

METHODOLOGY

Barnes Reports provide the most current and cost-effective demographic data and market reports for the largest U.S. and World industries. Our reports are estimates and forecasts based on our proprietary economic model which provides data that is timely, accurate and cost-effective (as compared with more expensive primary research and survey information.)

U.S. Industry Reports

Barnes Reports' U.S. industry 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. Census 2000, 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 Reports

Barnes Reports' World 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.

METHODOLOGY (CONTINUED)

U.S. Product Line Reports

Barnes Reports' U.S. product line 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 Reports methodology).
2. The size of the largest U.S. product lines (based on the U.S. Census 2000).
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 Line Reports

Barnes Reports' World product line 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 Reports methodology).
2. The size of the largest U.S. product lines (based on the U.S. Census 2000).
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.