

















Decision Analyst Global Economic Indices

February 2015

Arlington, Texas—The table below compares Decision Analyst's U.S. Economic Index to its Economic Indices for other countries. Starting on the next page, the graphs portray the trends over the past decade in the Economic Index by country. In general, South American is struggling and headed in the wrong direction, but Europe appears to be trending up in 2015. Russia is in free fall and headed much lower. The Economic Index for each country tends to lead economic activity in each country by 6 to 12 months.

Decision Analyst Global Economic Indices February 2015		
	February 2015 Index	Past-12-Month Change (From Feb. 2014 to Feb. 2015)
North America		
 United States	108	↑ +5
 Canada	95	↓ -2
 Mexico*	91	↑ +1
South America		
 Argentina*	84	↓ -3
 Brazil*	105	↓ -13
 Chile*	99	↓ -9
 Colombia*	111	↑ +4
 Peru*	112	↓ -3
Europe		
 France	88	↑ +6
 Germany	107	↑ +3
 Italy	90	↑ +6
 Russian Federation*	92	↓ -9
 Spain*	93	↑ +15
 United Kingdom	105	↑ +2
Australia/Asia		
 Australia*	94	↓ -5
 India*	127	↑ +5

* 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

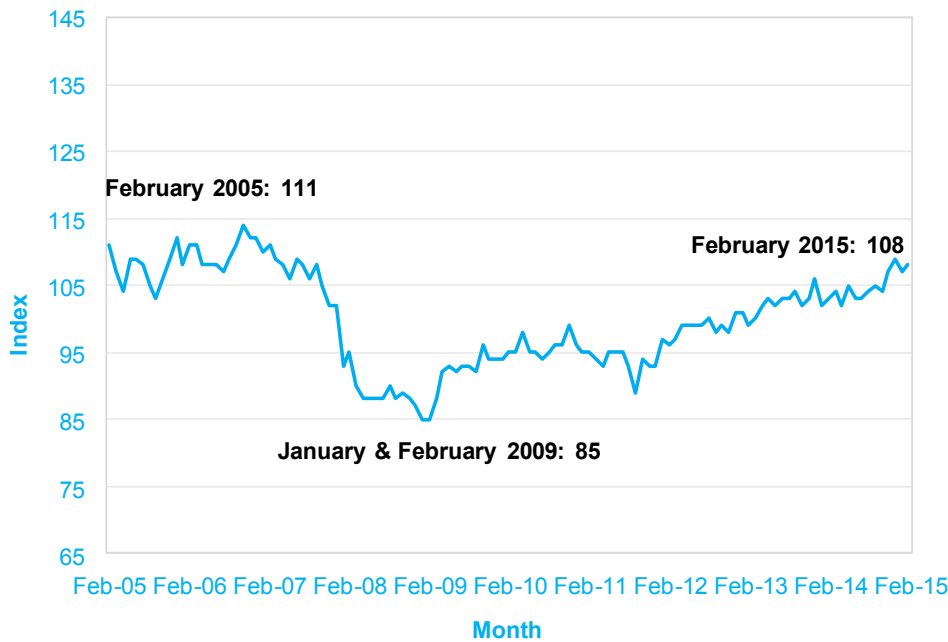
Copyright © 2015 Decision Analyst. All rights reserved.

Cristi Allen, Publicity, callen@decisionanalyst.com
604 Avenue H East, Arlington, Texas 76011-3100
Phone: 1-817-640-6166 ■ www.decisionanalyst.com

