

















Decision Analyst Global Economic Indices

November 2016

Arlington, Texas—The following chart compares Decision Analyst’s U.S. Economic Index to the Economic Indices for other countries. South America is in trouble. Colombia has declined by 7 points in the past 12 months, and Argentina has declined by 5 points. There are glimmers of hope in Europe. France has increased 8 points in the past 12 months, while the Russian Federation has increased 7 points. However, Germany has declined 5 points in the past 12 months.

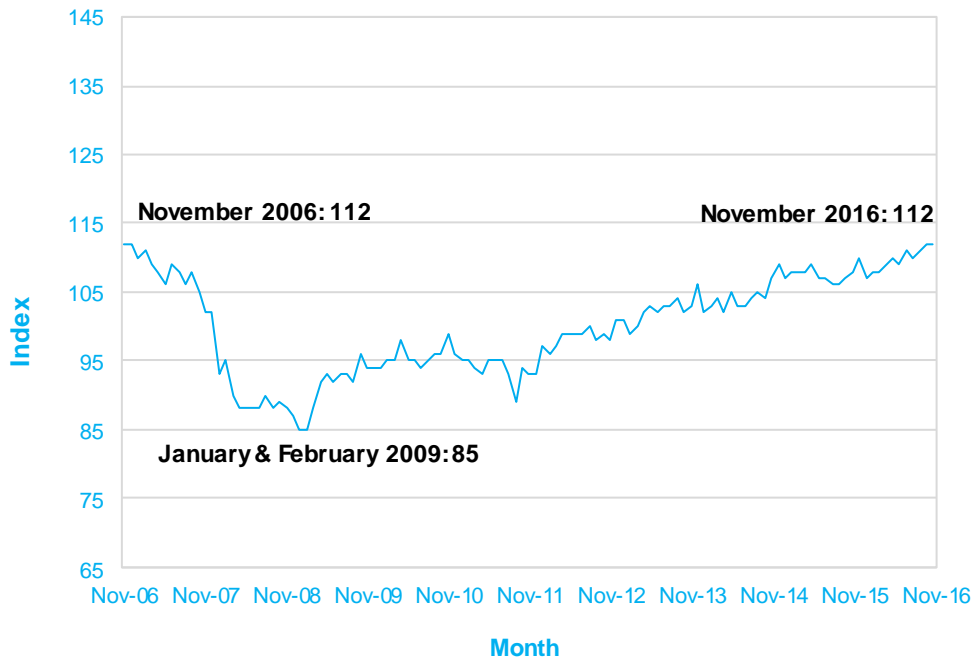
| | | Decision Analyst Global Economic Indices November 2016 | |
|---|---------------------|---|--|
| | | November 2016 Index | Past-12-Month Change (From Nov. 2015 to Nov. 2016) |
| North America | | | |
|  | United States | 112 | ↑ +4 |
|  | Canada | 92 | ↑ +2 |
|  | Mexico* | 96 | ↑ +2 |
| South America | | | |
|  | Argentina* | 86 | ↓ -5 |
|  | Brazil* | 96 | ↑ +7 |
|  | Chile* | 91 | ↓ -3 |
|  | Colombia* | 100 | ↓ -7 |
|  | Peru* | 104 | ↓ -1 |
| Europe | | | |
|  | France | 89 | ↑ +8 |
|  | Germany | 105 | ↓ -5 |
|  | Italy | 96 | ↑ +3 |
|  | Russian Federation* | 98 | ↑ +7 |
|  | Spain* | 101 | ↑ +5 |
|  | United Kingdom | 107 | ↓ -1 |
| Australia/Asia | | | |
|  | Australia* | 93 | ↓ -3 |
|  | 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.

