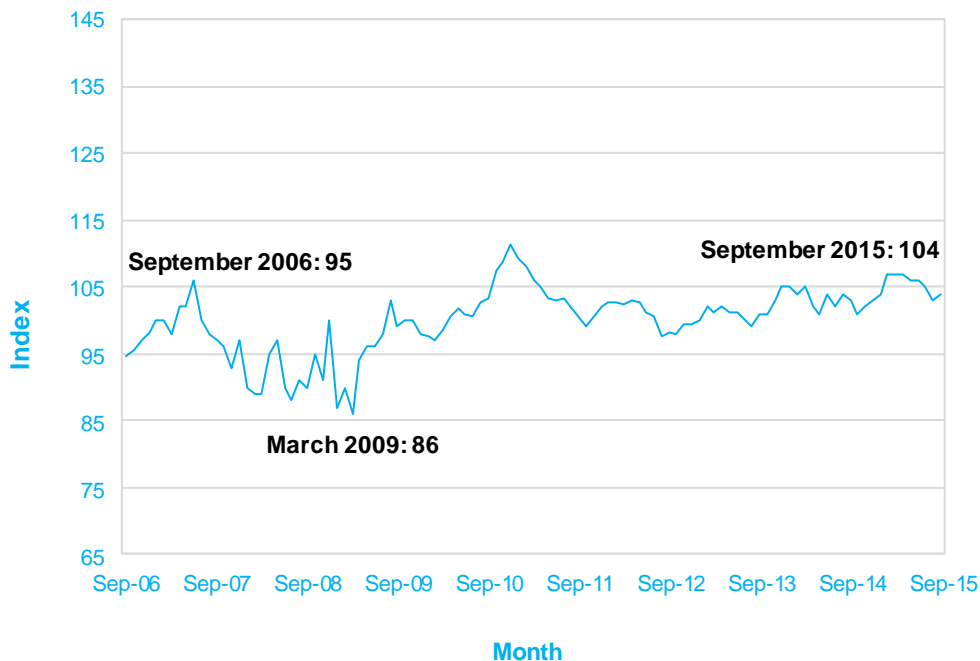
September 2006: 95

September 2015: 104

March 2009: 86

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

+1 Point

Italy Economic Index
September 2015

Index

September 2006: 101

September 2015: 95

April 2012: 73

Month

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

+12 Points
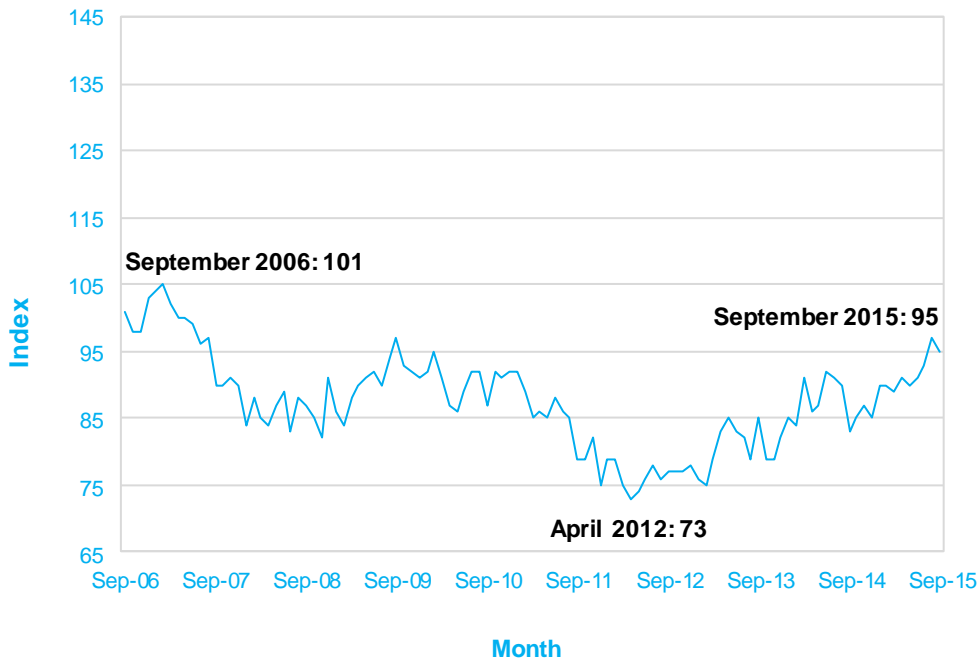
Russian Federation* Economic Index
September 2015

