

















Decision Analyst Global Economic Indices

August 2017

Arlington, Texas— The following chart compares Decision Analyst's U.S. Economic Index to its Economic Indices for other countries. Chile and Brazil both increased 11 points in the past 12 months, while Argentina increased 6 points; however, Colombia declined 5 points in the past 12 months, and Peru declined 3 points. In Europe, France had the largest gain, at 8 points, while both Spain and the Russian Federation both increased 5 points over the past 12 months. The United Kingdom declined 14 points in the past 12 months.

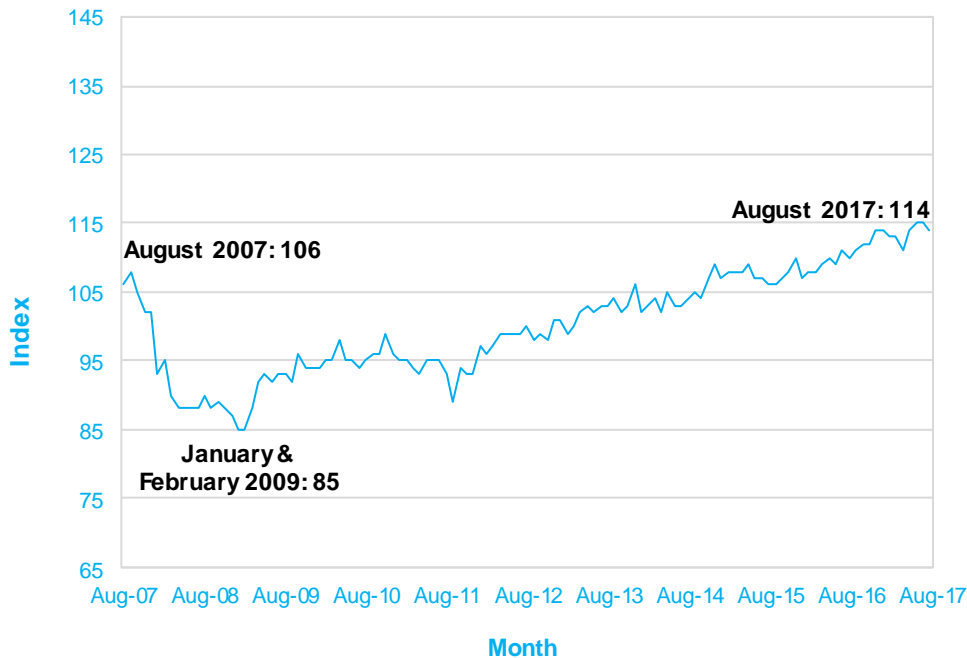
Decision Analyst Global Economic Indices August 2017			Past-12-Month Change (From Aug. 2016 to Aug. 2017)
	August 2017 Index		
North America			
 United States	114	↑	+4
 Canada	93	↑	+1
 Mexico*	100	↑	+7
South America			
 Argentina*	88	↑	+6
 Brazil*	99	↑	+11
 Chile*	100	↑	+11
 Colombia*	95	↓	-5
 Peru*	105	↓	-3
Europe			
 France	93	↑	+8
 Germany	101	↓	-3
 Italy	100	↑	+2
 Russian Federation*	98	↑	+5
 Spain*	106	↑	+5
 United Kingdom	98	↓	-14
Australia/Asia			
 Australia*	93	↓	-2
 India*	125	↑	+3

* 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.

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 the different countries.

North America

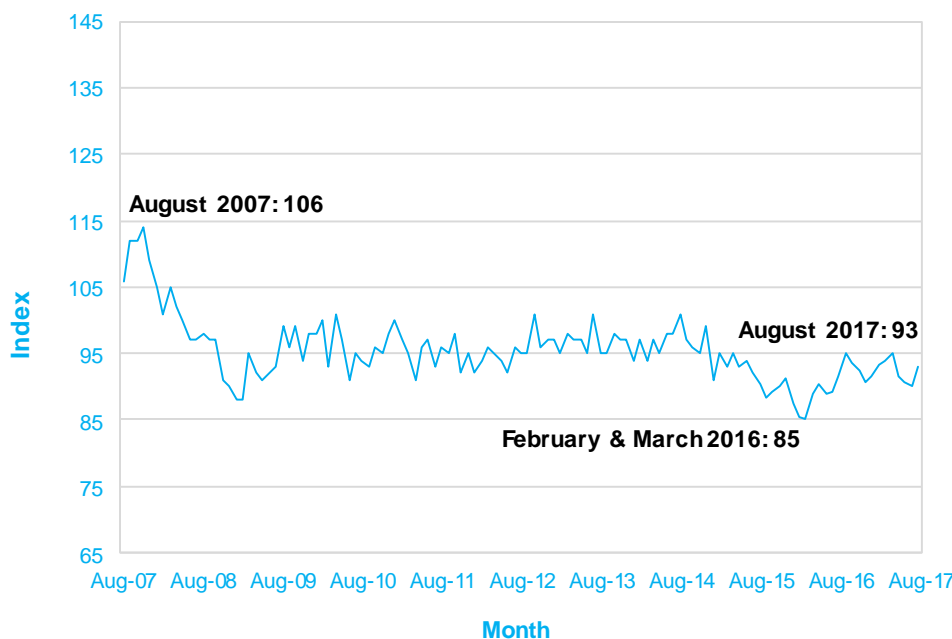
United States Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016
to Aug. 2017)