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

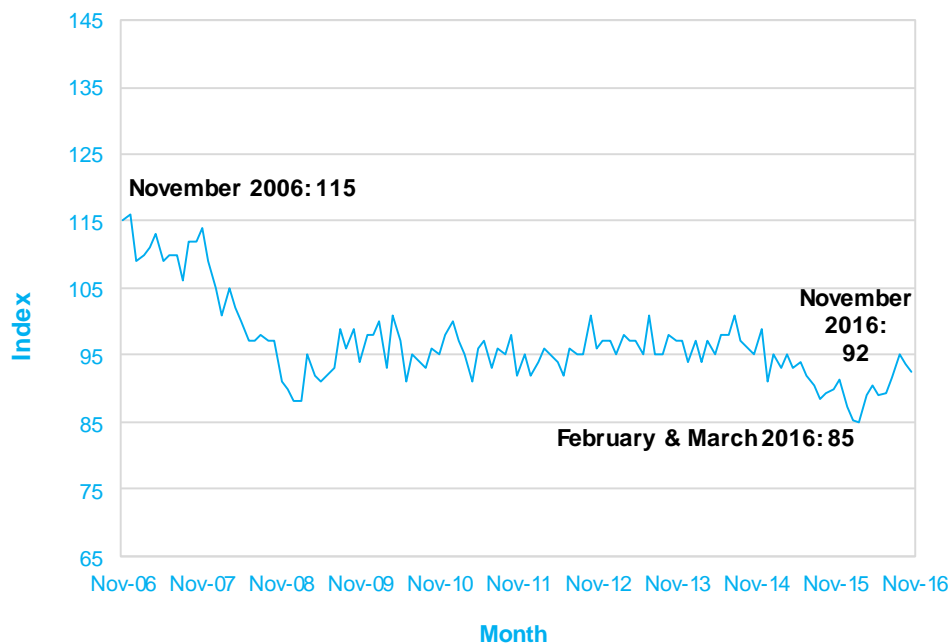
United States Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015
to Nov. 2016)



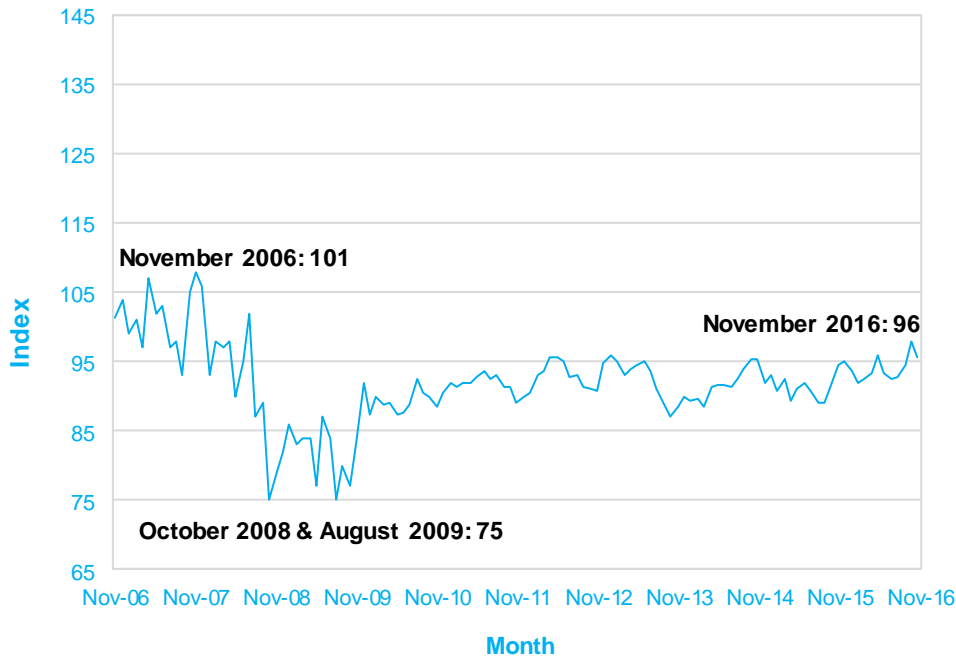
Canada Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015
to Nov. 2016)