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

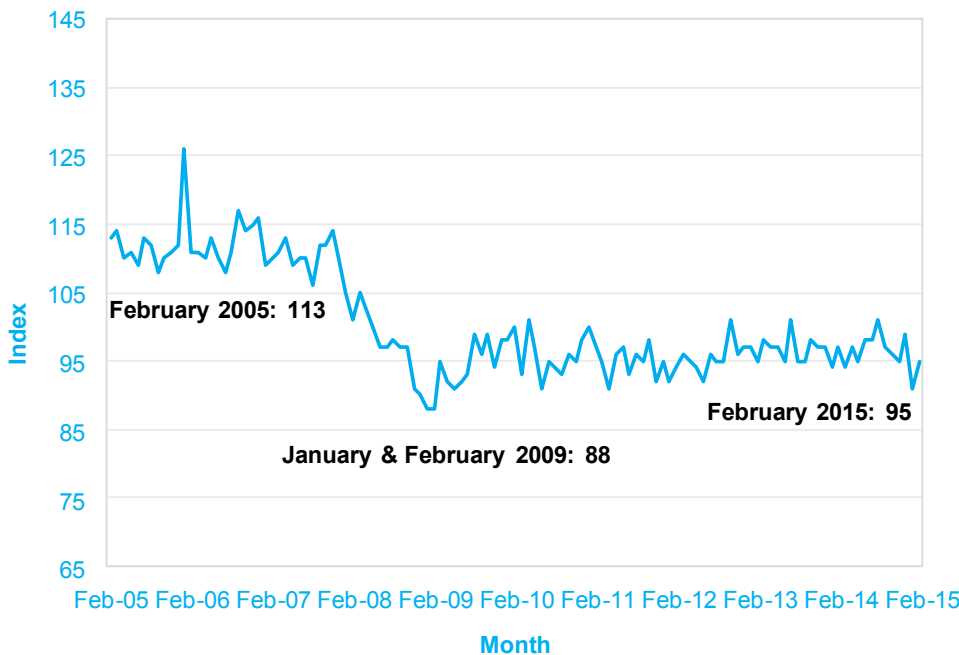
United States Economic Index February 2015



