

CALIFORNIA

MIDDLE MARKET INDICATOR

4Q 2018



IN COLLABORATION WITH









California Revenue Growth vs. National

CALIFORNIA MIDDLE MARKET

PAST 12 MO.

7.9%

Past 12 Months National

CALIFORNIA MIDDLE MARKET

NEXT 12 MO.

National

Next 12 Months

California Employment Growth vs. National

CALIFORNIA MIDDLE MARKET

PAST 12 MO.

Past 12 Months National

CALIFORNIA MIDDLE MARKET

NEXT 12 MO.

Next 12 Months National





California Companies Less Confident in National and Local Economies



GLOBAL ECONOMY



NATIONAL ECONOMY



LOCAL ECONOMY

Preparing for Growth Through Capital Investment

WILLINGNESS TO **INVEST DIPS AMONG** CALIFORNIA'S MIDDLE MARKET LEADERS SINCE LAST QUARTER'S REPORTED 72%.



VS. NATIONAL MIDDLE MARKET

73%

86%

89%

California's Middle Market Defined

ANNUAL REVENUE

\$10 MM-\$1B



REPRESENTS

0.7%

OF ALL CALIFORNIA COMPANIES MORE THAN

16,000

BUSINESSES



EMPLOYS

29%

OF THE CALIFORNIA WORKFORCE

GENERATING

\$730B

IN ANNUAL REVENUE



GENERATES

21%

OF ALL CALIFORNIA BUSINESS REVENUE

California's Middle Market is Diverse



CONSTRUCTION

8.8%



FINANCE & INSURANCE

5.2%



HEALTHCARE

6.5%



PROFESSIONAL SERVICES

9.7%



RETAIL TRADE

9.8%



MANUFACTURING

17.9%



WHOLESALE TRADE

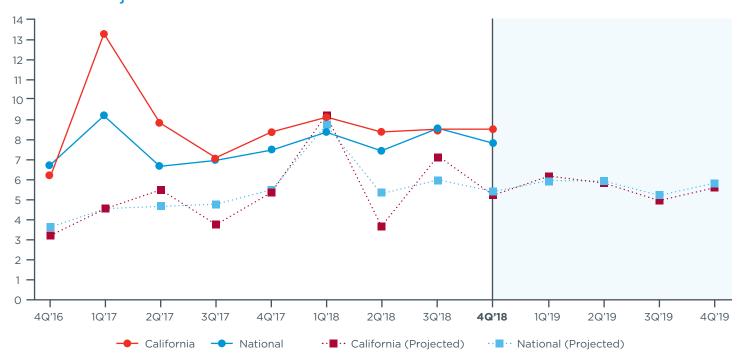
14.4%



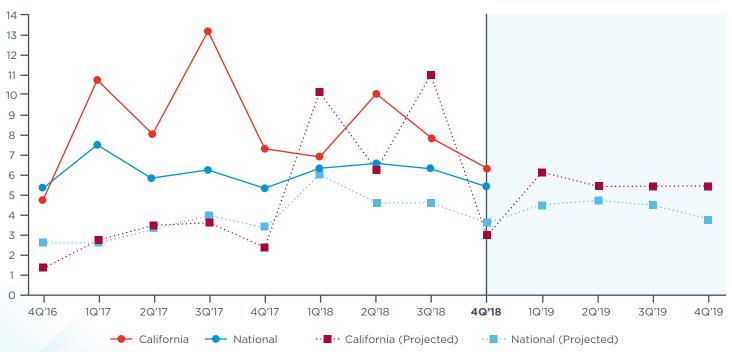
TRANSPORTATION & WAREHOUSING

2.5%

Actual & Projected Revenue Growth



Actual & Projected Employee Growth



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