



NATIONAL CENTER FOR
THE MIDDLE MARKET

CALIFORNIA

MIDDLE MARKET INDICATOR

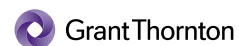
2Q | 2018



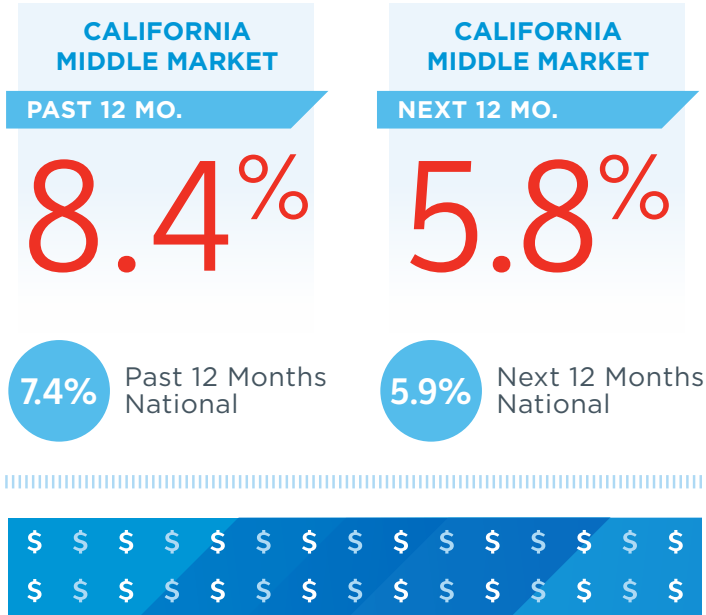
IN COLLABORATION WITH



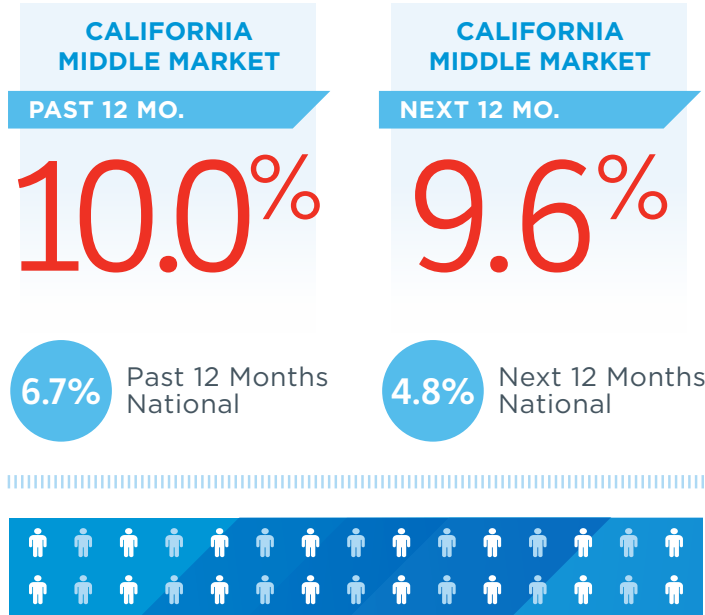
THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS



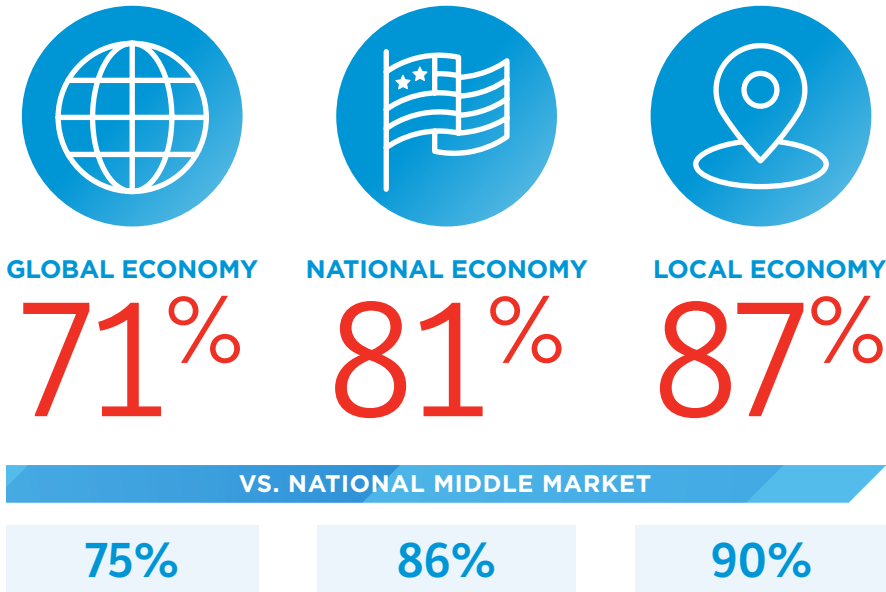
California Revenue Growth vs. National



California Employment Growth vs. National



Confidence In California Falls Below the National Average



Preparing for Growth Through Capital Investment



California's Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



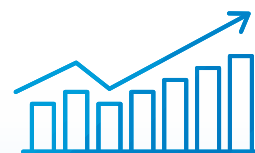
REPRESENTS
0.7%
OF ALL CALIFORNIA
COMPANIES