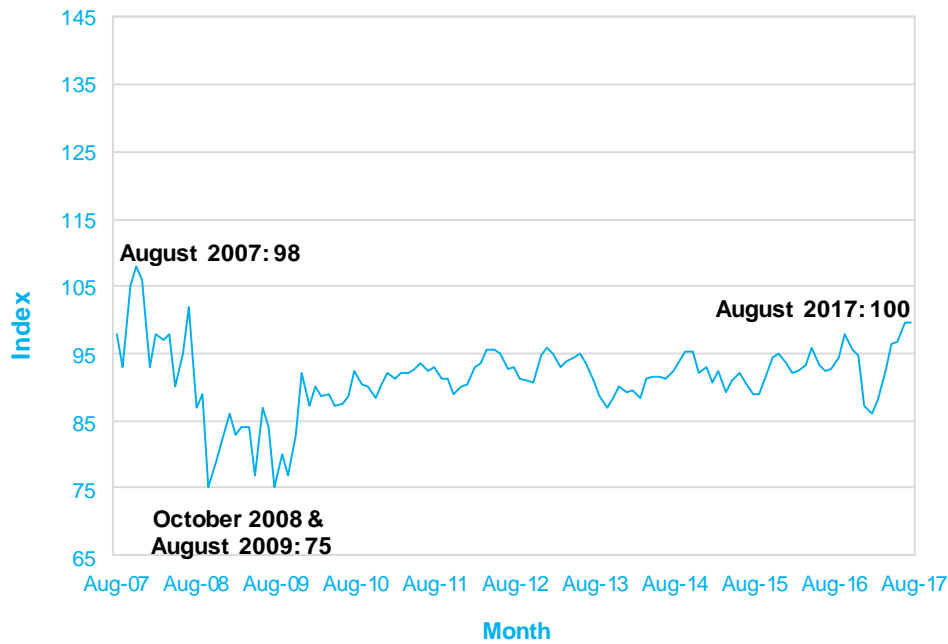
Canada Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016
to Aug. 2017)



