

METHODOLOGY

U.S. Industry & Market Reports

Barnes Reports' U.S. Industry & Market reports (and *U.S. Industry & Market Outlook*) provide estimates of the size and characteristics of the largest industries in the United States. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (based on the U.S. Bureau of the Census publications, such as the U.S. Economic Census, U.S. Statistical Abstract, and County Business Patterns).
2. The forecast estimates for establishments and employment (regression analysis on historical trends from Census statistics listed above).
3. The forecast estimates for industry sales based on Census statistics (as well as a secondary research from sources such as Dunn & Bradstreet, Hoover's, the Economist, trade association research, and private research studies), historical industry sales trends and inflation rates. We use a number of sources to provide a "consensus" estimate.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

World Industry & Market Reports

Barnes Reports' World Industry & Market reports (and *World Industry & Market Outlook*) provide estimates of the size and characteristics of the largest industries in the world's largest countries. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (based on the U.S. Bureau of the Census statistics, inflation rates and industry trends).
2. The relative size and characteristics of other countries (based on GDP, population and per capita income).
3. The proportion of economies based on manufacturing, services, agricultural and resource industries). This data is mostly from the CIA World Factbook and the Economist.
4. Local currency estimates are based on U.S. sales estimates and the most current currency exchange rates.
5. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry between different countries.

***Country Comparison tables** – These tables are provided in the World reports as a quick reference for researchers that are familiar with the industries in larger countries. For instance, if the researcher is familiar with the size of the printing industry in the US, then the size of the Singapore industry is 2% of the US industry.

METHODOLOGY (CONTINUED)

U.S. Product & Retail Reports

Barnes Reports' U.S. Product & Retail reports (and *U.S. Product & Retail Outlook*) provide estimates of the size and characteristics of the largest product lines by 15 retail channels in the United States. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. retail industries (see U.S. Industry & Market Reports methodology).
2. The size of the largest U.S. product lines (based on the U.S. Economic Census).
3. The forecast estimates for retail industry sales based on Census statistics (see U.S. Industry Reports methodology). We use a number of sources to provide a "consensus" estimate.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

World Product & Retail Reports

Barnes Reports' World Product & Retail reports (and *World Product & Retail Outlook*) provide estimates of the size and characteristics of the largest product lines by 15 retail industries in the world's largest countries. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (see U.S. Industry & Market Reports methodology).
2. The size of the largest U.S. product lines (based on the U.S. Economic Census).
3. The relative size and characteristics of other countries (based on GDP, population and per capita income).
4. The proportion of economies based on manufacturing, services, agricultural and resource industries). This data is mostly from the CIA World Factbook and the Economist.
5. Local currency estimates are based on U.S. sales estimates and the most current currency exchange rates.
6. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry between different countries.

METHODOLOGY (CONTINUED)

U.S. Product & Services Reports

Barnes Reports' U.S. Product & Services reports (and *U.S. Product & Services Outlook*) provide estimates of the size and characteristics of the largest product lines by business service, professional service and health care service industries in the United States. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. services industries (see U.S. Industry & Market Reports methodology).
2. The size of the largest U.S. product lines (based on the U.S. Economic Census).
3. The forecast estimates for services industry sales based on Census statistics (see U.S. Industry Reports methodology). We use a number of sources to provide a "consensus" estimate.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

World Product & Services Reports

Barnes Reports' World Product & Services reports (and *World Product & Services Outlook*) provide estimates of the size and characteristics of the largest product lines business service, professional service and health care service industries in the world's largest countries. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. services industries (see U.S. Industry & Market Reports methodology).
2. The size of the largest U.S. product lines (based on the U.S. Economic Census).
3. The relative size and characteristics of other countries (based on GDP, population and per capita income).
4. The proportion of economies based on manufacturing, services, agricultural and resource industries). This data is mostly from the CIA World Factbook and the Economist.
5. Local currency estimates are based on U.S. sales estimates and the most current currency exchange rates.
6. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry between different countries.

