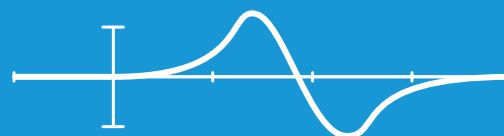
















# Decision Analyst Economic Index

## Global Economic Indices

January 2020



Arlington, Texas—The following chart compares the U.S. Economic Index to Decision Analyst’s Economic Indices for other countries. In North America, both Canada and Mexico saw declines in the past 12 months. Mexico decreased by 4 points, while Canada decreased by 2 points. In South America, Colombia increased by 11 points, while Chile dropped by 18 points, and Brazil declined by 2 points. In Europe, Italy increased by 4 points, yet the Russian Federation declined by 4 points and Spain declined by 2 points. Globally, many economies are increasingly at risk of slow growth and/or recession. Some of the major countries tracked by Decision Analyst are shown below.

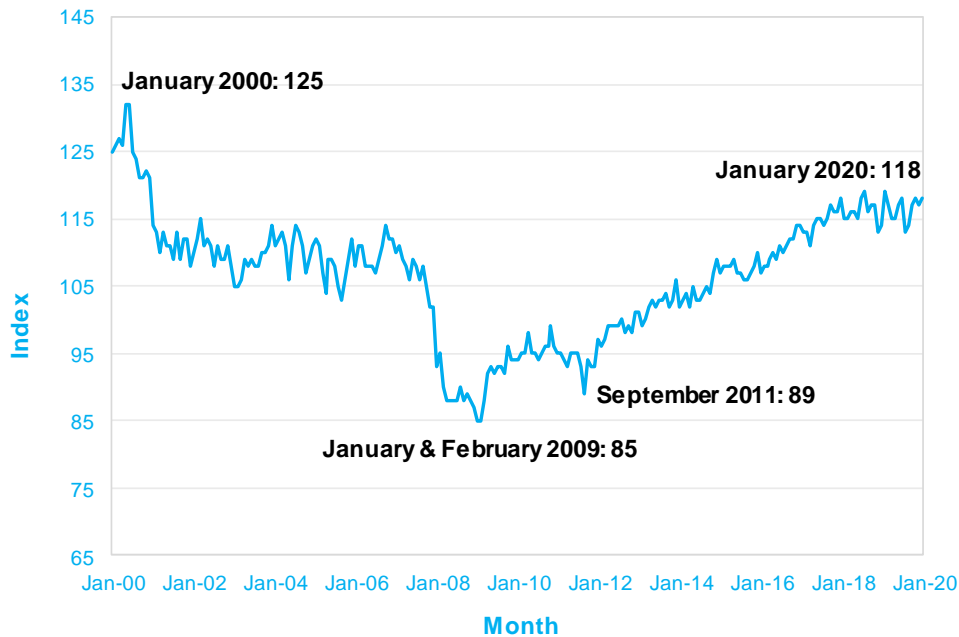
Global Economic Indices			January 2020	
		January 2020 Index	Past-12-Month Change (From January 2019 to January 2020)	
<b>North America</b>				
	United States	118	↑	+4
	Canada	94	↓	-2
	Mexico*	100	↓	-4
<b>South America</b>				
	Argentina*	78	↑	+3
	Brazil*	113	↓	-2
	Chile*	79	↓	-18
	Colombia*	109	↑	+11
	Peru*	106	↑	+1
<b>Europe</b>				
	France	87	↑	+1
	Germany	107	↑	+2
	Italy	104	↑	+4
	Russian Federation*	94	↓	-4
	Spain*	99	↓	-2
<b>Asia</b>				
	India*	121	↓	-8

\* The Index scores for Argentina, Brazil, Chile, Colombia, India, Mexico, Peru, the Russian Federation, and Spain are 3-month moving averages to smooth out month-to-month fluctuations. Each reported Index number is an average of the current month with the previous 2 months.

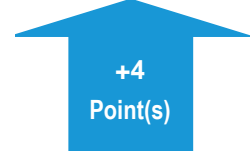
The Decision Analyst Economic Indices are based on monthly online surveys in the respective countries; these surveys provide inputs to Decision Analyst’s econometric models that compute the Economic Indices for the different countries.