Mexico* Economic Index August 2017

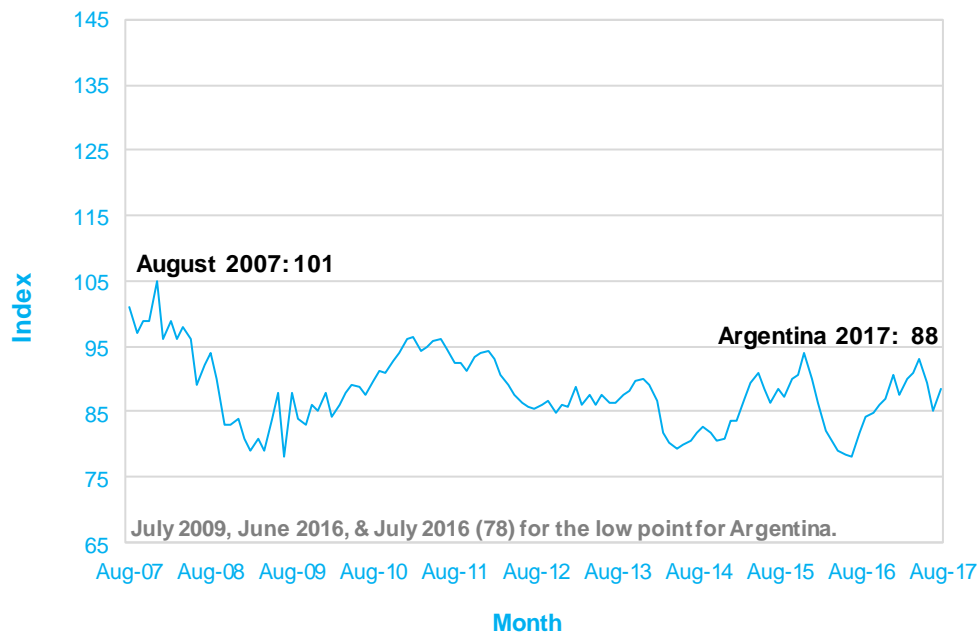


**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+7
Points**

South America

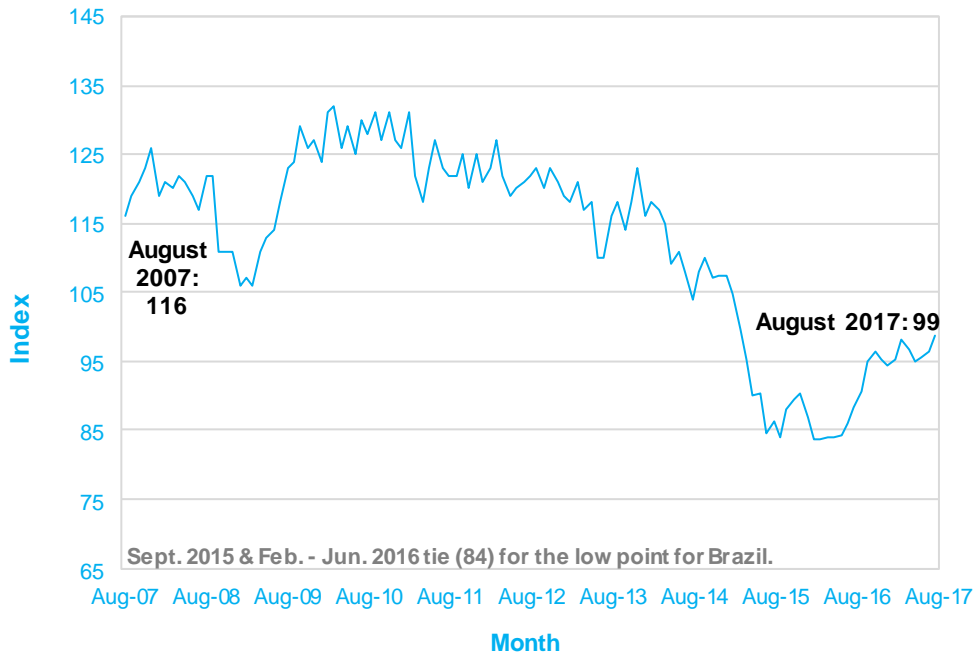
Argentina* Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+6
Points**

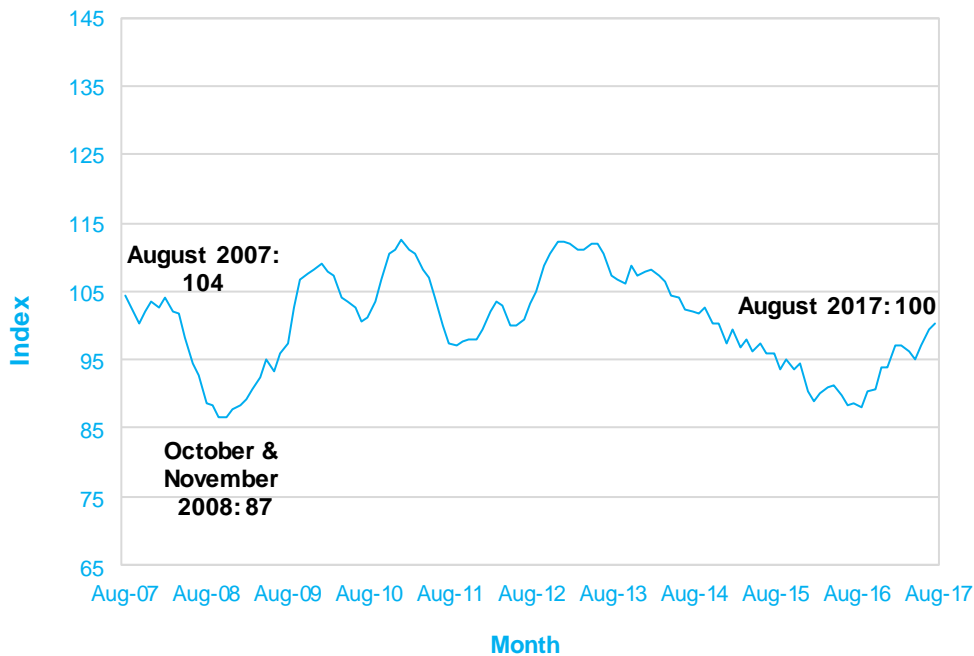
Brazil* Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+11
Points**

