

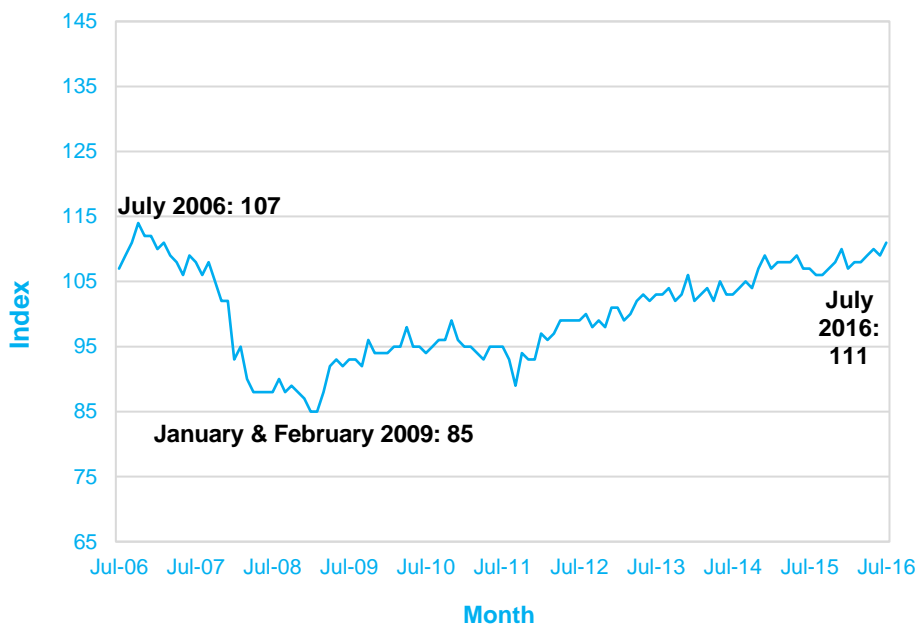
# Decision Analyst Economic Index

July 2016

## After A Sluggish Start To 2016, The U.S. Economy Might Be Ready To Pick Up The Pace, According To Decision Analyst's Economic Index

Arlington, Texas—The Decision Analyst U.S. Economic Index registered **111 in July 2016**, a 2-point increase from June 2016 and a 4-point increase from July 2015. These increases signal continued U.S. economic growth for the rest of 2016, and perhaps indicate an improvement in the pace of U.S. growth. This is a happy prospect, after 3 consecutive quarters of extremely slow expansion. The Economic Index tends to lead U.S. economic activity by 6 to 12 months. Below is the past-10-year history of the U.S. Economic Index.

### United States Economic Index July 2016



















Past-12-Month Change  
(From July 2015 to  
July 2016)



“The overall trend of the U.S. Economic Index over the past year suggests that the balance of 2016 will likely show an uptick in the rate of economic growth,” said Jerry W. Thomas, President/CEO of Decision Analyst. “All of the negative feelings and pessimism over presidential candidates Clinton and Trump do not appear to be negatively affecting the U.S. economy. The U.S. economy is certainly facing major headwinds: recession in Canada and Japan, feeble growth in the European Union and slowing growth in China, a stronger U.S. dollar and its effects on exports, inadequate capital spending by U.S. companies, and low interest rates that encourage speculative investments in marginal opportunities. However, the slow economic growth itself over the last two years has forced the private and public sectors to become more efficient. It may be time for these ongoing microimprovements to become evident in faster economic growth,” said Thomas.

## Global Indices

The following chart compares Decision Analyst's U.S. Economic Index to the Economic Indices for other countries. Globally, more countries are showing declines in the past 12 months than are showing increases.