Index

March 2011: 103

September 2015: 92

March 2015: 89

Month

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

-11 Points
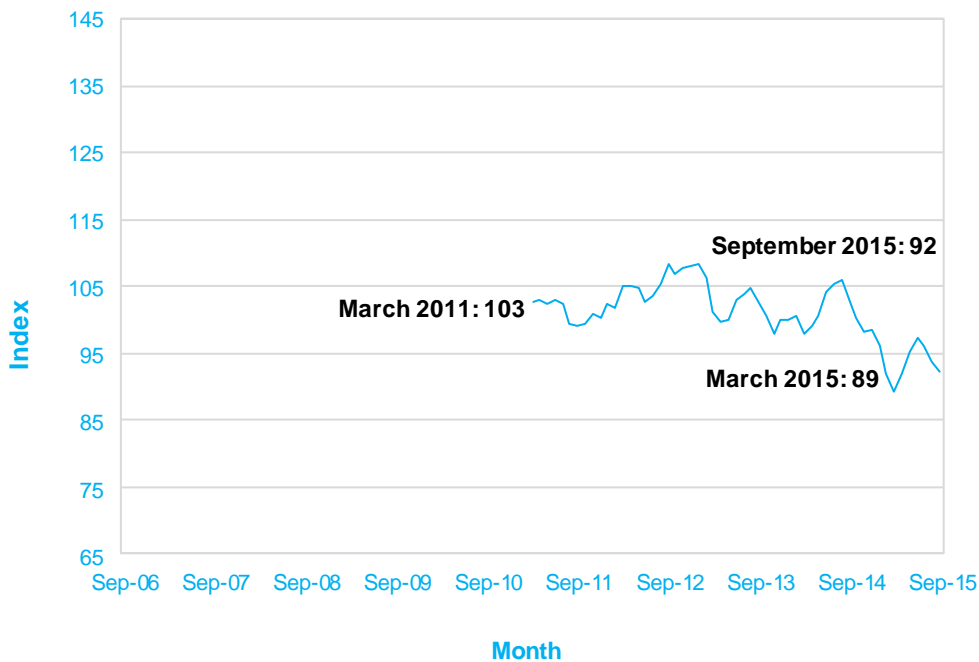
Data collection for Russian Federation began in March 2011.