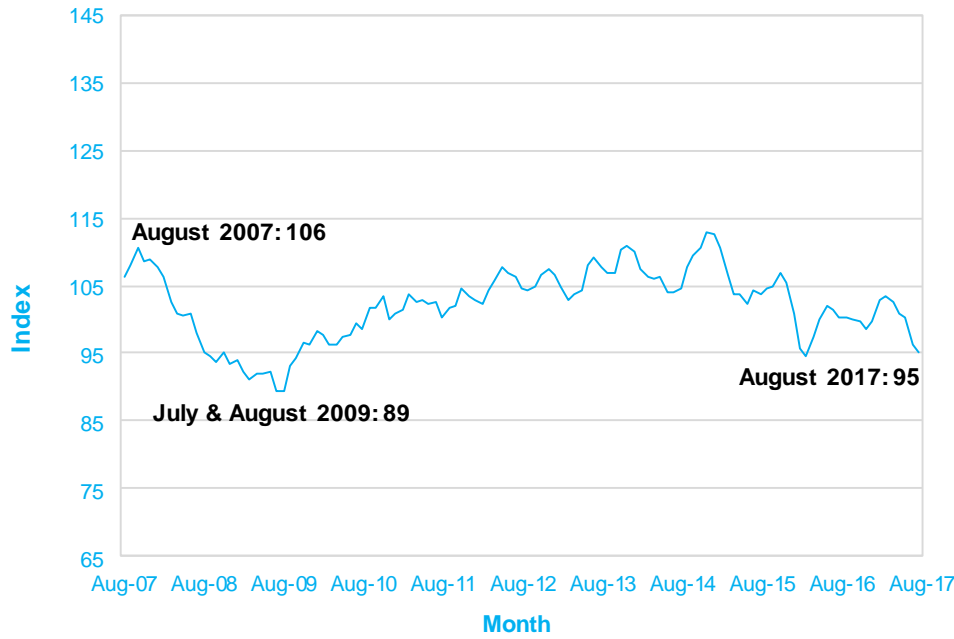
Chile* Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+11
Points**

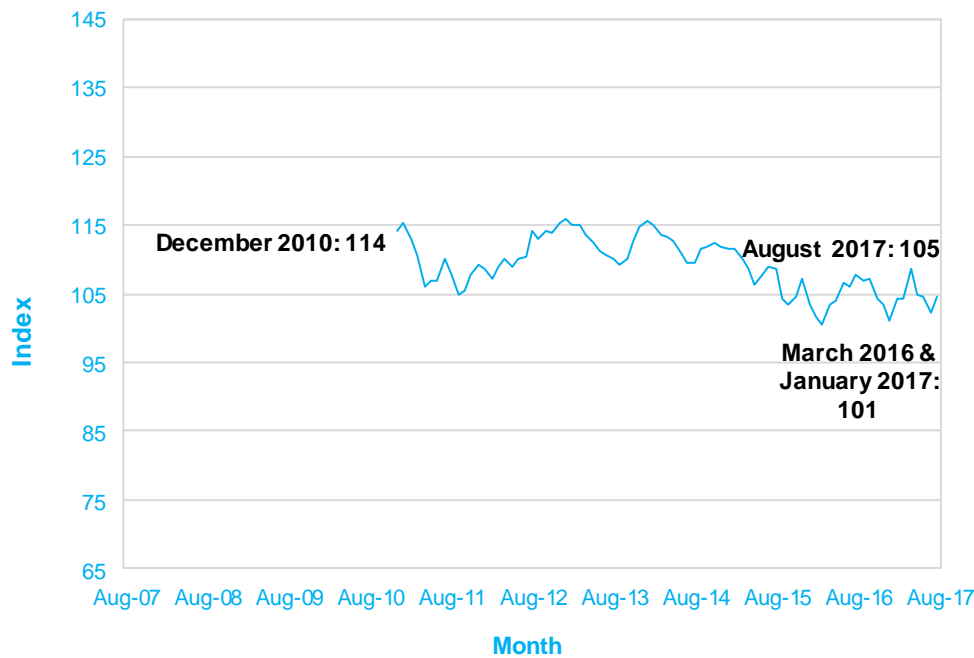
**Colombia* Economic Index
August 2017**