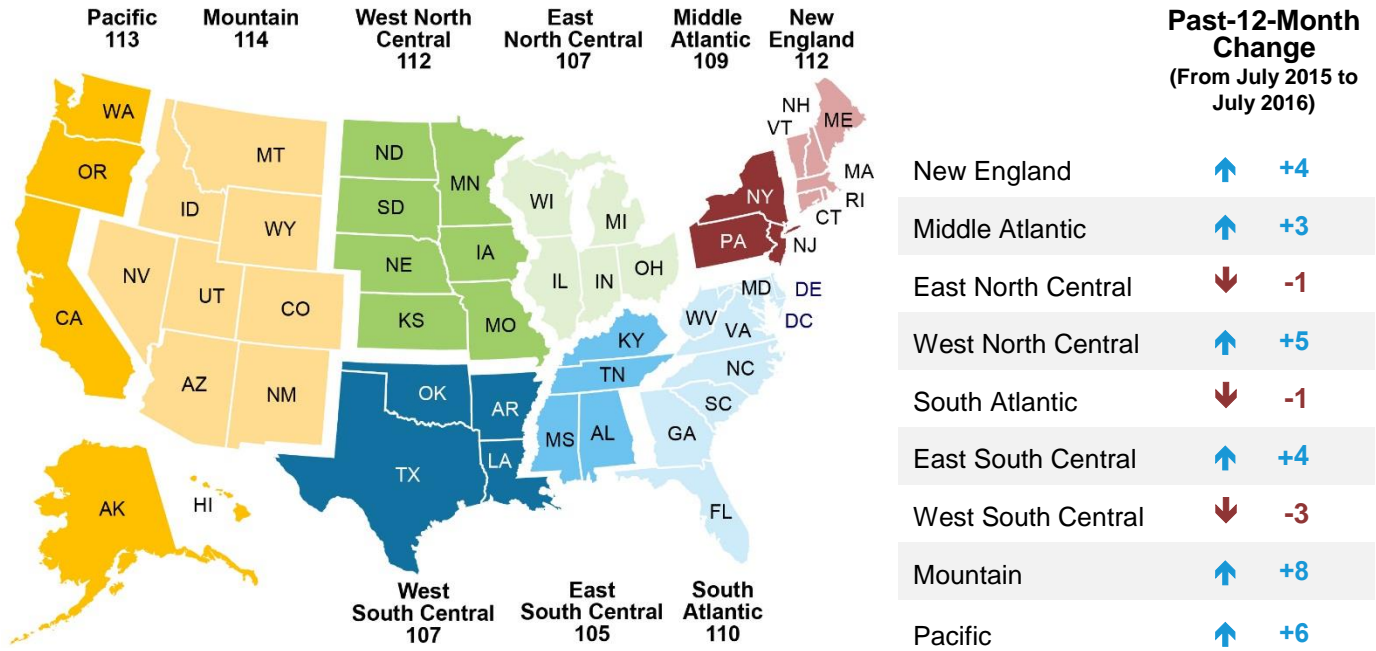
Decision Analyst Global Economic Indices July 2016			Past-12-Month Change (From July 2015 to July 2016)	
North America		July 2016 Index		
	United States	111	↑	+4
	Canada	89	↓	-3
	Mexico*	92	↑	+1
South America				
	Argentina*	78	↓	-8
	Brazil*	86	↑	+1
	Chile*	88	↓	-8
	Colombia*	101	↓	-3
	Peru*	106	↓	-3
Europe				
	France	91	↑	+2
	Germany	105	→	+/-0
	Italy	96	↑	+3
	Russian Federation*	92	↓	-4
	Spain*	101	↑	+5
	United Kingdom	107	↓	-1
Australia/Asia				
	Australia*	94	→	+/-0
	India*	124	↓	-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.

## U.S. Census Divisions

The U.S. Census Divisions are not all moving in the same direction. In the past 12 months, the Mountain Census Division increased 8 points, from 106 in July 2015 to **114 in July 2016**. The Pacific Census Division increased 6 points, from 107 in July 2015 to **113 in July 2016**. Meanwhile, the West South Central Census Division decreased 3 points, from 110 in July 2015 to **107 in July 2016**.

### United States Census Divisions Economic Indices July 2016\*



\* The Index numbers for the Census Divisions are 3-month moving averages to smooth out fluctuations due to smaller sample sizes. The reported Index number averages the current month with the previous 2 months.

## 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, the 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](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 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.