## North America

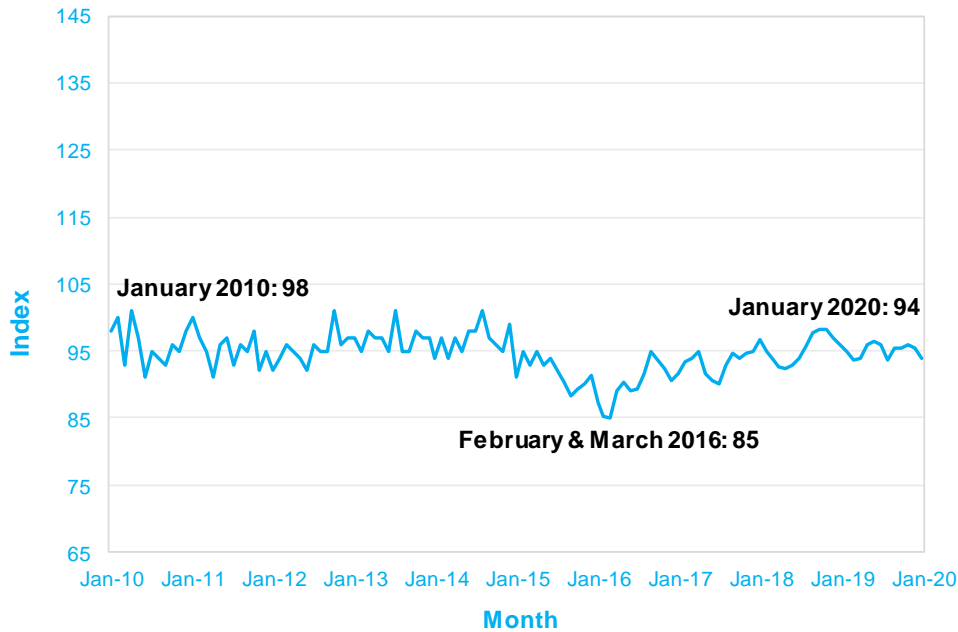
### United States Economic Index January 2000–January 2020



**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)



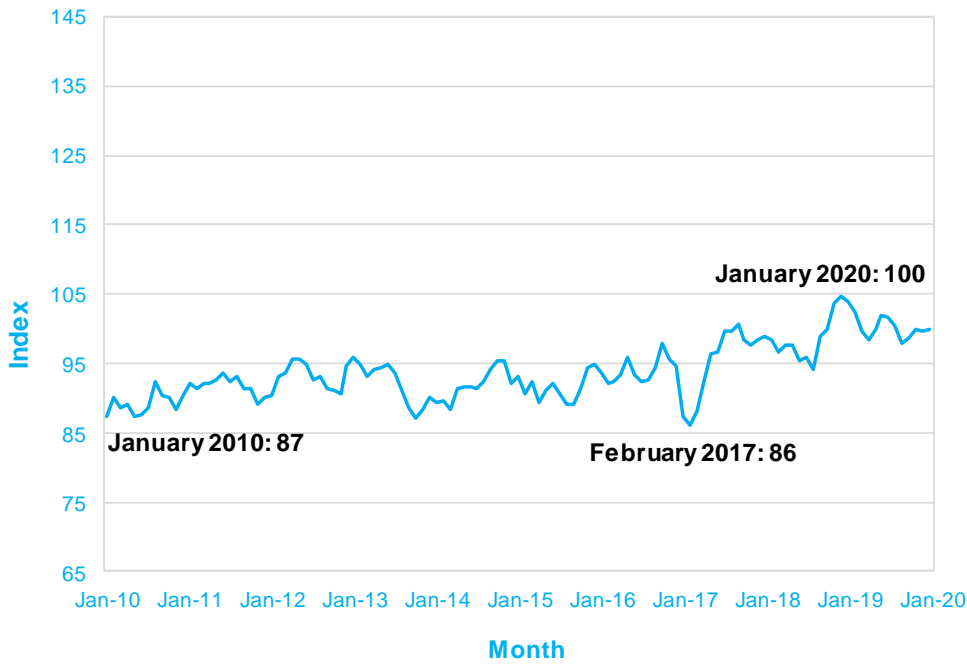
### Canada Economic Index January 2010–January 2020