MORE THAN
16,000
BUSINESSES



EMPLOYS
29%
OF THE CALIFORNIA
WORKFORCE

GENERATING
\$730 B
IN ANNUAL REVENUE



GENERATES
21%
OF ALL CALIFORNIA
BUSINESS REVENUE

California's Middle Market is Diverse



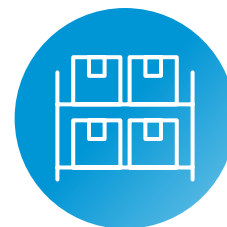
CONSTRUCTION
8.8%



HEALTHCARE
6.5%



RETAIL TRADE
9.8%



WHOLESALE TRADE
14.4%



FINANCE & INSURANCE
5.2%



PROFESSIONAL
SERVICES
9.2%

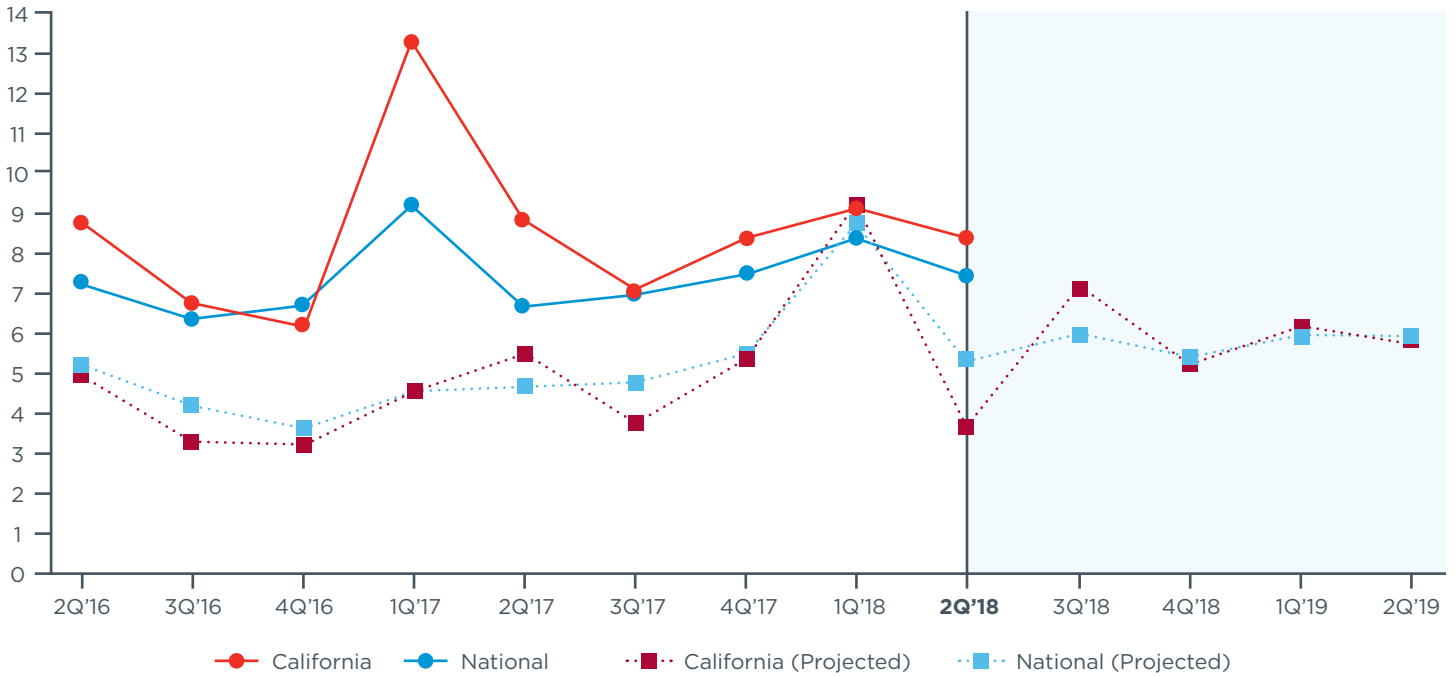


MANUFACTURING
17.9%



TRANSPORTATION
& WAREHOUSING
2.5%

Actual & Projected Revenue Growth



Actual & Projected Employee Growth