**Mexico* Economic Index
November 2016**

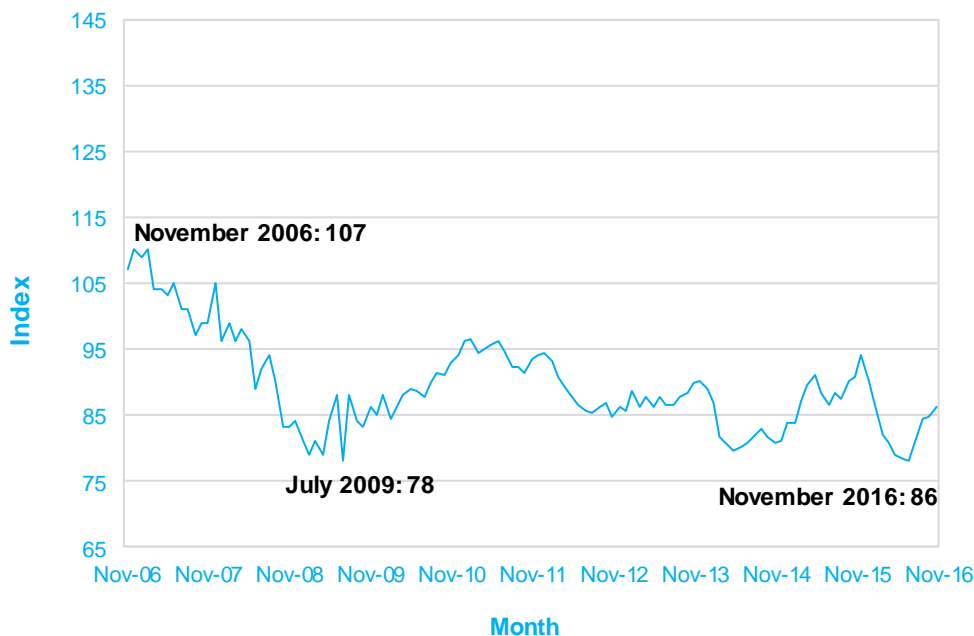


**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



South America

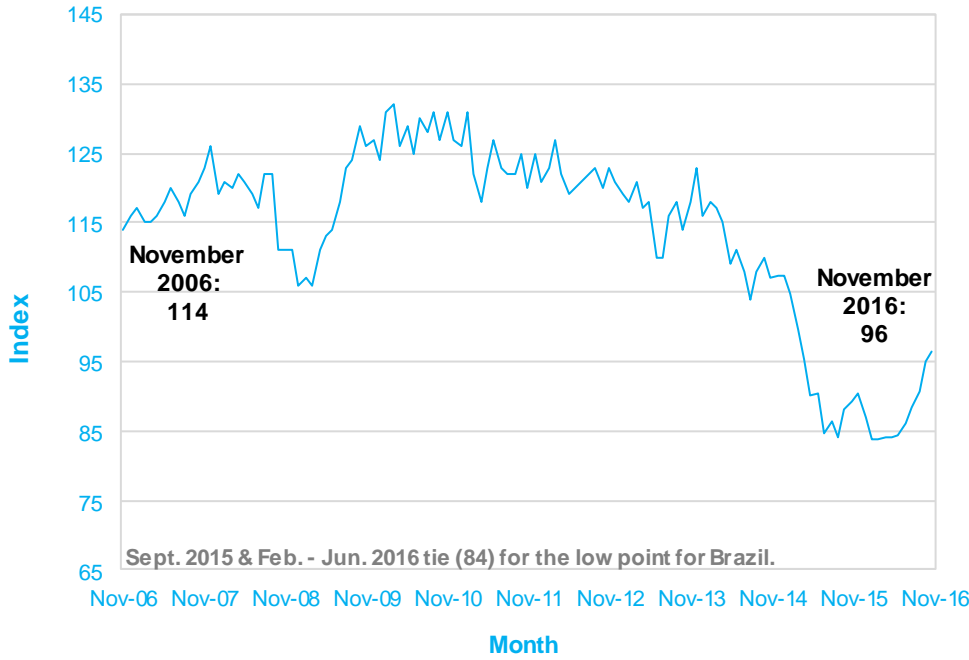
**Argentina* Economic Index
November 2016**



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



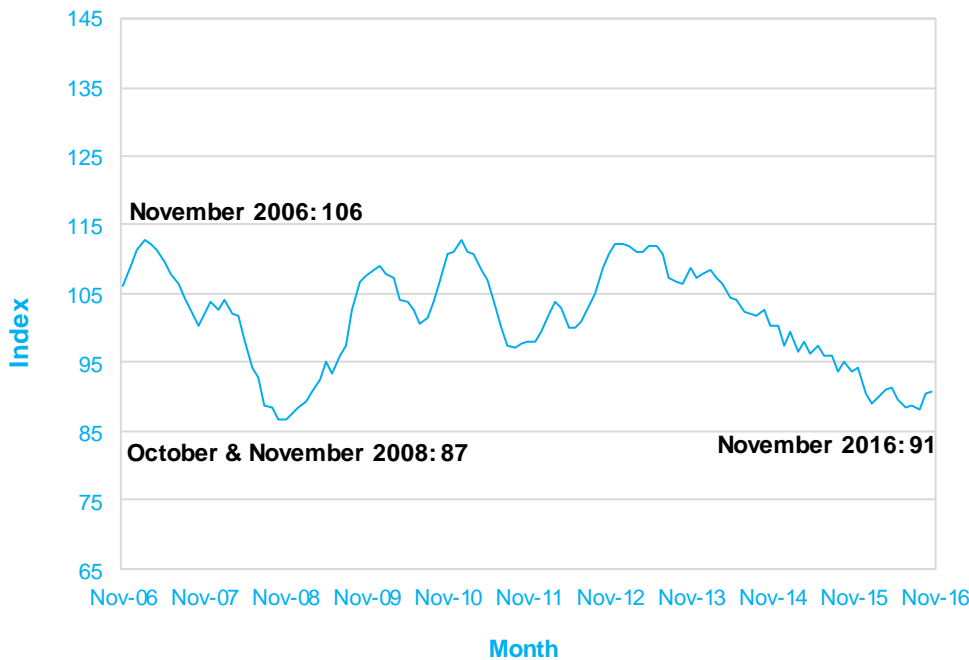
**Brazil* Economic Index
November 2016**