**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)



**Mexico\* Economic Index  
January 2010–January 2020**

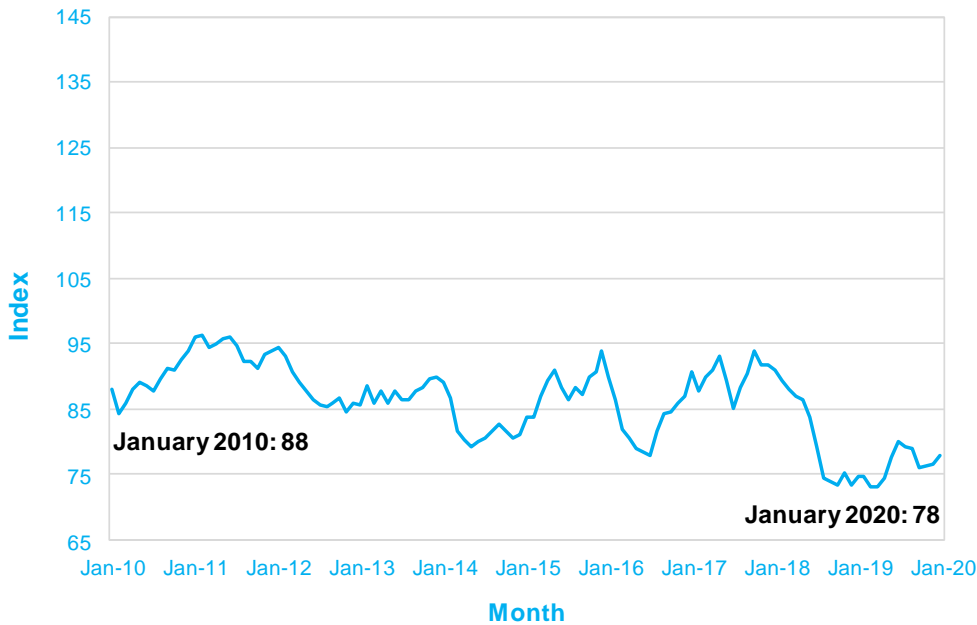


**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)

**-4**  
Point(s)

**South America**

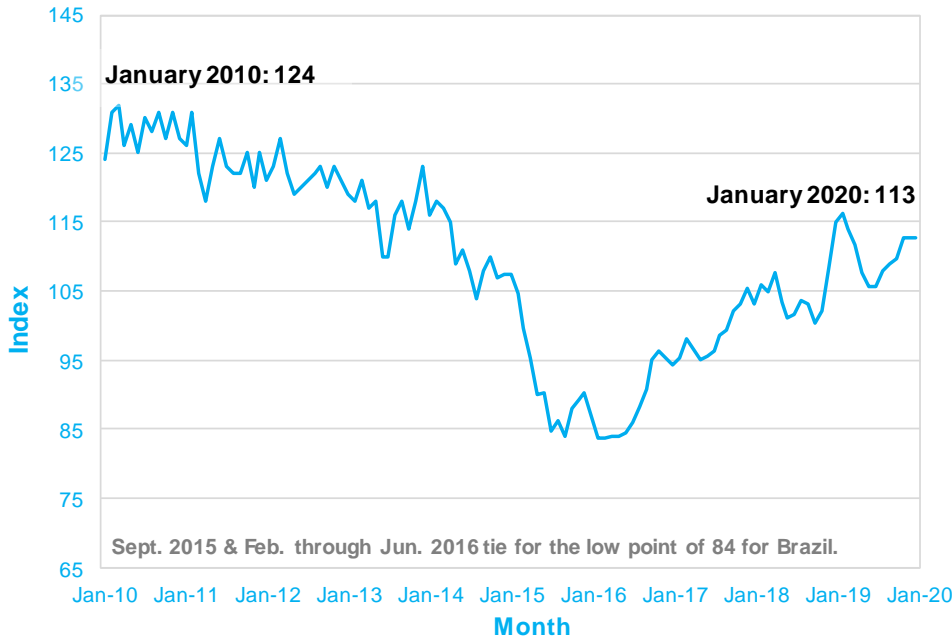
**Argentina\* Economic Index  
January 2010–January 2020**