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



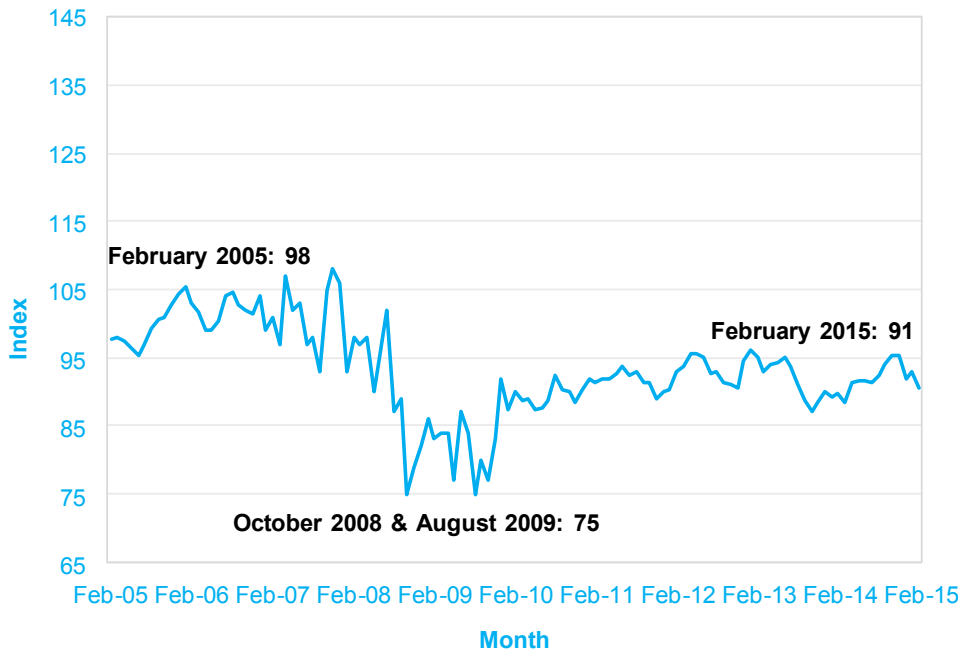
Canada Economic Index February 2015



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



Mexico* Economic Index February 2015

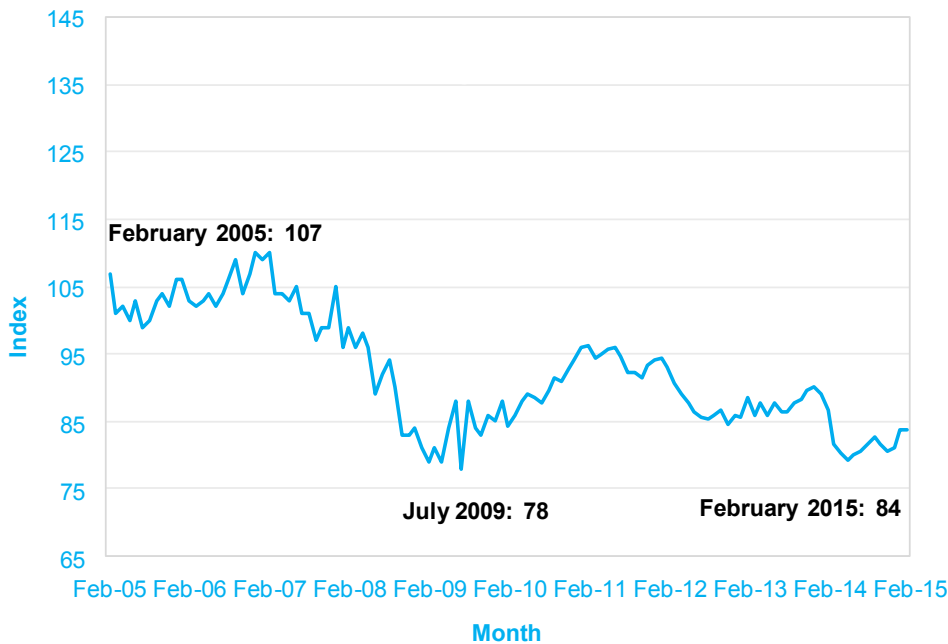


Past-12-Month Change
(From February 2014 to February 2015)