Spain* Economic Index
September 2015

September 2006: 108

September 2015: 96

September 2012: 67

Index

Month

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

+4 Points
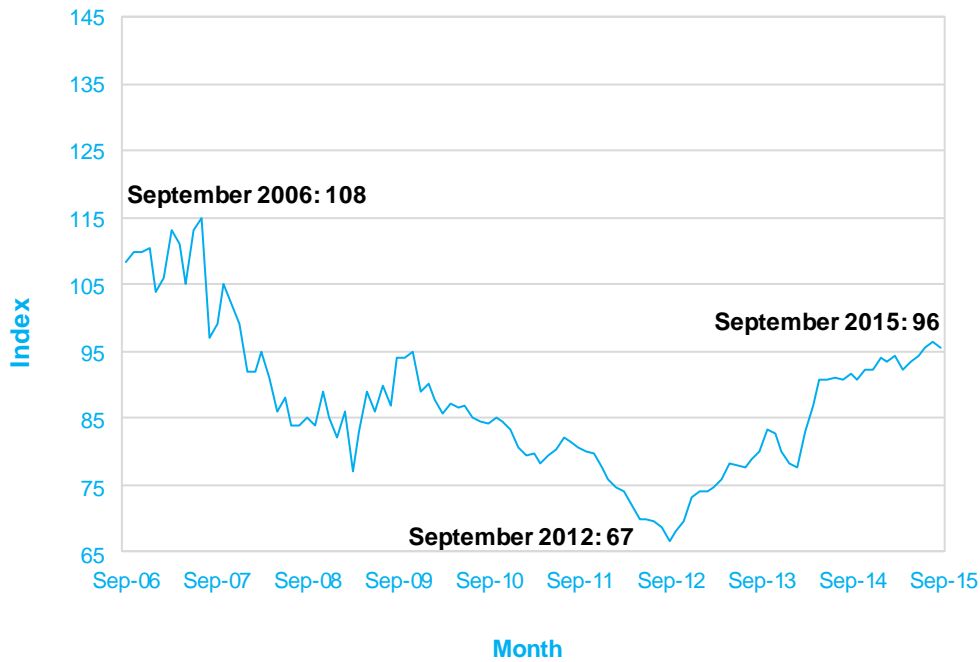
United Kingdom Economic Index
September 2015

September 2006: 106

September 2015: 106

September 2011: 75

Index

Month

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

+1 Point
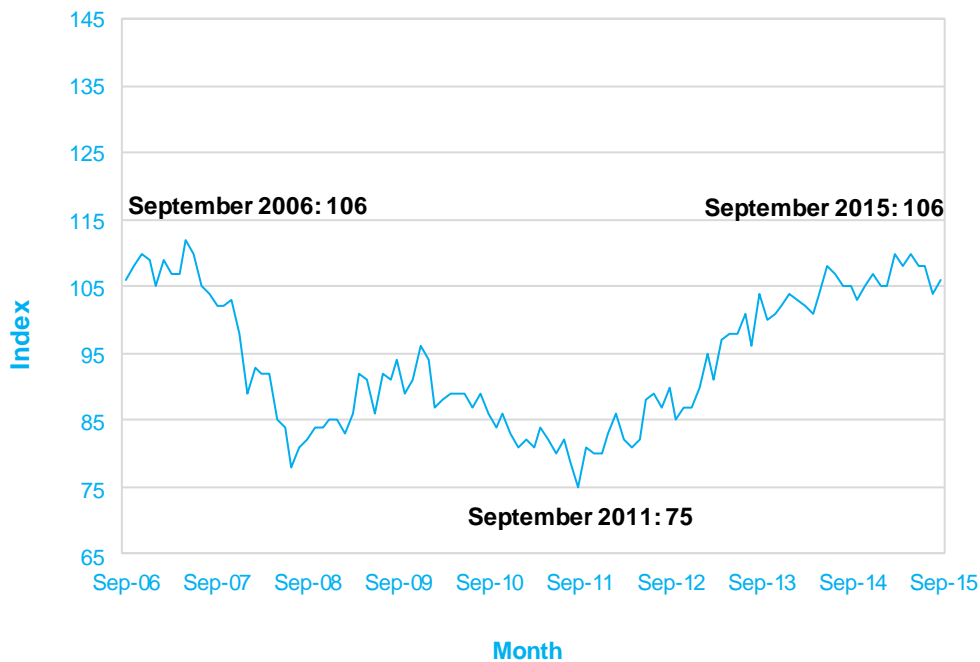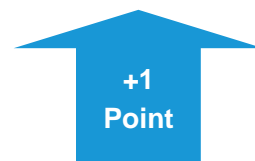
Australia/Asia