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**-5
Points**

**Peru* Economic Index
August 2017**



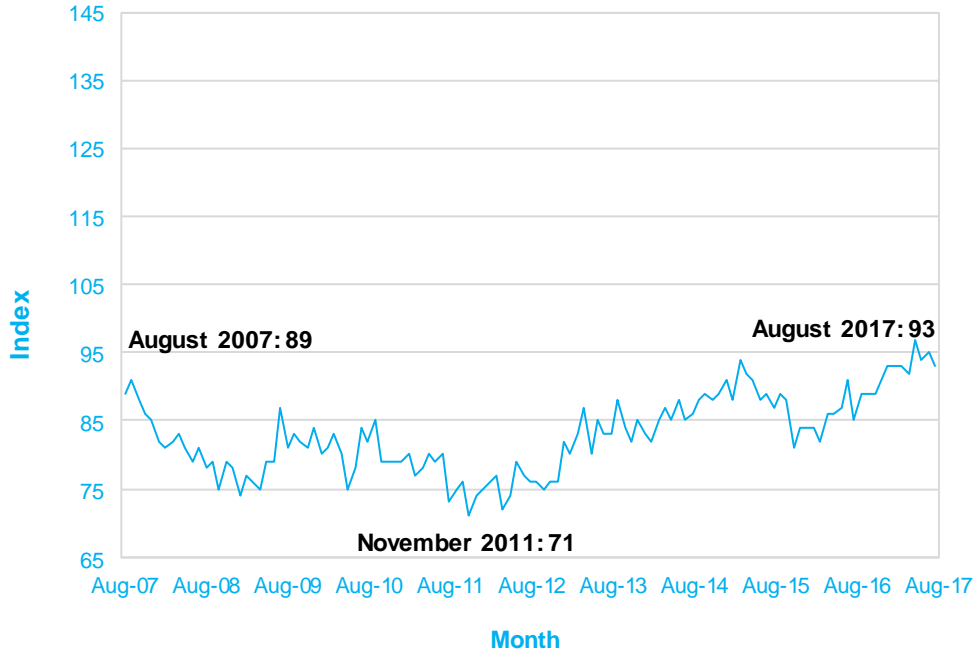
**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**-3
Points**

Data collection for
Peru began in
December 2010.

Europe

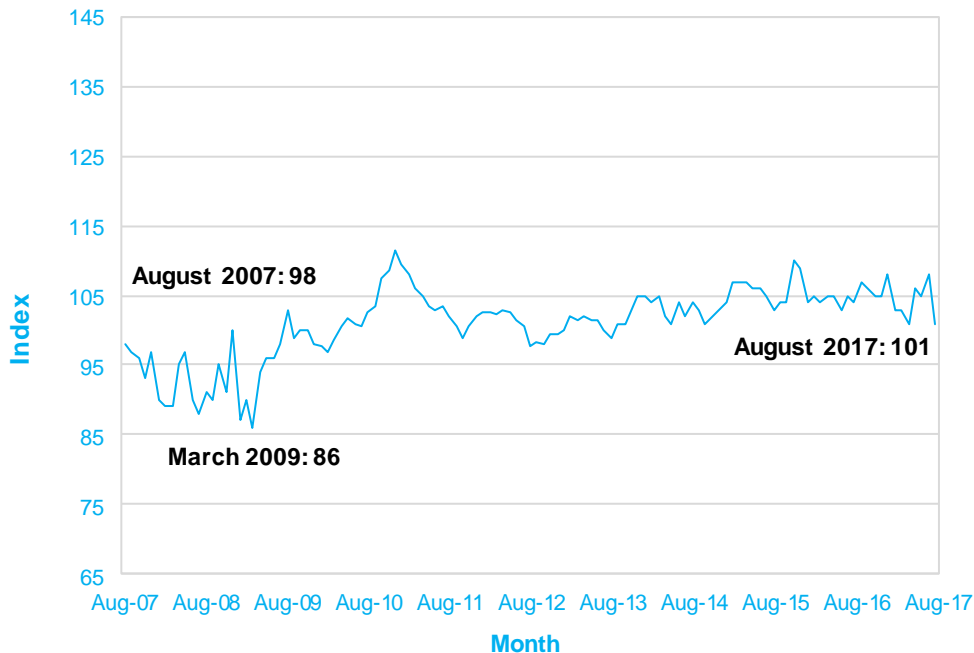
France Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