South America

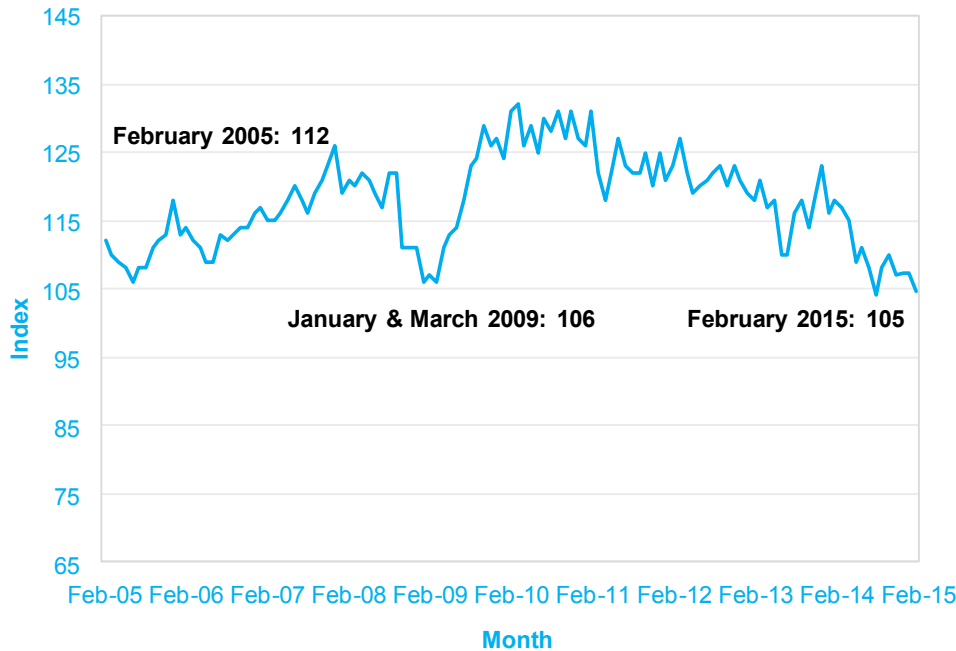
Argentina* Economic Index February 2015



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



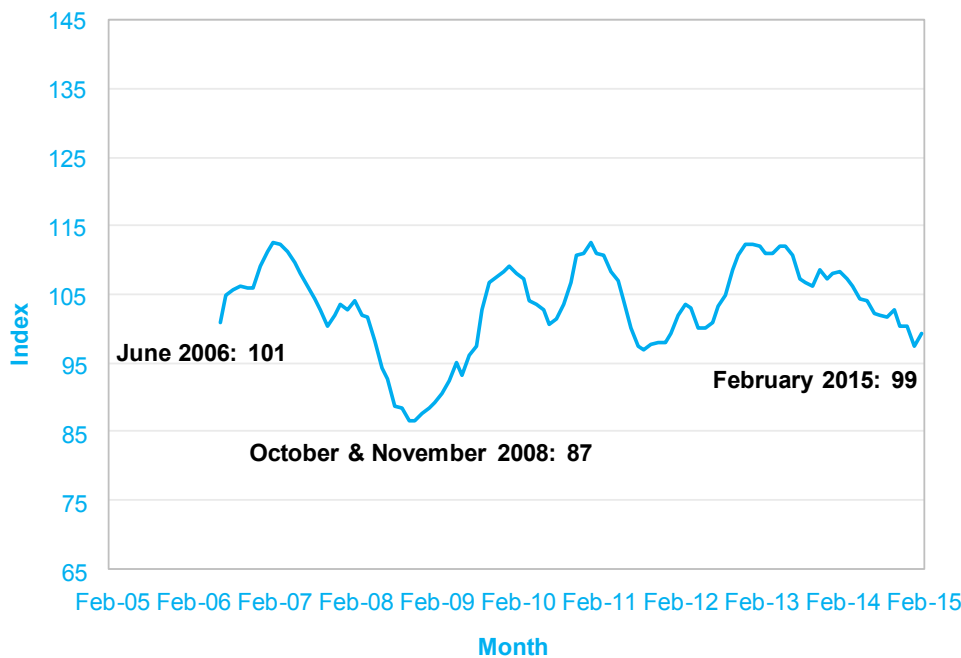
Brazil* Economic Index February 2015



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



Chile* Economic Index February 2015