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



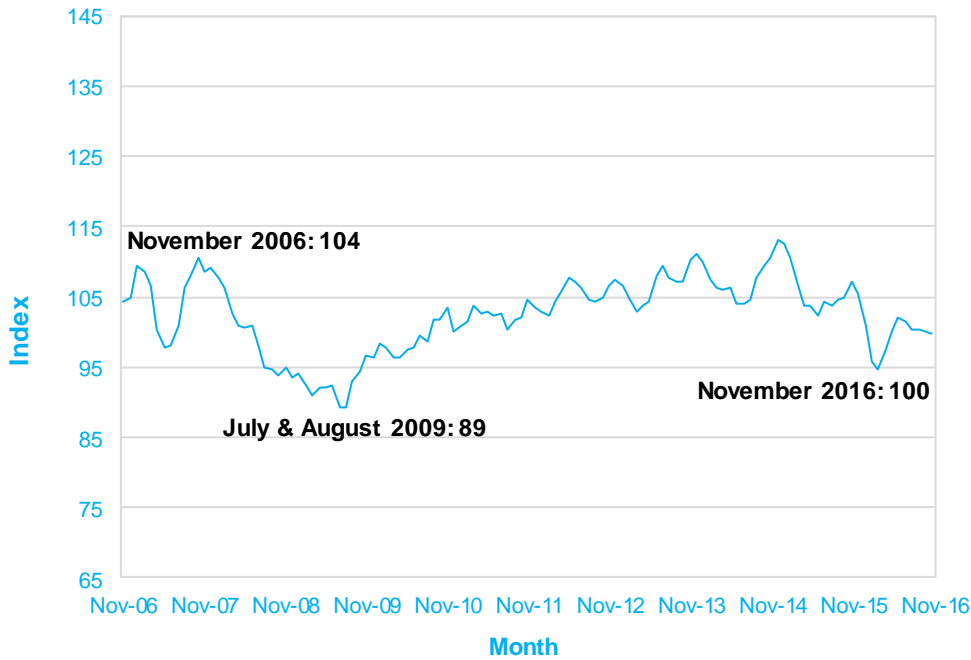
**Chile* Economic Index
November 2016**



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



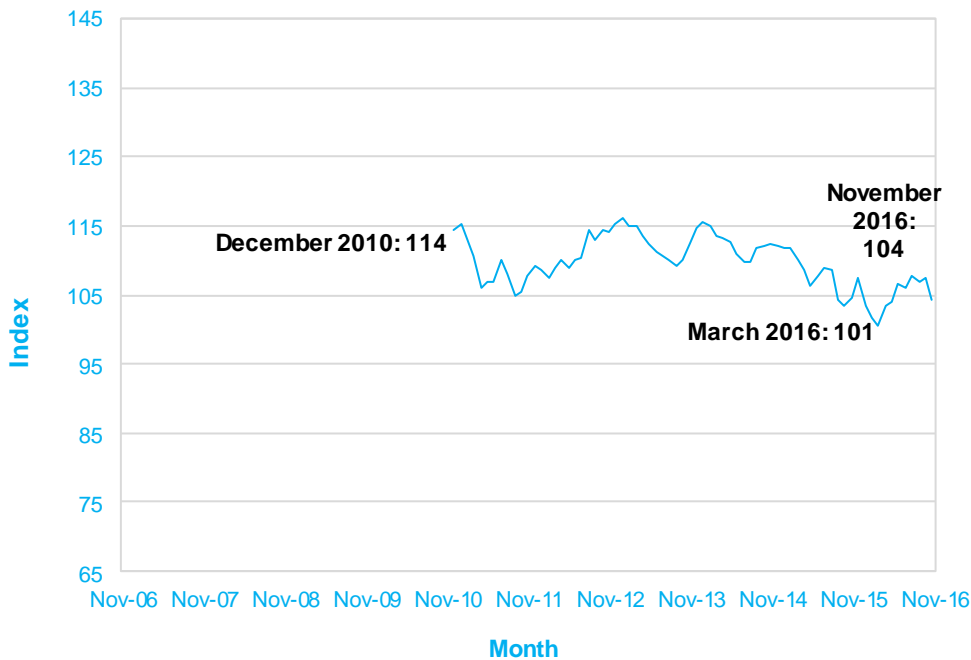
**Colombia* Economic Index
November 2016**