**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)

**+3**  
Point(s)

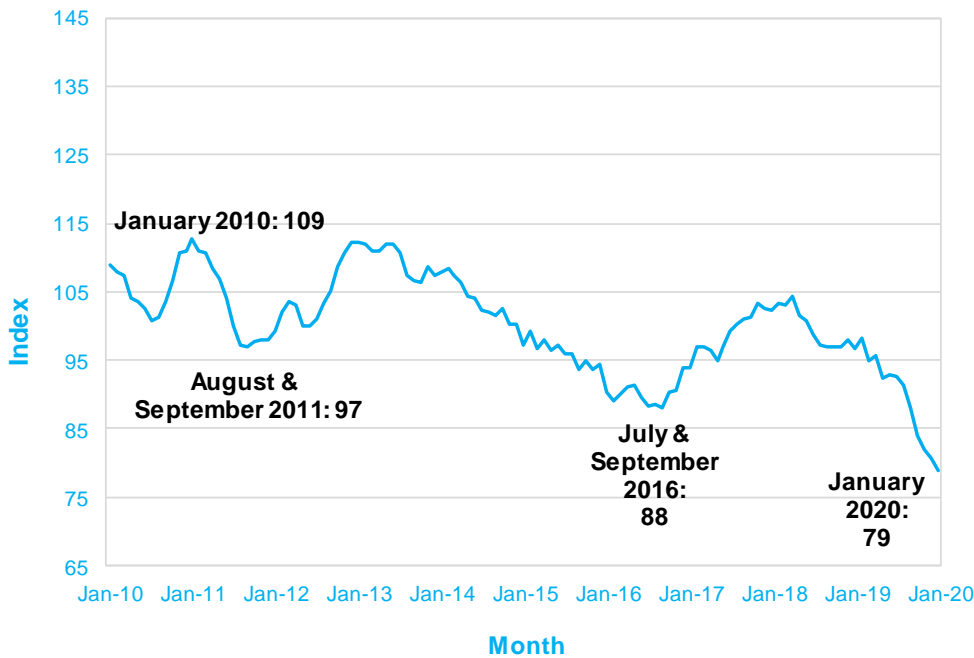
**Brazil\* Economic Index  
January 2010–January 2020**



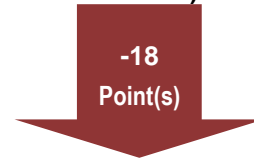
**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)



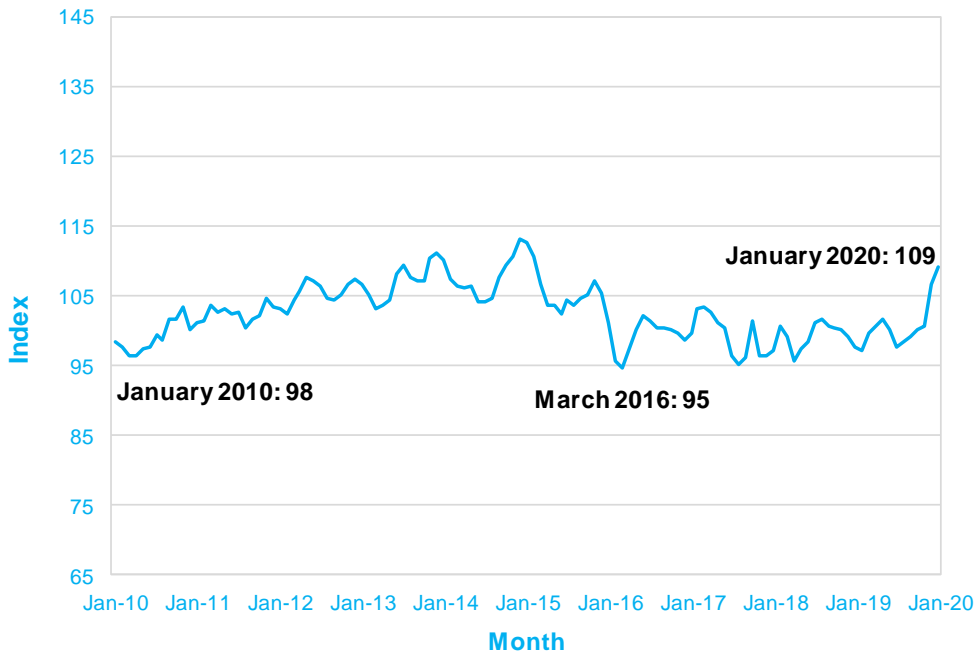
**Chile\* Economic Index  
January 2010–January 2020**



