

FLORIDA

MIDDLE MARKET INDICATOR

1Q 2019



IN COLLABORATION WITH









Florida Revenue Growth vs. National

FLORIDA MIDDLE MARKET

PAST 12 MO.

13.5[%]

FLORIDA MIDDLE MARKET

NEXT 12 MO.

9.0%

Florida Employment Growth vs. National

FLORIDA MIDDLE MARKET

PAST 12 MO.

6.7%

FLORIDA
MIDDLE MARKET

NEXT 12 MO.

3.1%

8.7% Past 12 Months National

5.4% Next 12 Months National 5.6% Past 12 Months National 3.4% Next 12 Months National





Florida Companies Are More Confident About Economic Conditions Than National Average



71%



NATIONAL ECONOMY

86%



LOCAL ECONOMY

94%



WILLINGNESS TO INVEST DIPS FROM LAST QUARTER'S REPORTED 69%.



VS. NATIONAL MIDDLE MARKET

70%

80%

88%

Florida's Middle Market Defined

ANNUAL REVENUE

\$10 MM-\$1B



REPRESENTS

0.4% OF ALL FLORIDA

COMPANIES

NEARLY

7,000

BUSINESSES



EMPLOYS

25%

OF THE FLORIDA WORKFORCE

MORE THAN

\$277B

IN ANNUAL REVENUE



GENERATES

21%

OF ALL FLORIDA BUSINESS REVENUE

Florida's Middle Market is Diverse



CONSTRUCTION

11.6%



HEALTHCARE

9.6%



RETAIL TRADE

12.4%



WHOLESALE TRADE

14.4%



FINANCE & INSURANCE

6.1%



PROFESSIONAL SERVICES

7.8%



MANUFACTURING

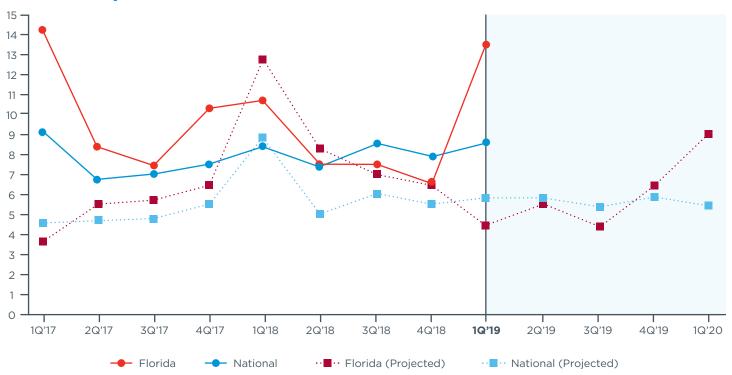
11.3%



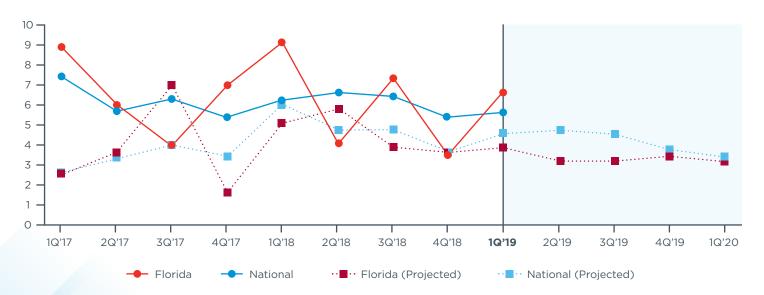
TRANSPORTATION & WAREHOUSING

3.3%

Actual & Projected Revenue Growth



Actual & Projected Employee Growth



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