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



**Peru* Economic Index
November 2016**



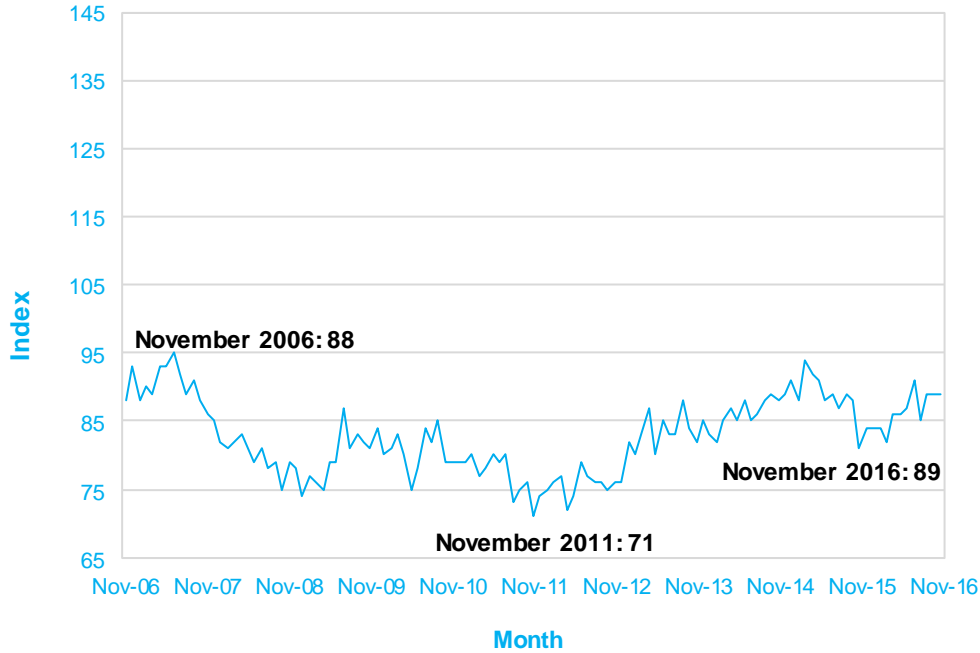
**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



Data collection for
Peru began in
December 2010.

Europe

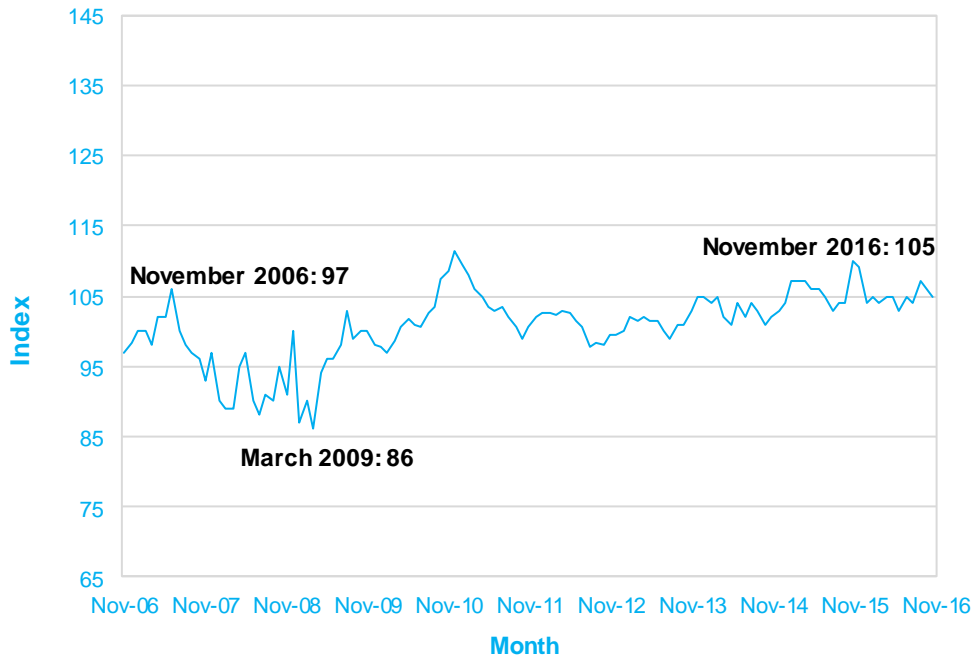
France Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



