

Middle Market Indicator Report – Frequently Asked Questions

- 1. What qualifies a company as middle market?**
The National Center for the Middle Market's definition of the middle market is any company between \$10M - \$1B in annual revenues.
- 2. When was the first Middle Market Indicator Report published?**
April 30, 2012
- 3. How often is the survey conducted?**
The National Center for the Middle Market is the only organization in the United States to conduct a quarterly survey of the middle market.
- 4. What is the methodology being used for the Middle Market Indicator Report?**
The Middle Market Indicator Survey is conducted online leveraging a proprietary research panel. The data for each quarter is weighted to ensure that it is balanced to the US Census on the following criteria: Gross Revenues, Industry and US Census Region. In order to normalize the revenue and employment growth distributions, outliers are adjusted using a technique known as Winsorization.
- 5. Do you have a list of the companies who participate in the survey?**
The National Center for the Middle Market leverages a proprietary research panel that maintains industry-leading "opt-in" panels of respondents who have been pre-recruited to participate in surveys.
- 6. How do you segment the results?**
The National Center for the Middle Market segments results by:
 - a) Industry (Construction, Financial Services, Healthcare, Manufacturing, Retail Trade, Services, & Wholesale Trade)
 - b) Revenue Size (\$10M - \$50M, \$50M - \$100M, \$100M - \$1B)
 - c) U.S. Census Regions (New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, Pacific)
 - d) State (California, Illinois, Ohio, Florida, New York, Texas)
- 7. What specific metrics does this report capture?**
On a quarterly basis the Middle Market Indicator report tracks the following metrics:
 - a) Revenue & Employment Growth (Past 12 Months and Next 12 Months)
 - b) Company Performance
 - c) Challenges
 - d) Investment Strategy
 - e) Confidence in the Economy (Local, National, Global)
- 8. Is there an opportunity to add questions to the current survey?**
The Center inserts topically based questions each quarter. If your organization is interested in adding a specific question or series of questions to the survey please contact Jeff Caywood, Communications Manager for the National Center for the Middle Market, at jeff.caywood@ge.com.