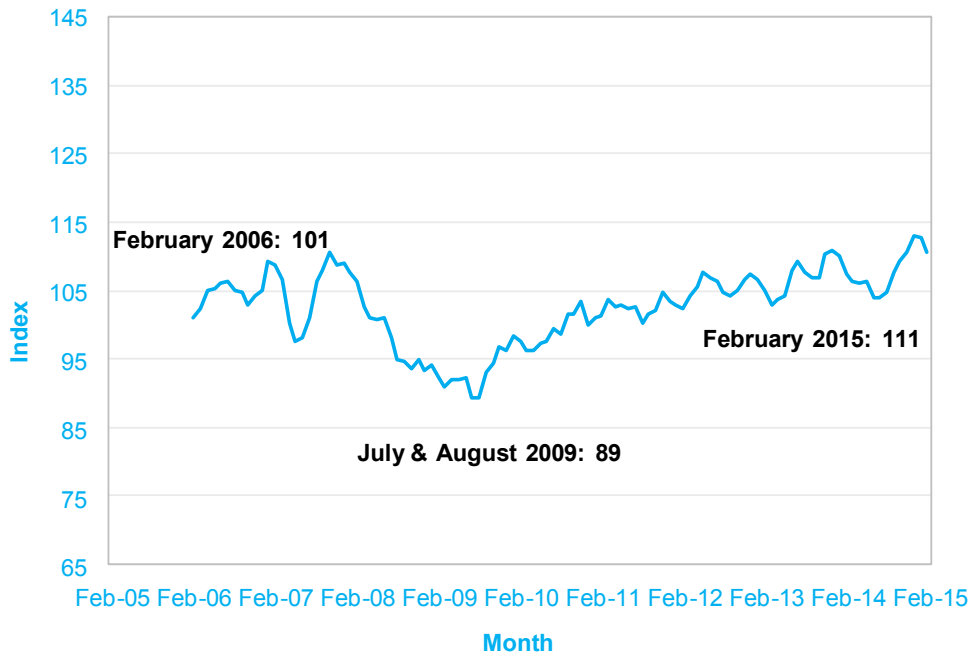


Past-12-Month Change
(From February 2014 to February 2015)



Data collection for Chile began in June 2006.

Colombia* Economic Index February 2015

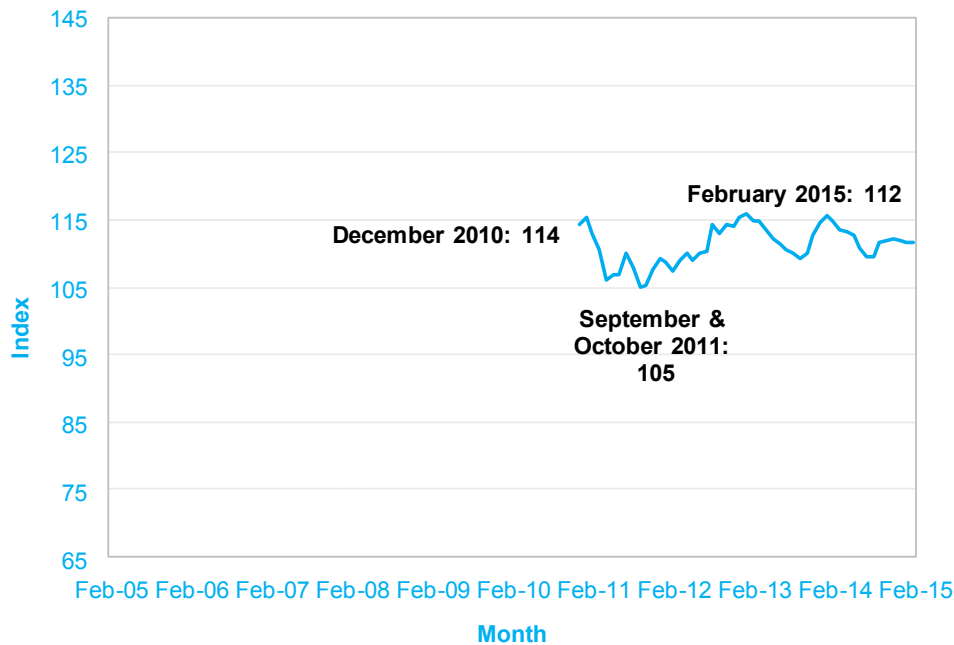


Past-12-Month Change
(From February 2014 to February 2015)



Data collection for Colombia began in February 2006.