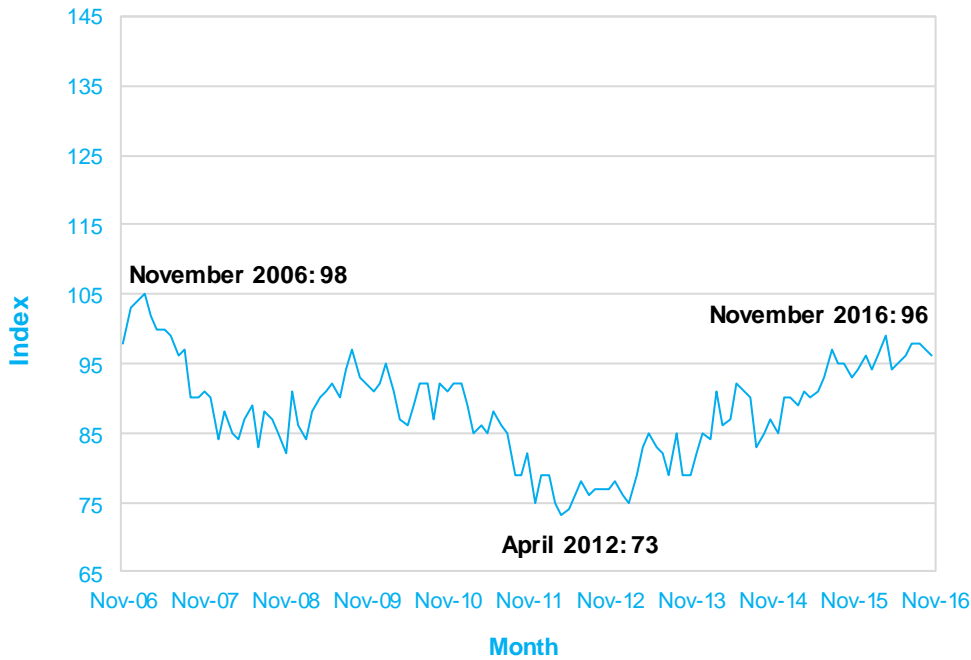
Germany Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



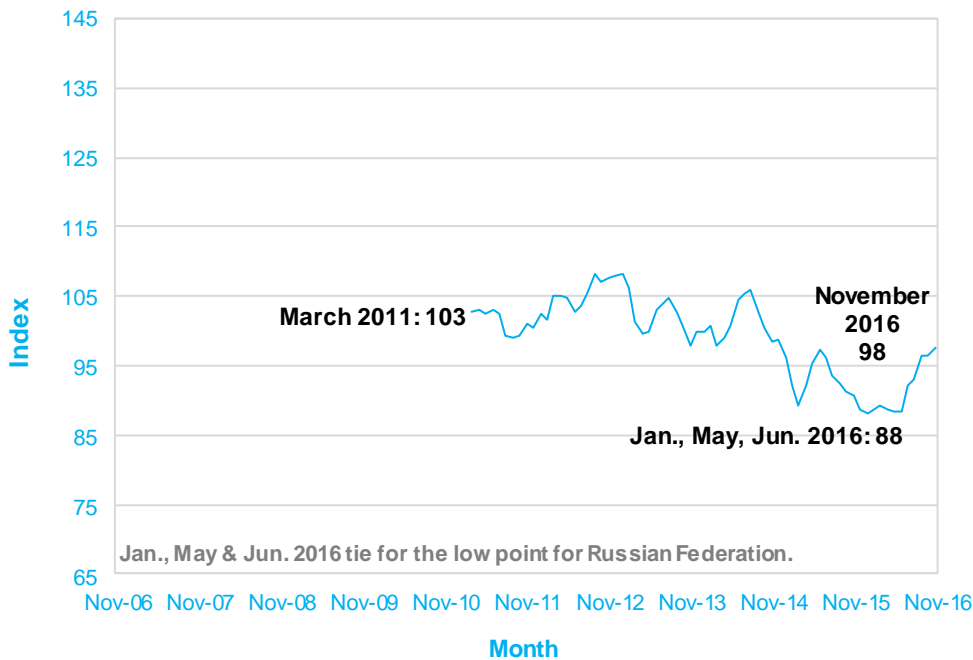
Italy Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



