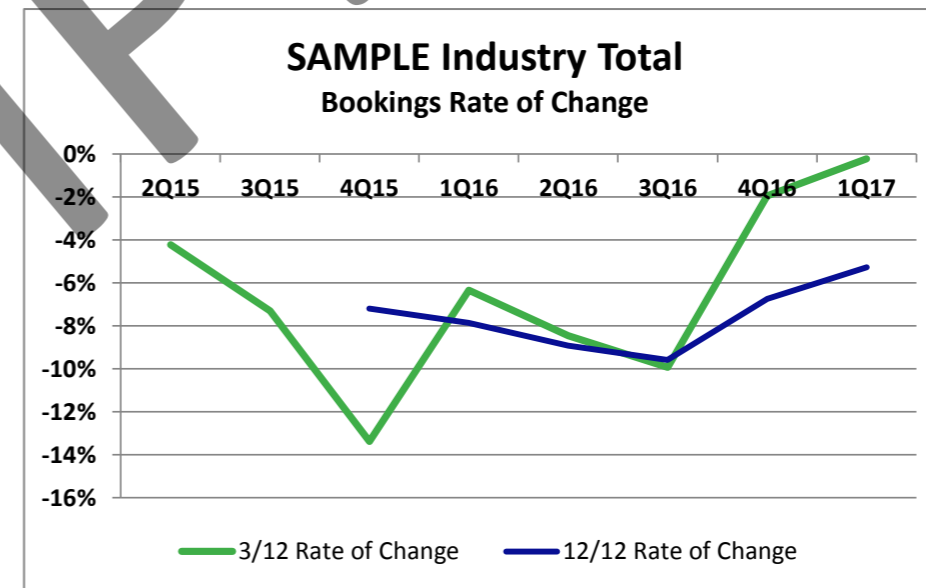
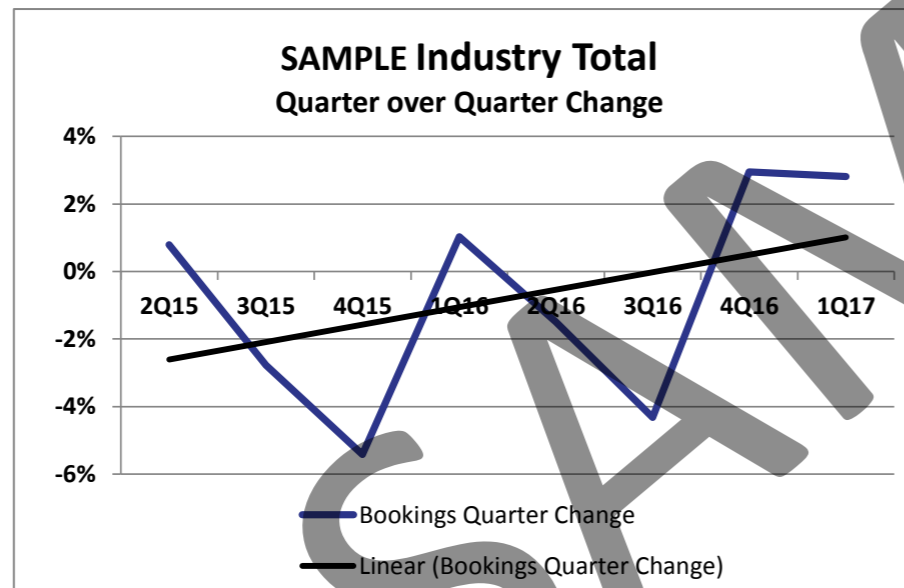




SAMPLE INDUSTRY SEGMENT TOTAL								
	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17
Bookings Quarter Change	1%	-3%	-5%	1%	-1%	-4%	3%	3%
3/12 Rate of Change	-4.2%	-7.3%	-13.4%	-6.3%	-8.5%	-9.9%	-2.0%	-0.2%
12/12 Rate of Change			-7.2%	-7.9%	-8.9%	-9.6%	-6.8%	-5.3%

2Q15 change is based off 1Q15 historical data

- Phase D or "Recession". Annual sales are below year-ago levels and are declining.
- Phase A or "Recovery". Annual sales are below year ago levels but the rate of decline is slowing.



Category Comments:

- *The data represented is calculated as a quarter over quarter change relative to the total bookings as reported by participants. 2Q15 data is calculated from the previous quarter. Although 1Q15 is not reported, the data point is historical for all participants.
- * The linear trend line analyzes bookings as reported and shows the rate of increase or decrease over the 8 quarter period.
- * 3/12 Rate of Change illustrates the seasonal changes inherent to the data series.
- * 12/12 Rate of Change removes seasonal variation in order to derive the underlying cyclical trend.
- *Overall, the SAMPLE industries in this category are in a period of recovery. While bookings are below year-ago levels, the rate of decline is slowing.