Peru* Economic Index February 2015



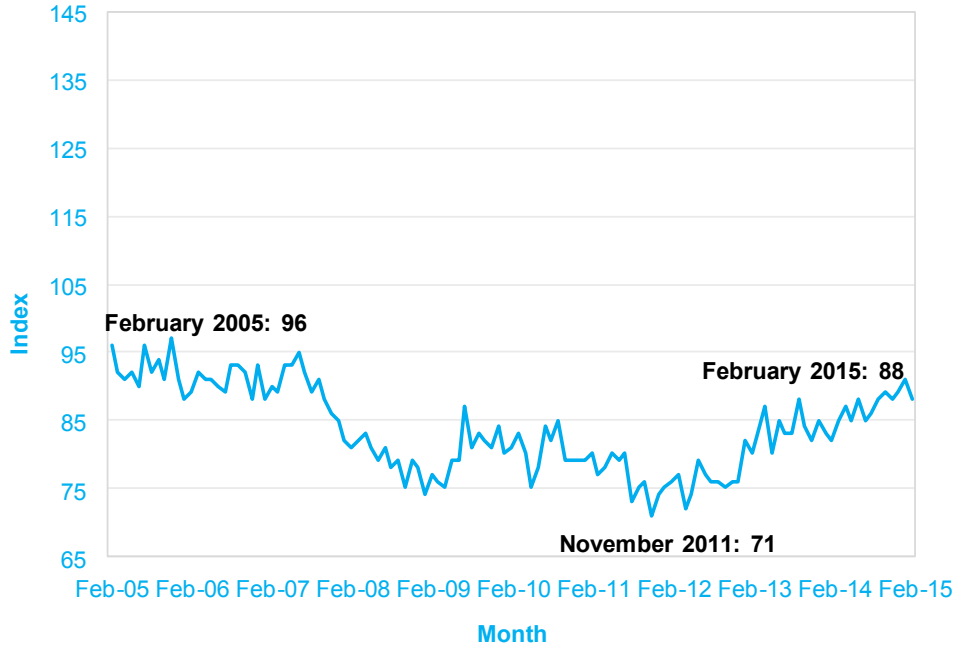
Past-12-Month Change
(From February 2014 to February 2015)



Data collection for Peru began in December 2010.