Russian Federation* Economic Index November 2016

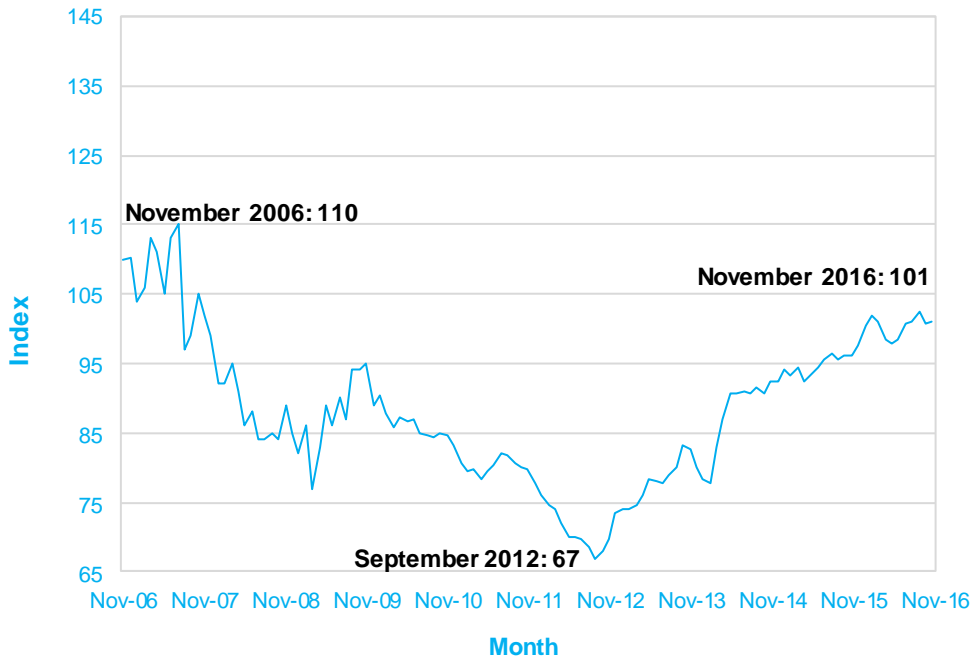


**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



Data collection for
the Russian
Federation began in
March 2011.