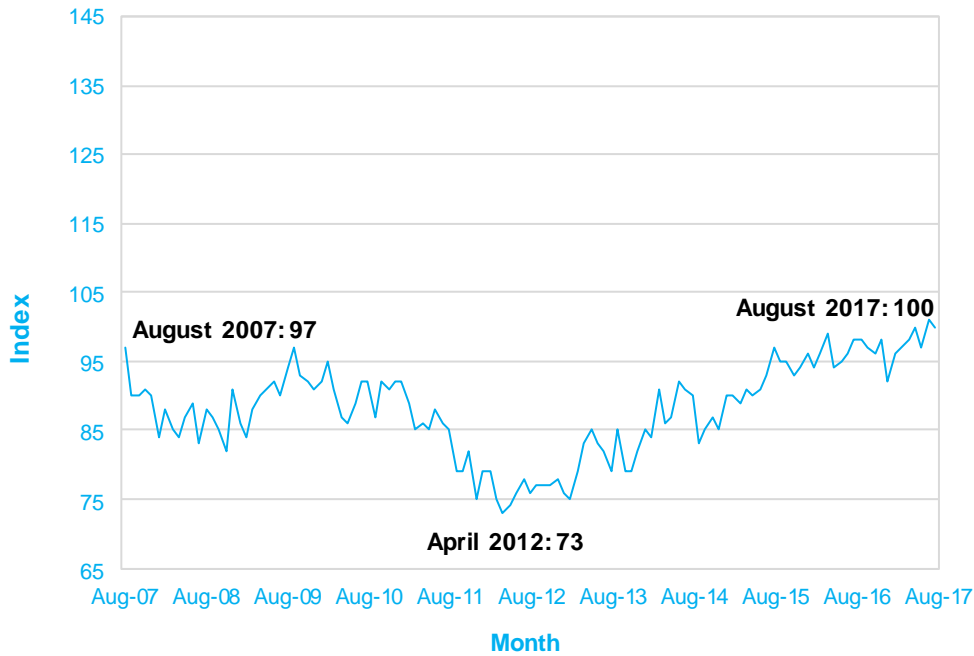
Germany Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



