

**STRONG 2014  
MIDDLE MARKET  
PERFORMANCE**



**Revenue Outpaces S&P 500**

4Q'14

**7.2%**

MIDDLE MARKET GROWTH  
OVER THE PAST 12 MONTHS

4.9% Past 12 Months  
S&P 500

**6.0%**

NEXT 12 MONTHS

\$ \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ \$

**Companies Adding Jobs**

4Q'14

**5.0%**

MIDDLE MARKET GROWTH  
OVER THE PAST 12 MONTHS

2.2% Small Bus. 2.2% Large Bus.

**4.0%**

NEXT 12 MONTHS

10 human icons (5 red, 5 blue)

4Q'14

**74%**

of middle market  
companies  
project positive  
revenue growth.

57%  
4Q'13

4Q'14

**52%**

of middle market  
companies expect  
to add jobs.

38%  
4Q'13

**Confidence in U.S. Rises; Global Dips**



GLOBAL ECONOMY

**53%**



NATIONAL ECONOMY

**73%**



LOCAL ECONOMY

**81%**

VS. 1 YEAR AGO

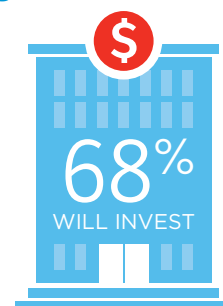
4Q'13 **57%**

4Q'13 **65%**

4Q'13 **76%**

**Capital Investment Plans  
Continue to Strengthen**

Middle market  
companies consistently  
invest capital to add  
jobs, equipment,  
make acquisitions  
or train employees.



4Q'13 **64%**

FOR MORE INFORMATION  
VISIT [MIDDLEMARKETCENTER.ORG](http://MIDDLEMARKETCENTER.ORG)



# MEET THE MIGHTY MIDDLE MARKET

REPRESENTING

**3%**

OF ALL U.S. COMPANIES<sup>†</sup>



**1/3**

OF ALL U.S. JOBS<sup>\*</sup>



NEARLY

**33%**

OF PRIVATE SECTOR GDP<sup>†</sup>



MORE THAN

**\$10 TRILLION**

IN ANNUAL REVENUE



NEARLY

**48 MILLION**

TOTAL JOBS IN 2014



## U.S. Middle Market Defined

ANNUAL REVENUE

**\$10 MM-\$1 B**



NEARLY

**200,000**

BUSINESSES<sup>†</sup>



**5<sup>TH</sup>**  
**LARGEST**  
GLOBAL  
ECONOMY<sup>†</sup>

## Middle Market Growth by Industry

A deeper look at growth in the middle market by industry.

|                               | REVENUE GROWTH |                | EMPLOYMENT GROWTH |                |
|-------------------------------|----------------|----------------|-------------------|----------------|
|                               | PAST 12 MONTHS | NEXT 12 MONTHS | PAST 12 MONTHS    | NEXT 12 MONTHS |
| <b>SERVICES</b><br>           | 8.8%           | 7.4%           | 7.0%              | 6.3%           |
| <b>MANUFACTURING</b><br>      | 7.3%           | 6.7%           | 4.4%              | 4.3%           |
| <b>WHOLESALE TRADE</b><br>    | 7.3%           | 7.8%           | 6.0%              | 3.0%           |
| <b>RETAIL TRADE</b><br>       | 4.6%           | 4.8%           | 3.3%              | 3.4%           |
| <b>CONSTRUCTION</b><br>       | 10.5%          | 5.7%           | 4.5%              | 3.6%           |
| <b>FINANCIAL SERVICES</b><br> | 8.3%           | 6.0%           | 5.7%              | 4.7%           |
| <b>HEALTHCARE</b><br>         | 8.1%           | 6.3%           | 6.0%              | 5.3%           |
| <b>OTHER</b><br>              | 6.7%           | 5.1%           | 4.6%              | 3.8%           |

Source: Dun & Bradstreet