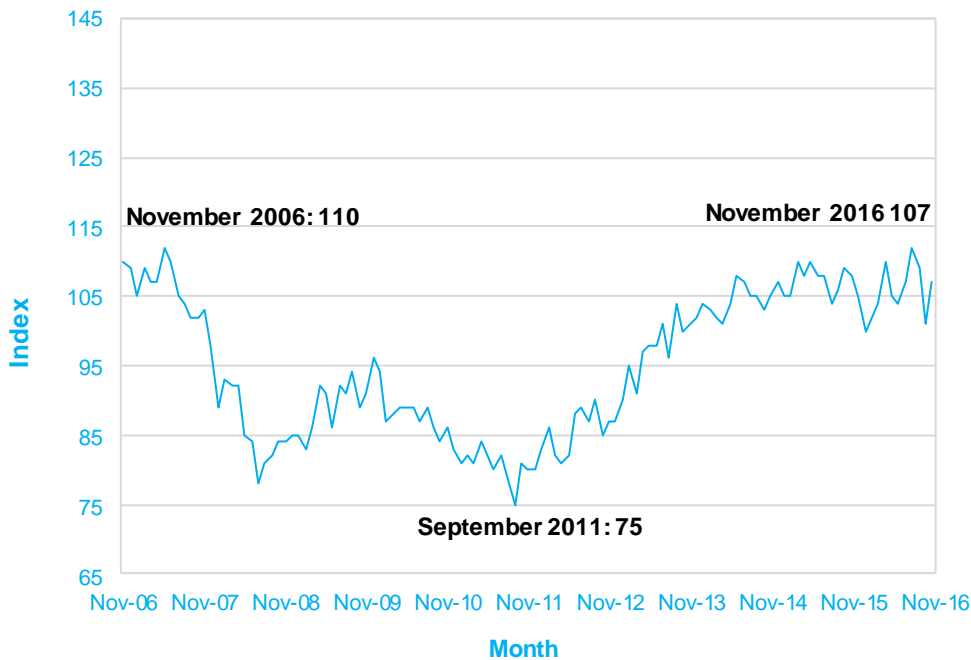
**Spain* Economic Index
November 2016**



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



**United Kingdom Economic Index
November 2016**

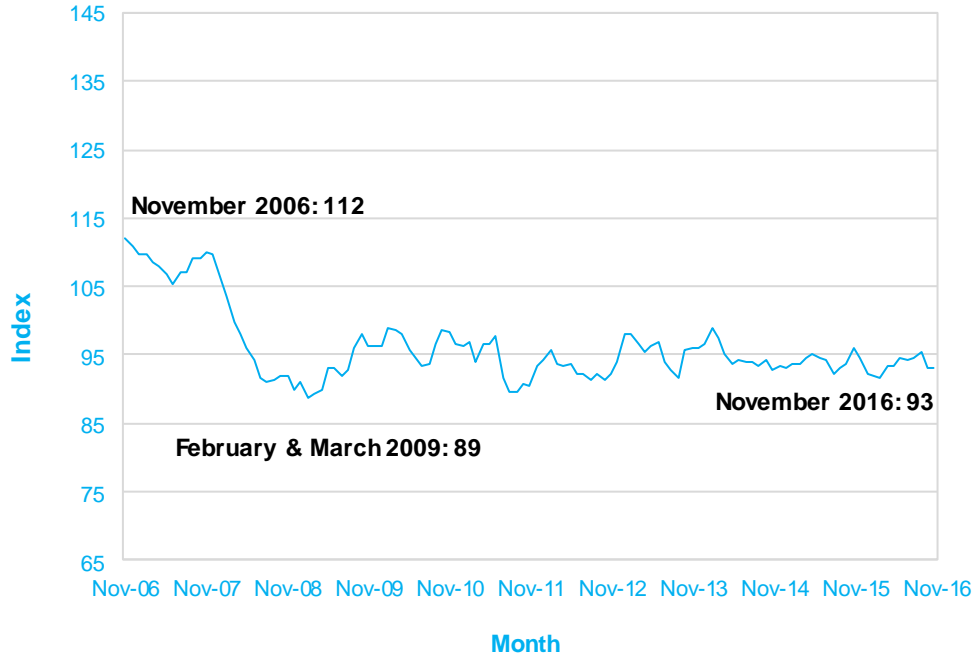


**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



Australia/Asia

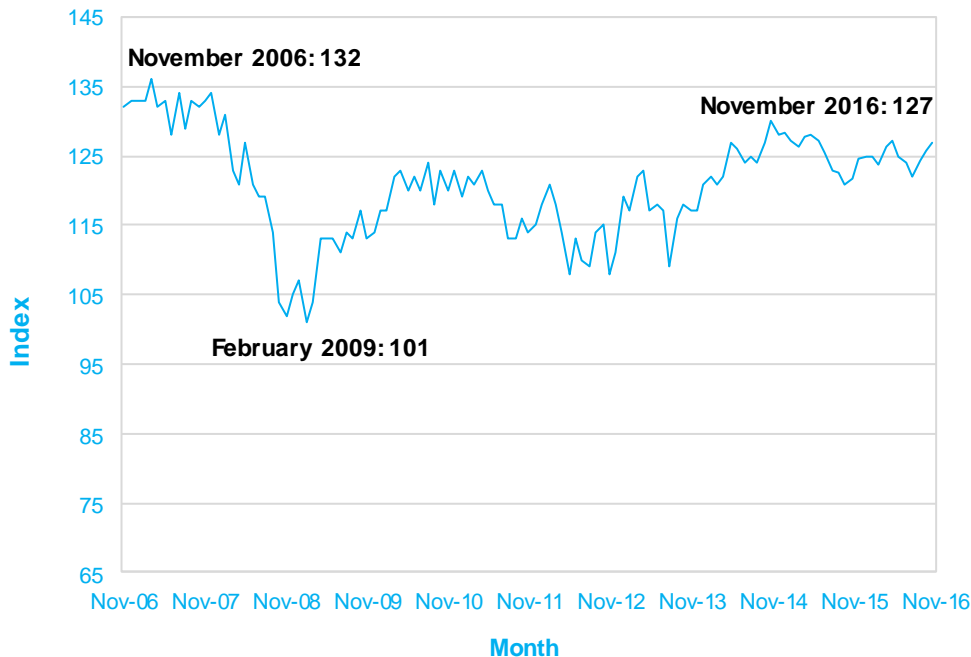
Australia* Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



India* Economic Index November 2016



**Past-12-Month
Change**
(From Nov. 2015 to
Nov. 2016)



*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.