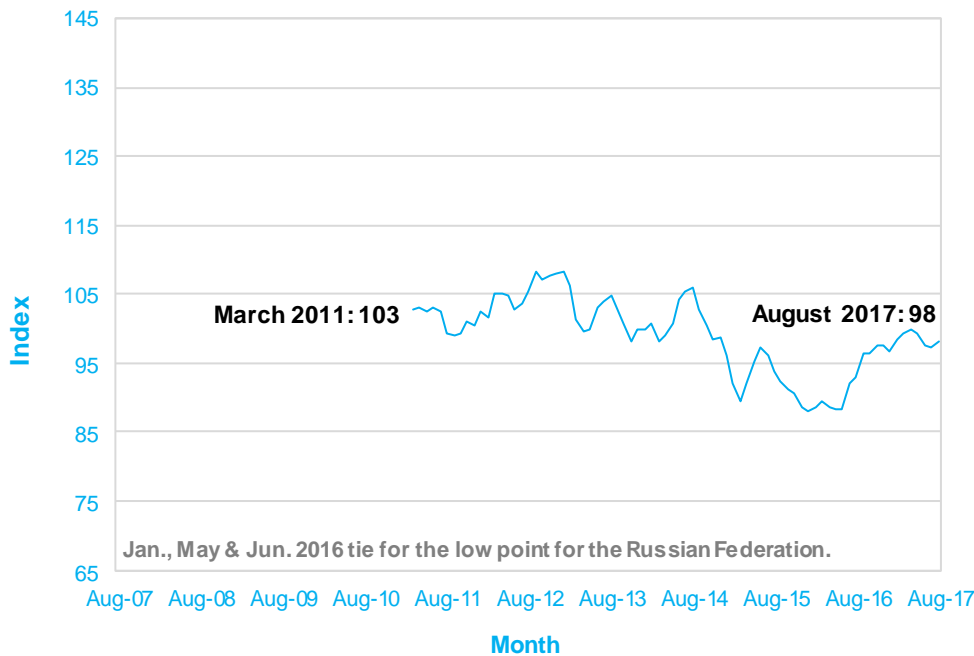
**Italy Economic Index
August 2017**



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+2
Points**

**Russian Federation* Economic Index
August 2017**



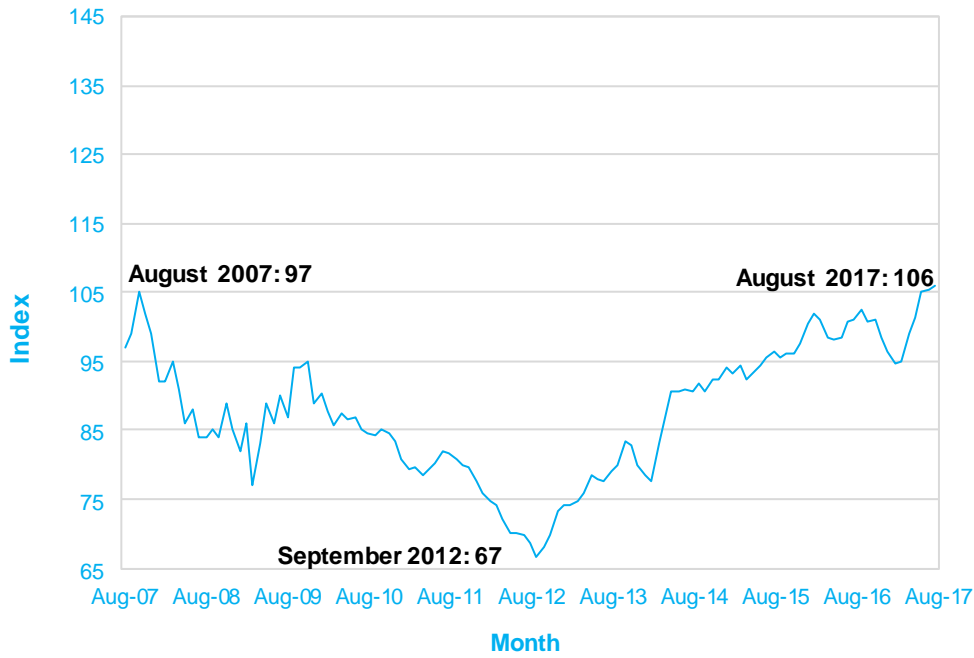
**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)

**+5
Points**

Data collection for
the Russian
Federation began in
March 2011.

Jan., May & Jun. 2016 tie for the low point for the Russian Federation.