METHODOLOGY (CONTINUED)

U.S. Jobs & Wages Reports

Barnes Reports' U.S. Jobs & Wages report series (and *U.S. Jobs & Wages Outlook*) provides a cost-effective, easy way of gathering all the current information and data on over 120 major industries and 800+ job titles. Included in each report are: current and forecast number of industry establishments, number of industry employees, and annual industry sales, 5-year trends on establishments, employees and sales, up to 50 job titles for each industry, Employment counts by job title nationally and by U.S. state, average wage and salary and 10th, 25th, 75th and 90th percentiles (by job title), 50 U.S. States data on employment, average wage and salary (by job title). These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The employment size of the largest U.S. industries (see U.S. Industry Reports methodology).
2. The average wage and salary for up to 50 industry job titles (based on the U.S. Economic Census and BLS).
3. The forecast estimates for wage and salary are calculated using regression analysis.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

U.S. Capital & Expenses Reports

Barnes Reports' U.S. Capital & Expenses report series (and *U.S. Capital & Expenses Outlook*) provides income statement and capital expenditure data on major U.S. industries. Included in each report are: current and forecast number of industry establishments, number of industry employees, and annual industry sales, 5-year trends on establishments, employees and sales, cost of materials (materials used, contract work, electricity, fuels), capital expenditures (buildings, machinery, vehicles, computers, depreciation), HR expenses (payroll, health insurance, retirement/pension plans), other expenses (expensed equipment, repair/maintenance, advertising, taxes) , forecast data, and 50 U.S. States & 900+ Metro Areas. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (see U.S. Industry Reports methodology).
2. The capital expenditures and business expenses of the largest U.S. industries (based on the U.S. Economic Census and BLS).
3. The capital expenditures and business expenses proportions are applied to the sales estimates in the Industry & Market database.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

METHODOLOGY (CONTINUED)

U.S. Advertising & Marketing Reports

Barnes Reports' U.S. Advertising & Marketing report series (and *U.S. Advertising & Marketing Outlook*) provides information and data on 35 advertising services on over 200 industries. Included in each report are: current and forecast number of industry establishments, number of industry employees, and annual industry sales, 5-year trends on establishments, employees and sales, current spending estimates on 35 advertising services by 50 U.S. States and over 900 metro areas for every U.S. industry. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (see U.S. Industry Reports methodology).
2. The sales of advertising industries and services spent by U.S. industries (based on the U.S. Economic Census and BLS).
3. The sales of advertising services spent by U.S. industries proportions are applied to the Industry & Market database.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

U.S. Consulting & Management Reports

Barnes Reports' U.S. Consulting & Management report series (and *U.S. Consulting & Management Outlook*) provides information and data on 32 consulting services on over 200 industries. Included in each report are: current and forecast number of industry establishments, number of industry employees, and annual industry sales, 5-year trends on establishments, employees and sales, current spending estimates on 32 consulting services by 50 U.S. States and over 900 metro areas for every U.S. industry. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (see U.S. Industry Reports methodology).
2. The sales of consulting industries and services spent by U.S. industries (based on the U.S. Economic Census and BLS).
3. The sales of consulting services spent by U.S. industries proportions are applied to the Industry & Market database.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

METHODOLOGY (CONTINUED)

U.S. Risk & Analysis Reports

Barnes Reports' U.S. Risk & Analysis report series (and *U.S. Risk & Analysis Outlook*) provides risk ratings for the largest 100 U.S. industries. Included in each report are: current and forecast number of industry establishments, number of industry employees, and annual industry sales, 5-year trends on establishments, employees and sales, current and forecast risk ratings based on internal industry risks, external threats, and impacting U.S. economic factors for the largest 100 manufacturing, retail, service and financial U.S. industries. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. industries (see U.S. Industry Reports methodology).
2. The growth/decline of prices of the largest U.S. industries (based on the U.S. Economic Census and BLS).
3. The forecast and future trends in U.S. industries based on researching trade journals, company news releases and economic publications.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.

U.S. Materials & Manufacturing Reports

Barnes Reports' U.S. Materials & Manufacturing report series (and *U.S. Materials & Manufacturing Outlook*) provide estimates of the size and characteristics of the largest materials/consumables by manufacturing industries in the United States. These estimates are produced by a proprietary economic model that is based on a number of sources and factors:

1. The size and characteristics of the largest U.S. manufacturing industries (see U.S. Industry & Market Reports methodology).
2. The size of the largest U.S. materials/consumables (based on the U.S. Economic Census).
3. The forecast estimates for manufacturing industry sales based on Census statistics (see U.S. Industry Reports methodology). We use a number of sources to provide a "consensus" estimate.
4. NAICS codes (North American Classification System codes) are used in each industry definition in order to aid report users in clarifying and standardizing the definitions of each industry.