**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)



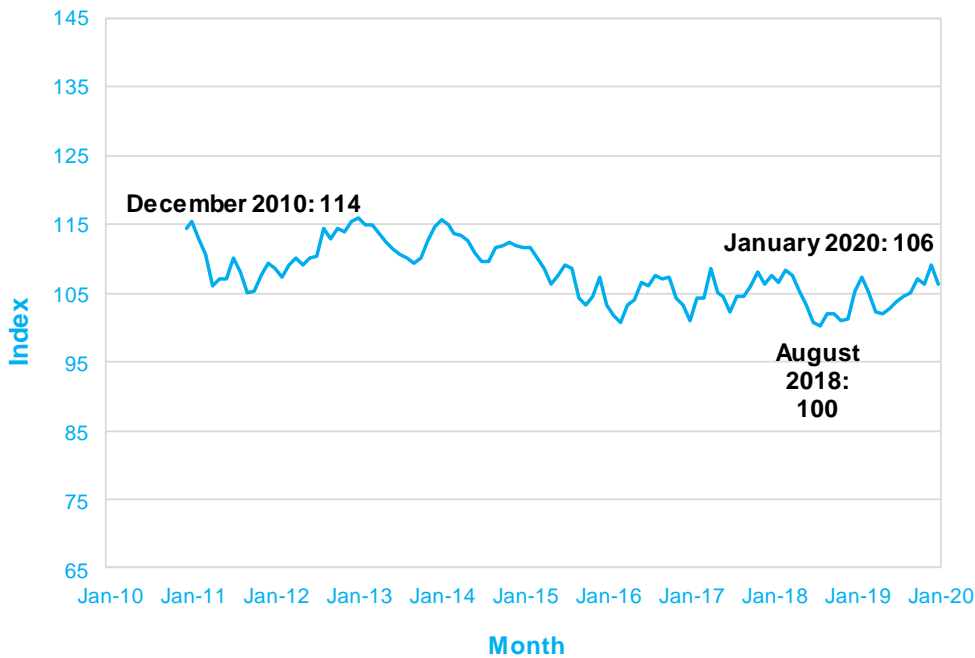
**Colombia\* Economic Index**  
**January 2010–January 2020**



**Past-12-Month Change**  
 (From Jan. 2019 to Jan. 2020)

**+11**  
 Point(s)

**Peru\* Economic Index**  
**December 2010–January 2020**



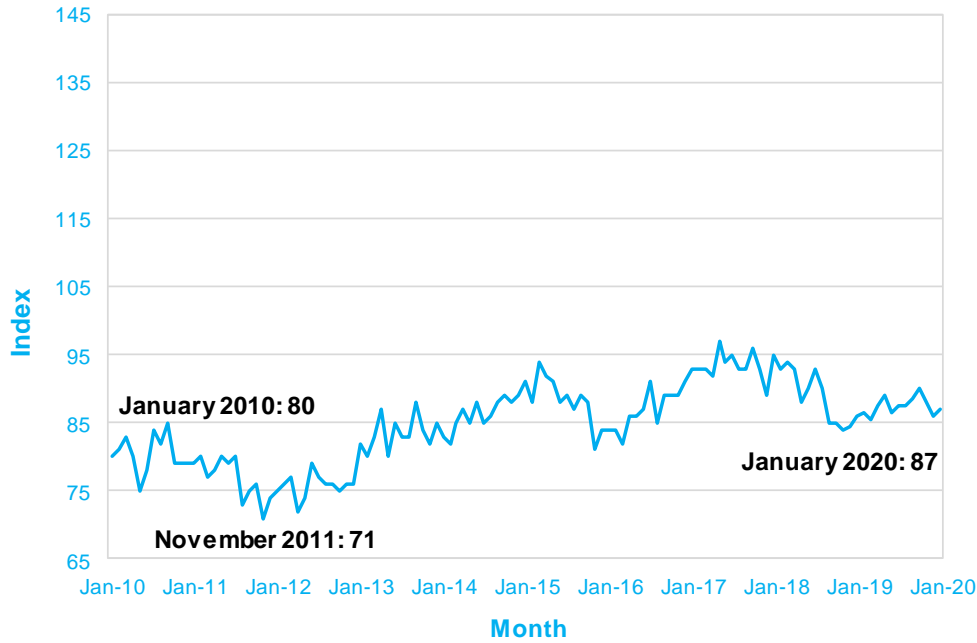
**Past-12-Month Change**  
 (From Jan. 2019 to Jan. 2020)

**+1**  
 Point(s)

Data collection for Peru began in December 2010.