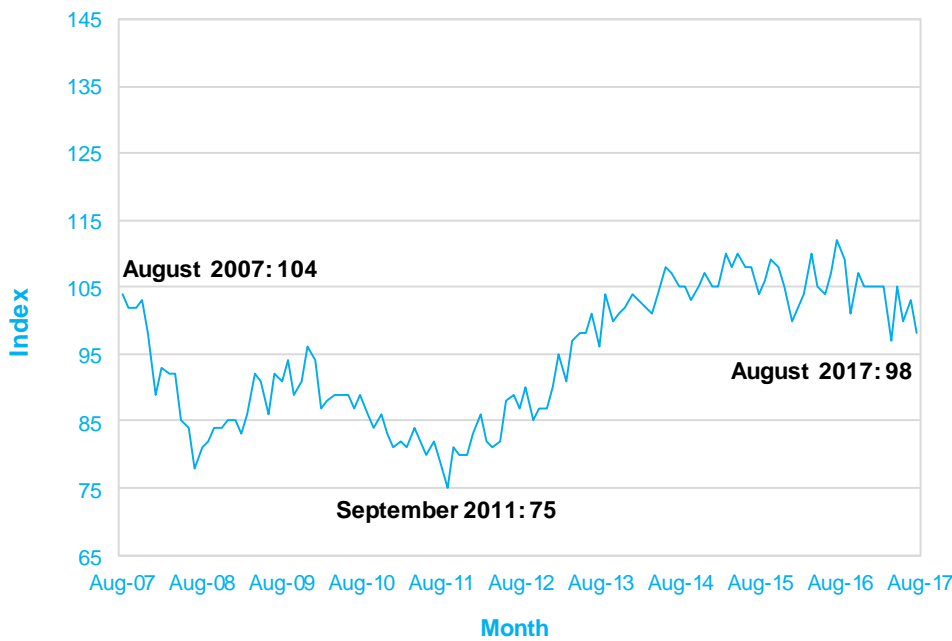
**Spain* Economic Index
August 2017**



**Past-12-Month
Change
(From Aug. 2016 to
Aug. 2017)**

**+5
Points**

**United Kingdom Economic Index
August 2017**

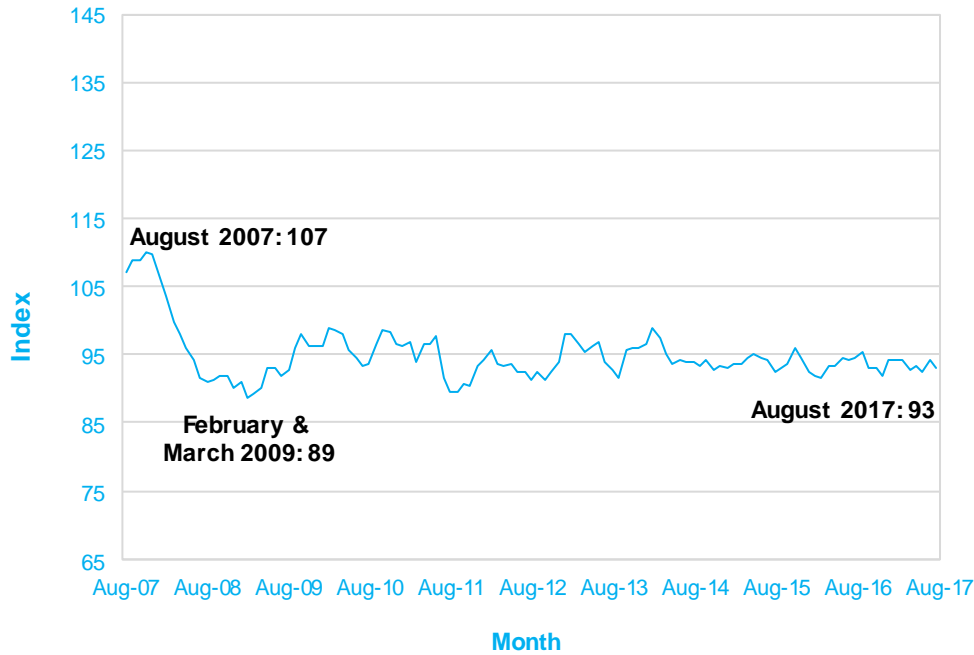


**Past-12-Month
Change
(From Aug. 2016 to
Aug. 2017)**

**-14
Points**

Australia/Asia

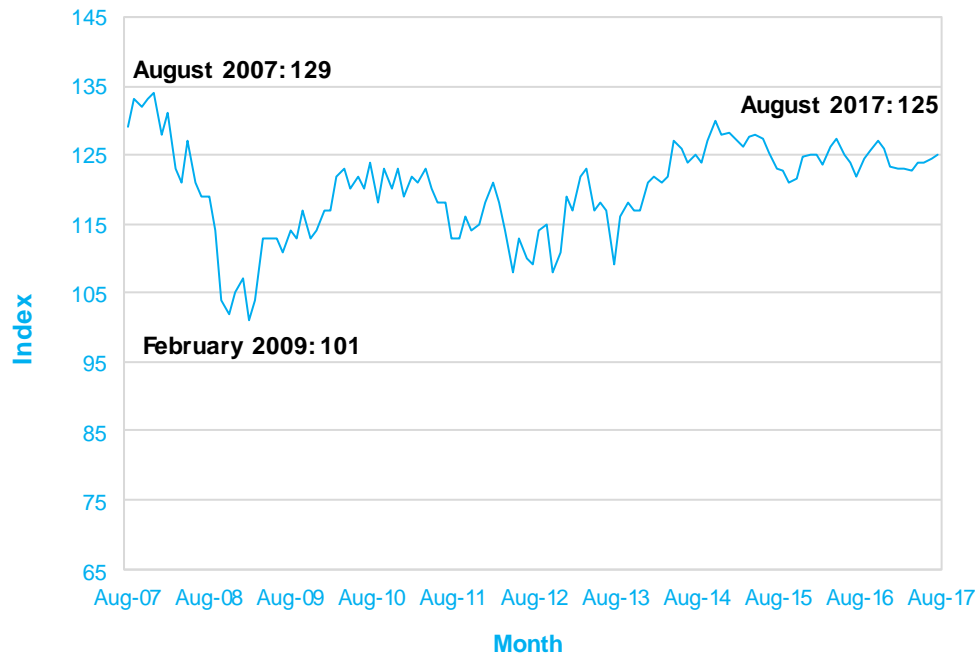
Australia* Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



India* Economic Index August 2017



**Past-12-Month
Change**
(From Aug. 2016 to
Aug. 2017)



*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 August 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.