

# CALIFORNIA MIDDLE MARKET INDICATOR



4Q | 2016

IN COLLABORATION WITH









#### California Revenue Growth vs. National

6.1%

CALIFORNIA MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS



Past 12 Months National 5.3%

CALIFORNIA MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS



Next 12 Months National

## California Employment Growth vs. National

4.9%

CALIFORNIA MIDDLE MARKET GROWTH OVER THE PAST 12 MONTHS



Past 12 Months National 2.4%

CALIFORNIA MIDDLE MARKET GROWTH OVER THE NEXT 12 MONTHS



Next 12 Months National



# California Companies Are More Confident Than National Average



69%



84%



88%

# Preparing for Growth Through Capital Investment

MORE THAN HALF OF CALIFORNIA MIDDLE MARKET COMPANIES ARE POISED TO INVEST.



WINDOWS WATER TO SEE THE WATER TO SEE TH

65%

81%

86%

#### California's Middle Market Defined

\*10 MM-\*1B



REPRESENTS

7%

OF ALL CALIFORNIA

COMPANIES

MORE THAN

16,000

BUSINESSES



EMPLOYS 0/

OF THE CALIFORNIA WORKFORCE \$730B
IN ANNUAL REVENUE



GENERATES

21%

OF ALL CALIFORNIA

**BUSINESS REVENUE** 

#### California's Middle Market is Diverse



Q Q%



FINANCE & INSURANCE



6.5%



PROFESSIONAL SERVICES

9.2%



9.8%



MANUFACTURING 179%



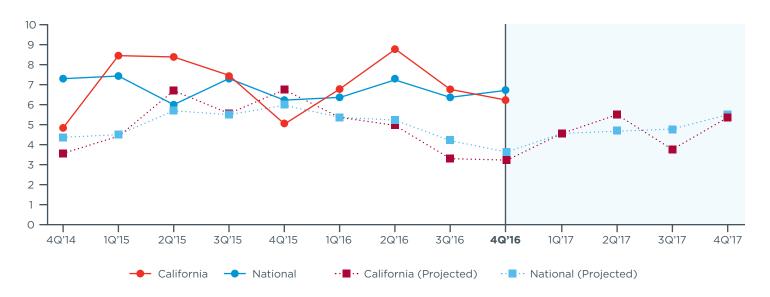
14.4%



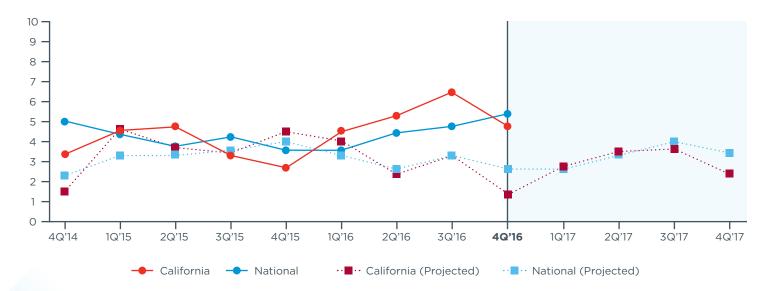
TRANSPORTATION & WAREHOUSING

### 4Q | 2016 CALIFORNIA MIDDLE MARKET INDICATOR

### Actual & Projected Revenue Growth



### **Actual & Projected Employee Growth**



Copyright © 2016 The Ohio State University. All rights reserved. This publication provides general information and should not be used or taken as business, financial, tax, accounting, legal, or other advice, or relied upon in substitution for the exercise of your independent judgment. For your specific situation or where otherwise required, expert advice should be sought. The views expressed in this publication reflect those of the authors and contributors, and not necessarily the views of The Ohio State University or any of their affiliates. Although The Ohio State University believes that the information contained in this publication has been obtained from, and is based upon, sources The Ohio State University believes to be reliable, The Ohio State University does not guarantee its accuracy, and it may be incomplete or condensed. The Ohio State University makes no representation or warranties of any kind whatsoever in respect of such information. The Ohio State University accepts no liability of any kind for loss arising from the use of the material presented in this publication