## Europe

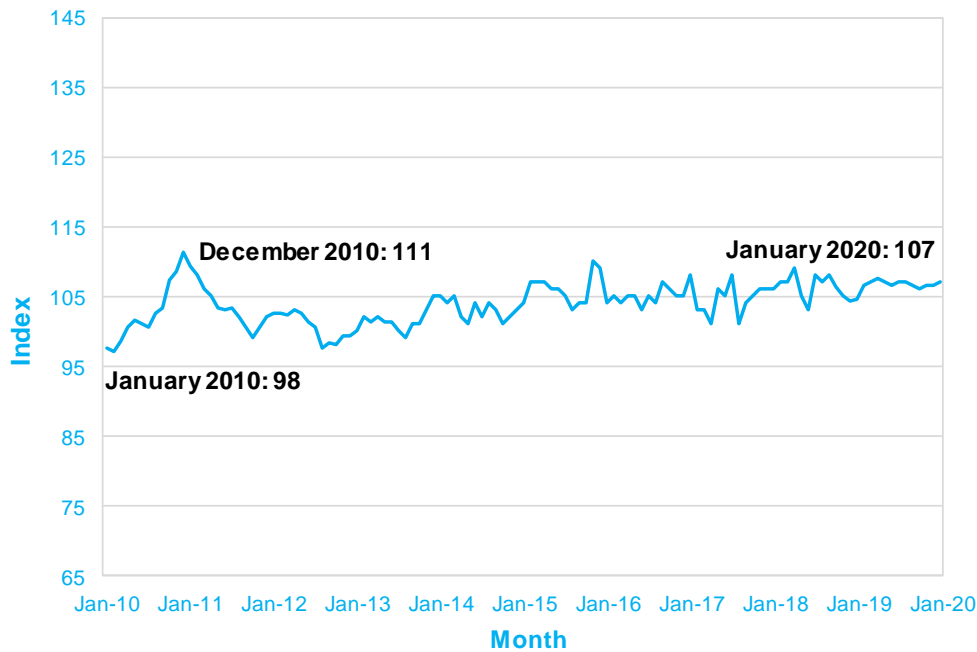
### France Economic Index January 2010–January 2020



**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)

**+1  
Point(s)**

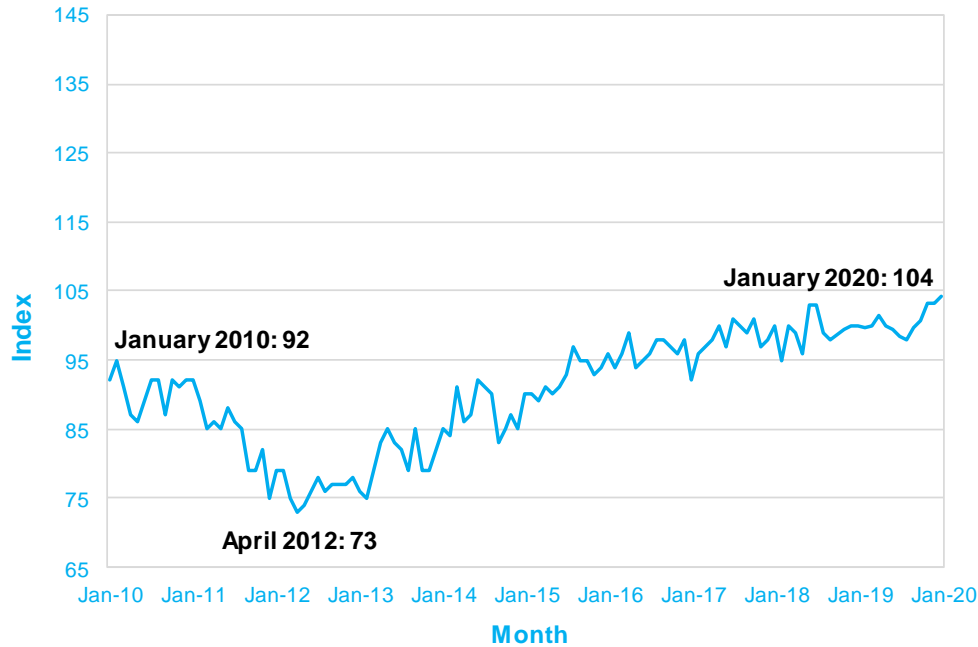
### Germany Economic Index January 2010–January 2020



