

The Lively Report

Market Barometer Summary

Rank scale:	1	2	3	4	5	6	7	8
	Poor/ Down		Flat		Good/ Increasing		Excellent/ Up	

2011 Rank Summary			
QTR 1	QTR 2	QTR 3	QTR 4

Item	Number of Participants Reporting	19	19	20	19
#	Category				

1	Next Quarter Outlook	4.11	4.00	3.40	4.45
2	Balance of Year Outlook	4.53	3.92	3.20	4.18
3	Unit Resales	4.21	3.88	3.90	4.73
4	Unit Quantities	3.63	5.00	5.50	5.27
5	Short Term Booking (3 month or less)	3.58	3.92	3.80	3.45
6	Long Term Booking (4 month or longer)	3.26	4.46	4.70	4.73
7	General Product Availability	3.68	4.63	3.90	4.18
8	Allocation Possibilities	4.53	3.62	3.80	3.67
9	Inventory (@factory)	4.13	4.12	4.70	4.78
10	Inventory (@ distribution)	4.67	4.27	3.90	4.00

Total Participant's 2011 QTR to QTR Sales Growth			
Q1/Q4	Q2/Q1	Q3/Q2	Q4/Q3
5.1%	-1.2%	-8.6%	-0.2%

Qtr to Qtr Rank Change			
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-6.2%	-11.3%	-20.0%	29.0%
-22.0%	1.9%	-23.1%	43.3%
-8.7%	-9.8%	-6.7%	22.1%
-17.0%	-2.6%	-15.0%	31.0%
-5.0%	-13.5%	-18.3%	30.7%
-13.0%	-8.0%	0.6%	21.2%
-36.4%	37.7%	10.0%	-4.1%
-10.5%	9.4%	-3.0%	-9.1%
-34.0%	36.6%	5.4%	0.6%
-27.1%	25.5%	-15.7%	7.2%

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