

# CALIFORNIA

MIDDLE MARKET INDICATOR

3Q 2018



IN COLLABORATION WITH









### California Revenue Growth vs. National

**CALIFORNIA** 

PAST 12 MO.

**MIDDLE MARKET** 

Past 12 Months 8.6% 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 Global and Local Economies than National Conditions



**GLOBAL ECONOMY** 



**NATIONAL ECONOMY** 



**LOCAL ECONOMY** 

# **Preparing for Growth Through Capital Investment**

**WILLINGNESS** TO INVEST **INCREASES AMONG** CALIFORNIA'S MIDDLE MARKET LEADERS SINCE LAST QUARTER'S REPORTED 65%.



**VS. NATIONAL MIDDLE MARKET** 

80%

88%

93%

#### California's Middle Market Defined

\$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

9.2%



**RETAIL TRADE** 

9.8%



**MANUFACTURING** 

17.9%



WHOLESALE TRADE

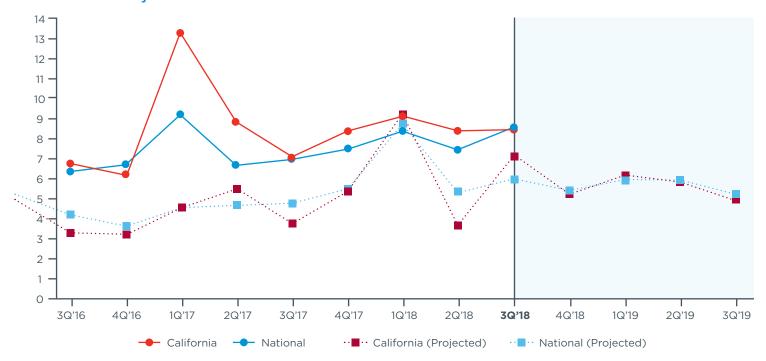
14.4%



TRANSPORTATION & WAREHOUSING

2.5%

## **Actual & Projected Revenue Growth**



# **Actual & Projected Employee Growth**



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