**Past-12-Month  
Change**  
(From Jan. 2019 to  
Jan. 2020)

**+2  
Point(s)**

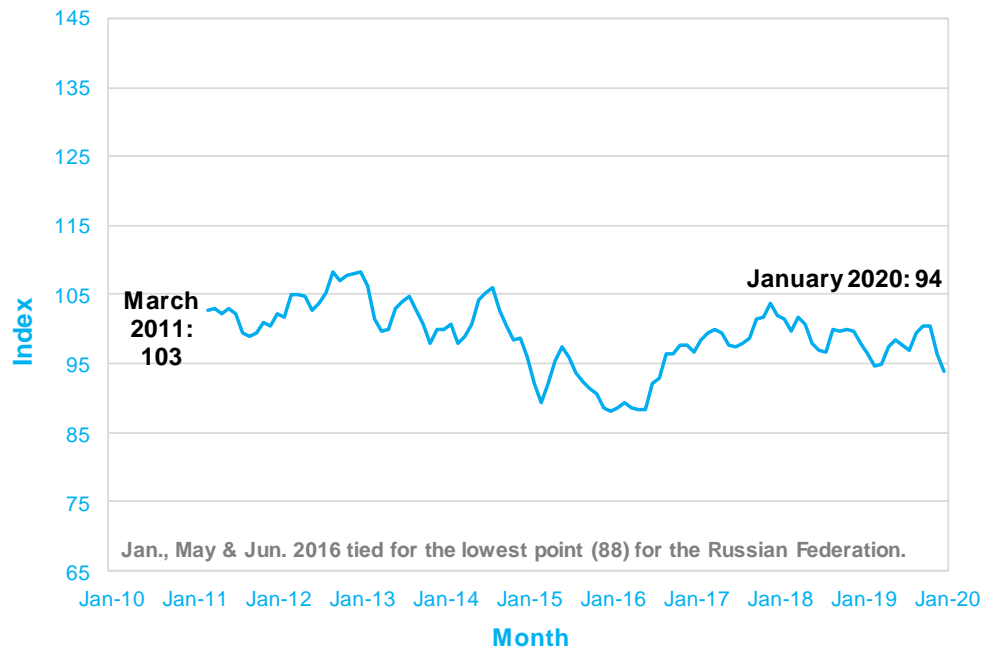
**Italy Economic Index**  
January 2010–January 2020