Australia* Economic Index
September 2015
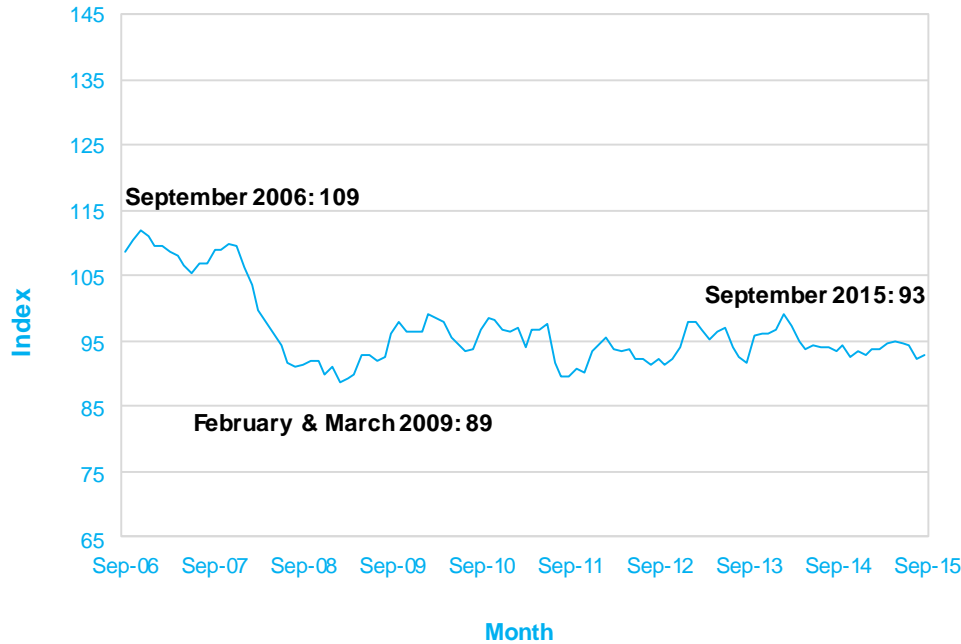
September 2006: 109

September 2015: 93

February & March 2009: 89

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

+/-0 Points

Month

India* Economic Index
September 2015

September 2006: 134

September 2015: 123

February 2009: 101

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

-1 Point
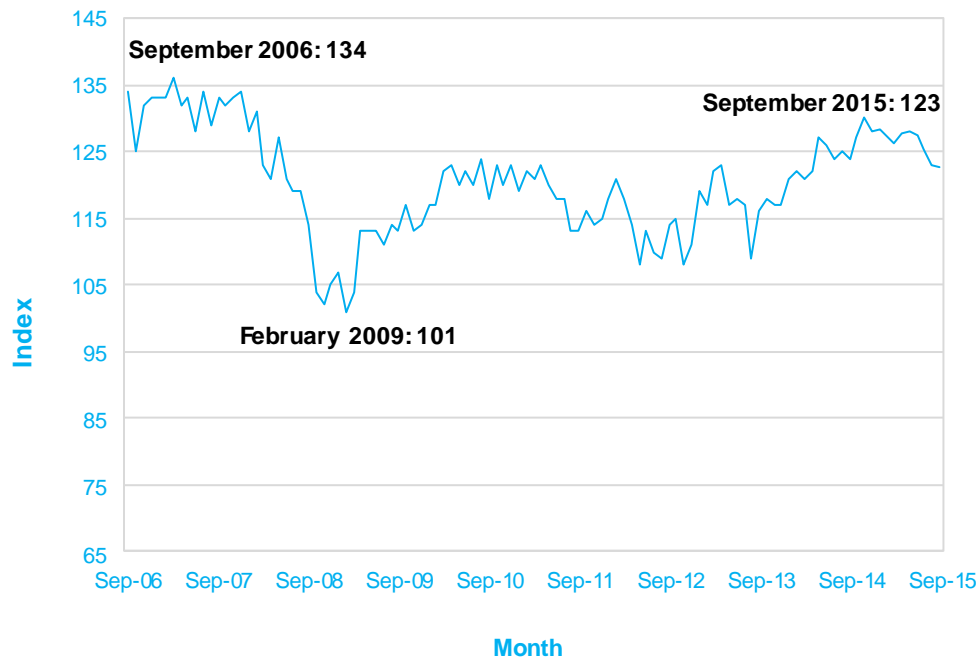
Month

*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.