

CALIFORNIA

MIDDLE MARKET INDICATOR

4Q 2019



IN COLLABORATION WITH





California Revenue Growth vs. National

California Employment Growth vs. National

CALIFORNIA MIDDLE MARKET

PAST 12 MO.

CALIFORNIA MIDDLE MARKET

NEXT 12 MO.

CALIFORNIA MIDDLE MARKET

PAST 12 MO.

CALIFORNIA MIDDLE MARKET

NEXT 12 MO.

Past 12 Months 7.5% National

Next 12 Months National

Past 12 Months National

Next 12 Months National





California Companies Slightly More Confident In Local Economy Than National Average



GLOBAL ECONOMY



NATIONAL ECONOMY



LOCAL ECONOMY

Preparing for Growth Through Capital Investment

WILLINGNESS TO INVEST **INCREASED AMONG** CALIFORNIA'S MIDDLE MARKET LEADERS SINCE LAST QUARTER'S REPORTED 50%.



VS. NATIONAL MIDDLE MARKET

68%

83%

89%

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

\$730B

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

9.7%



MANUFACTURING

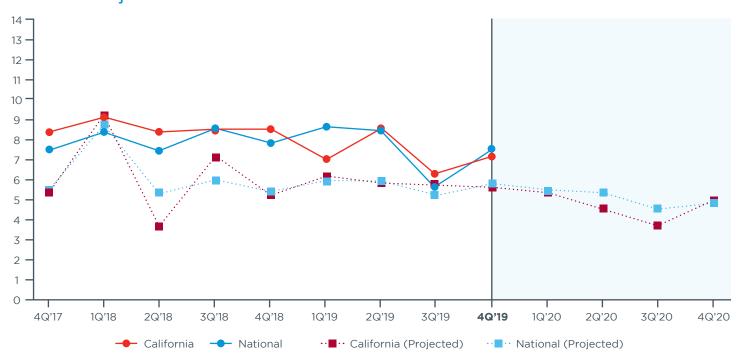
17.9%



TRANSPORTATION & WAREHOUSING

2.5%

Actual & Projected Revenue Growth



Actual & Projected Employee Growth



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