**Past-12-Month Change**  
(From Jan. 2019 to Jan. 2020)

**+4**  
Point(s)

**Russian Federation\* Economic Index**  
January 2010–January 2020

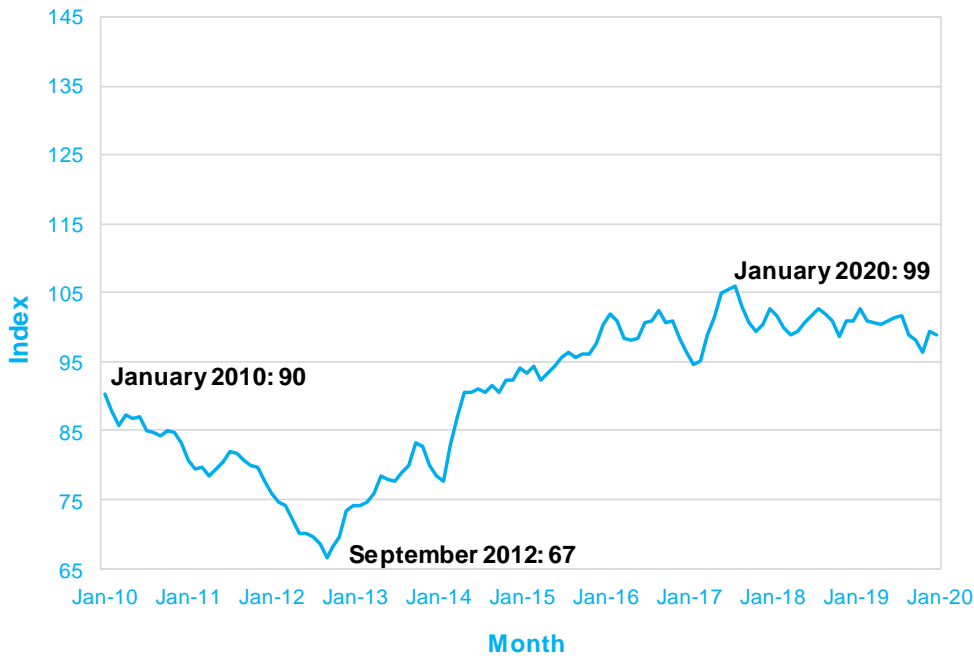


**Past-12-Month Change**  
(From Jan. 2019 to Jan. 2020)

**-4**  
Point(s)

Data collection for the Russian Federation began in March 2011.

**Spain\* Economic Index**  
January 2010–January 2020

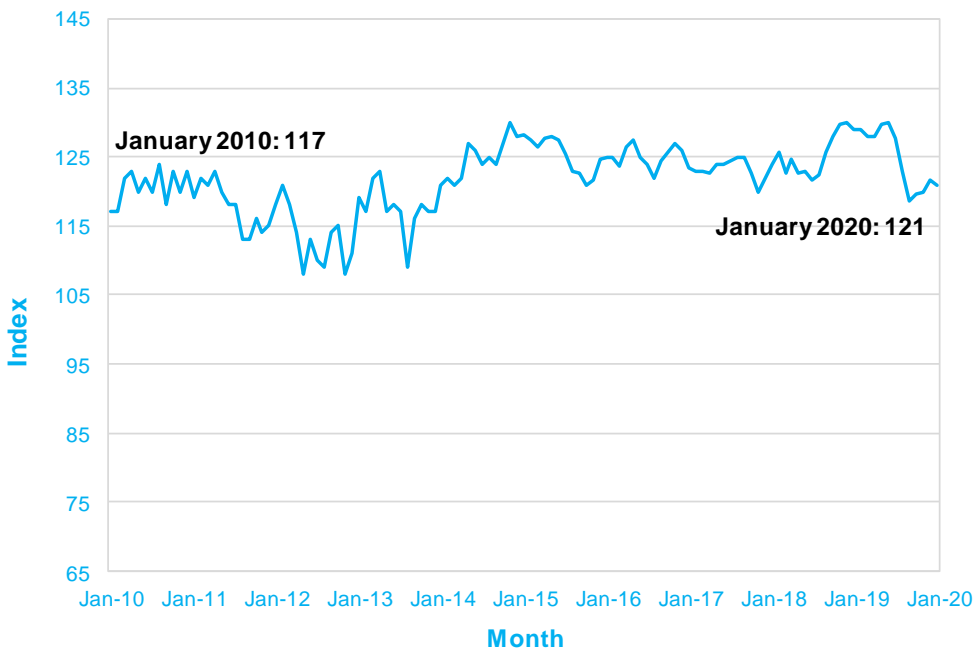


**Past-12-Month Change**  
(From Jan. 2019 to Jan. 2020)

**-2**  
Point(s)

**Asia**

**India\* Economic Index**  
January 2010–January 2020



**Past-12-Month Change**  
(From Jan. 2019 to Jan. 2020)

**-8**  
Point(s)



## \*Three-Month Moving Average

The Index numbers for Argentina, Brazil, Chile, Colombia, India, Mexico, Peru, the Russian Federation, and Spain are 3-month moving averages to smooth out month-to-month fluctuations. Each 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, Brazil, Canada, Chile, Colombia, France, Germany, India, Italy, Mexico, Peru, the Russian Federation, Spain, 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](http://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 40 years the firm has delivered competitive advantage to clients throughout the world in consumer packaged goods, high technology, retail, medical, automotive, and other industries.