Europe

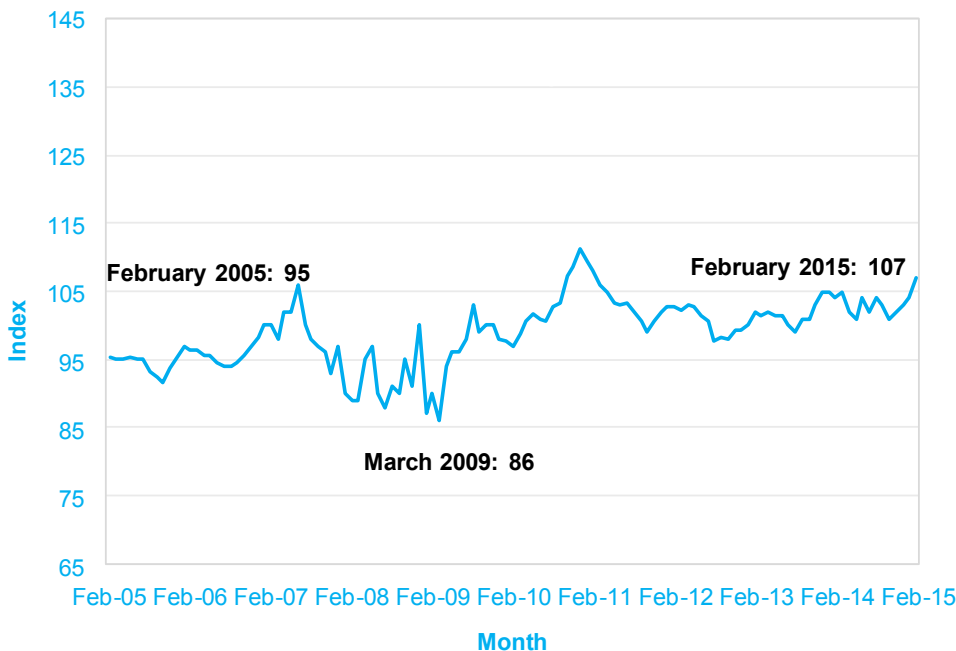
France Economic Index February 2015



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



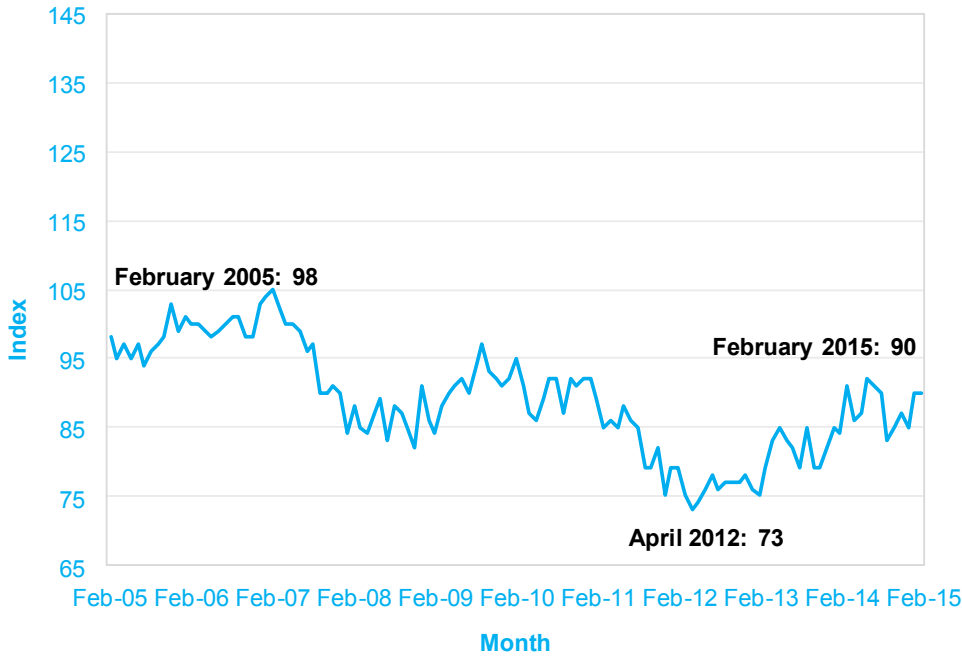
Germany Economic Index February 2015



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



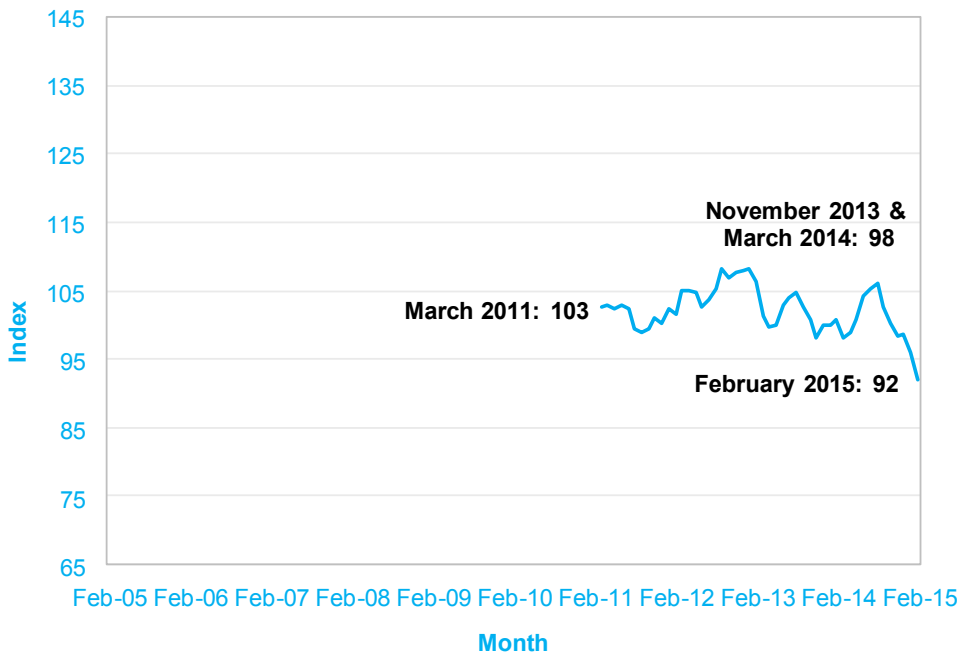
Italy Economic Index February 2015



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



Russian Federation* Economic Index February 2015

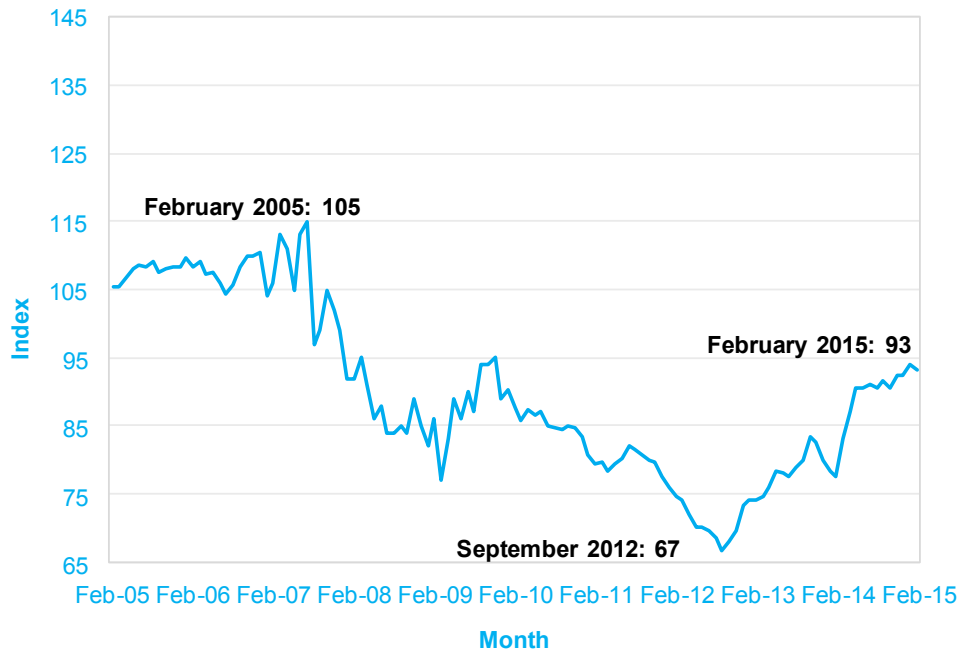


Past-12-Month Change
(From February 2014 to February 2015)



Data collection for Russian Federation began in March 2011.

