Dataset Methodology

PLUNKETT RESEARCH, LTD.

INDUSTRIES FORECASTS DATASET: MULTIYEAR FORECASTS, HISTORY AND SIZING – 500 U.S. SECTORS

*P*lunkett Research, Ltd. utilizes a system of proprietary algorithms and digital stored procedures to gather and analyze historic data and to create industry sizing forecasts for our downloadable dataset. In addition, we utilize human analysis, input and editing. Updates and adjustments are made two to three times yearly.

The dataset we provide represents our estimates of U.S. industry sector-specific revenues (which may include exports). The industry sizing is based on metrics of U.S. companies and their consolidated domestic subsidiaries, regardless of their type of ownership. Industry Employment and Establishments count estimates are U.S.-only. The data is based on large and mid-size companies, as well as small businesses that have payrolls. Our data is provided for 500+ U.S. industry sectors, by NAIC industry code. This enables us to categorize results logically into sectors and subsectors in fields such as manufacturing, distribution, retailing, energy, processing and construction, as well as services, including transportation, professional services, financial services, health care, etc.

The resources utilized and/or analyzed for Plunkett's Industries Dataset may include some or all of:

- Plunkett Research, Ltd.'s proprietary corporations database

- Plunkett Research, Ltd.'s proprietary industries databases, including industry trends analysis and industry statistical tables

- Publicly-held corporation announcements and disclosure documents, including documents filed with the U.S. Securities and Exchange Commission (SEC)

- U.S. Department of Commerce

- U.S. Bureau of the Census

- U.S. Bureau of Labor Statistics

- U.S. Internal Revenue Service

- U.S. Federal Reserve Bank data and estimates

- Recent revenue growth rates of industry-leading firms (individually and/or on average; publicly-held and/or privately-held)

- Analysis of International Monetary Fund reports

- Analysis of industry estimates and trends statements published by industry leaders, trade journals, professional societies and industry associations

Economic and industry data published by U.S. government agencies typically lag two to six years behind the present date. Plunkett Research, Ltd. may utilize such data as a historic basis, along with Plunkett algorithms and analyst interpretations, in order to make projections of total annual industry results for recent and future years.

Financial disclosure information published by publicly-held corporations may lag from a few months to several years behind the present date, and are always subject to being restated when corporations make later adjustments to their books. These financial disclosures may influence our projections of total annual industry results for recent and future years.

Additional data that may be considered include America's overall GDP growth rates, as well as industry-specific opinions of Plunkett Research analysts as to other factors that will influence growth within a given industry sector. In order to make forecasts, we may utilize averages of several historical years' results, and then consider those averages, along with other influences (such as technology adoption or consumer trends) when making forecasts.

NAIC (North American Industry Classification) industry codes are utilized in order to organize each industry sector. The user should note that errors and omissions may occur in virtually all types and resources for industry data (whether private or government sources), due to the difficulties involved in correctly assigning companies and their revenues to the most accurate industry segment and code. Interpretation and usage of NAICs are therefore subject to error.

The User Should Exercise Caution:

Market data, industry data and corporate financial data as presented in this report are estimates. Data of this type is continually subject to revision. In addition, the resources for underlying data considered by Plunkett Research, Ltd. may have made errors or omissions. While Plunkett Research, Ltd. makes an effort to provide reasonably complete and useful information, the methodology and formulas applied by Plunkett Research, Ltd. to underlying data in order to make industry estimates and forecasts may contain errors or omissions. The user should at all times bear in mind that the information provided is an estimate, and, when making business or investment decisions, should conduct appropriate due diligence.