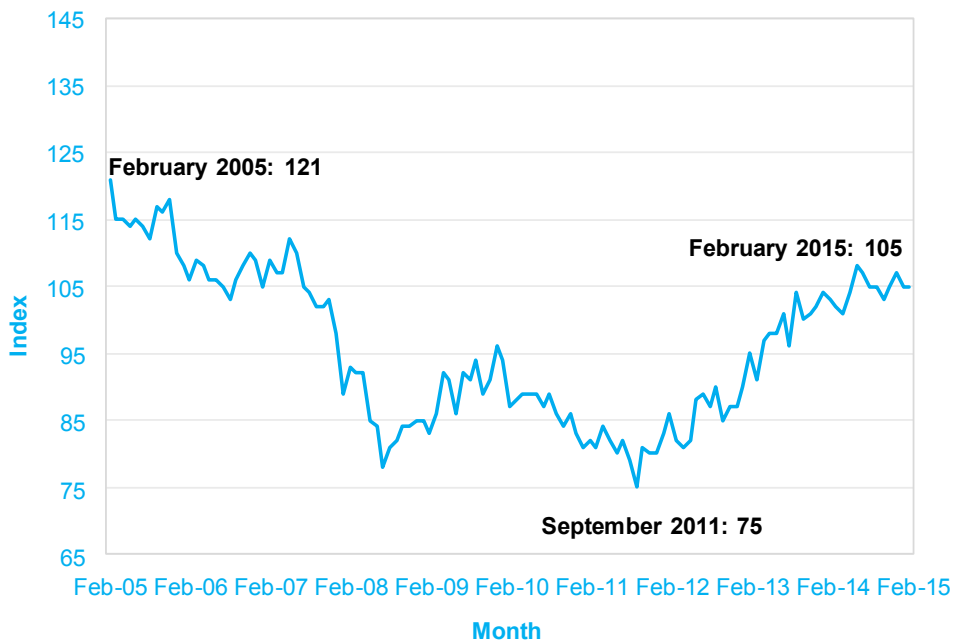
**Spain* Economic Index
February 2015**



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



**United Kingdom Economic Index
February 2015**

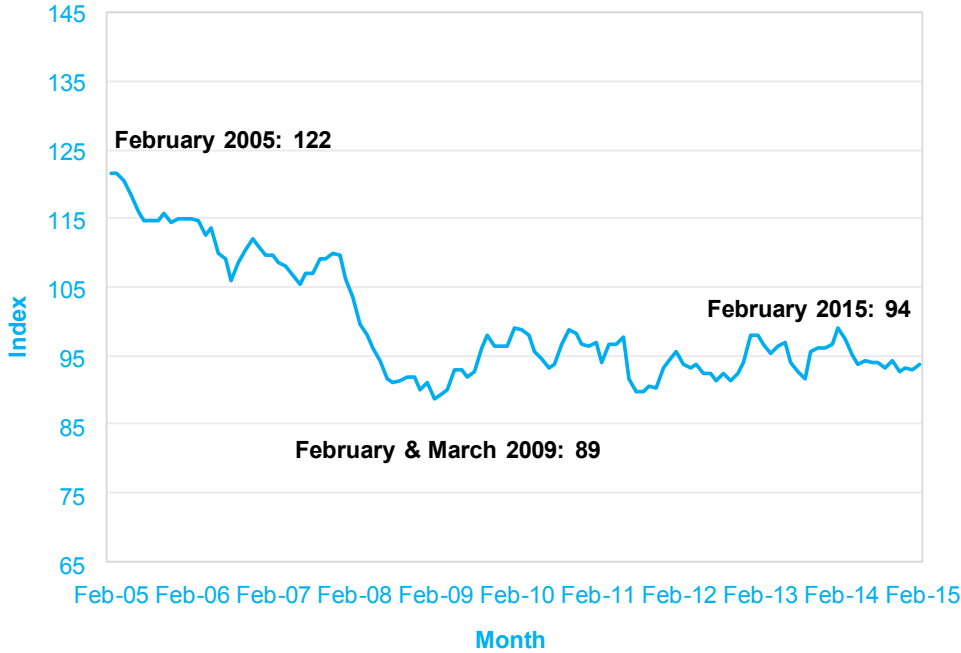


Past-12-Month Change
(From February 2014 to February 2015)



Australia/Asia

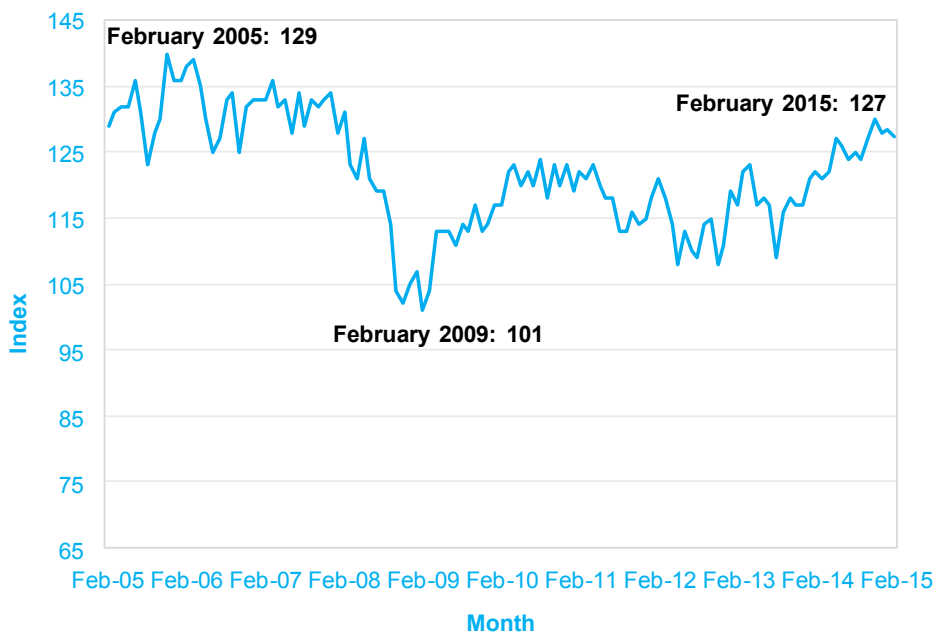
Australia* Economic Index February 2015



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



India* Economic Index February 2015



Past-12-Month Change
(From February 2014 to February 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 over 35 years the firm has delivered competitive advantage to clients throughout the world in the consumer packaged goods, high technology, retail, medical, automotive, and other industries.