



NATIONAL CENTER FOR  
THE MIDDLE MARKET

# FLORIDA

MIDDLE MARKET INDICATOR

4Q | 2019



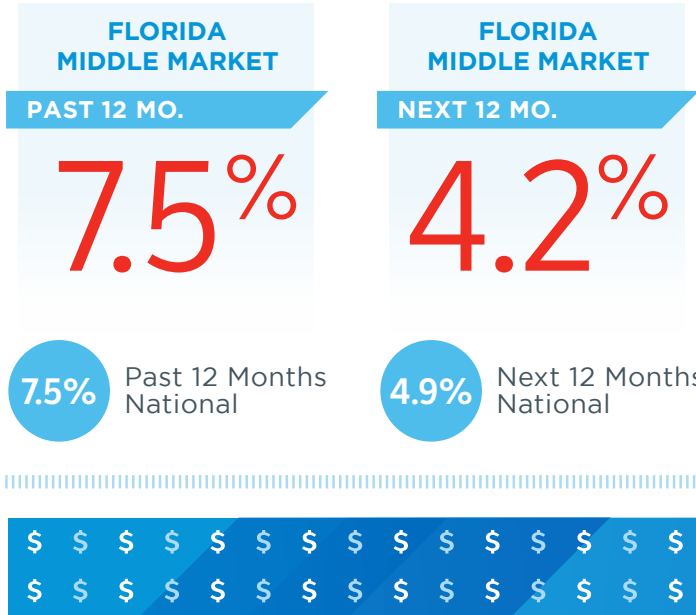
IN COLLABORATION WITH



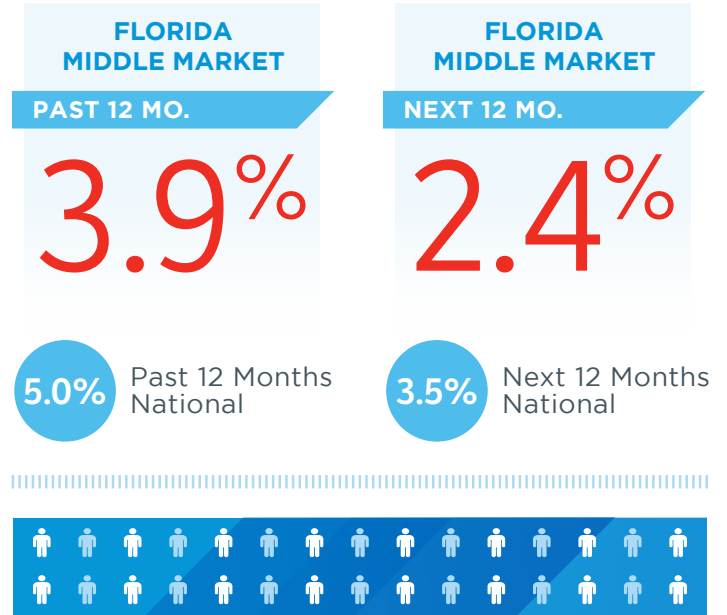
THE OHIO STATE UNIVERSITY  
FISHER COLLEGE OF BUSINESS

CHUBB®

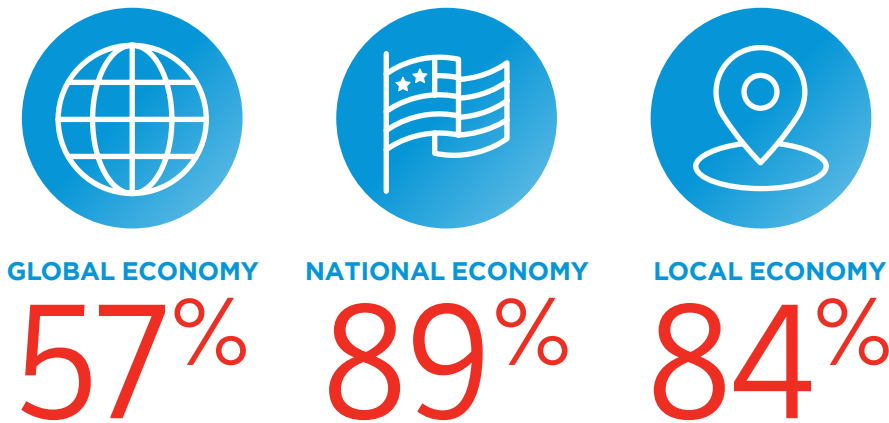
### Florida Revenue Growth vs. National



### Florida Employment Growth vs. National



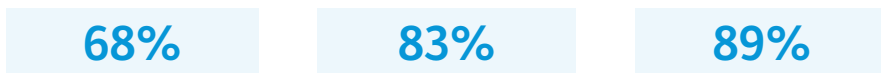
### Florida Companies Less Confident In Local Economy Than National Average



### Preparing for Growth Through Capital Investment



VS. NATIONAL MIDDLE MARKET



## Florida's Middle Market Defined

ANNUAL REVENUE  
**\$10 MM-\$1B**



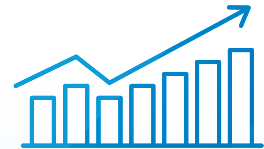
REPRESENTS  
**0.4%**  
OF ALL FLORIDA  
COMPANIES

NEARLY  
**7,000**  
BUSINESSES



EMPLOYS  
**25%**  
OF THE FLORIDA  
WORKFORCE

MORE THAN  
**\$277B**  
IN ANNUAL REVENUE



GENERATES  
**21%**  
OF ALL FLORIDA  
BUSINESS REVENUE

## Florida's Middle Market is Diverse



CONSTRUCTION  
**11.6%**



HEALTHCARE  
**9.6%**



RETAIL TRADE  
**12.4%**



WHOLESALE TRADE  
**14.4%**



FINANCE & INSURANCE  
**6.1%**



PROFESSIONAL  
SERVICES  
**7.8%**

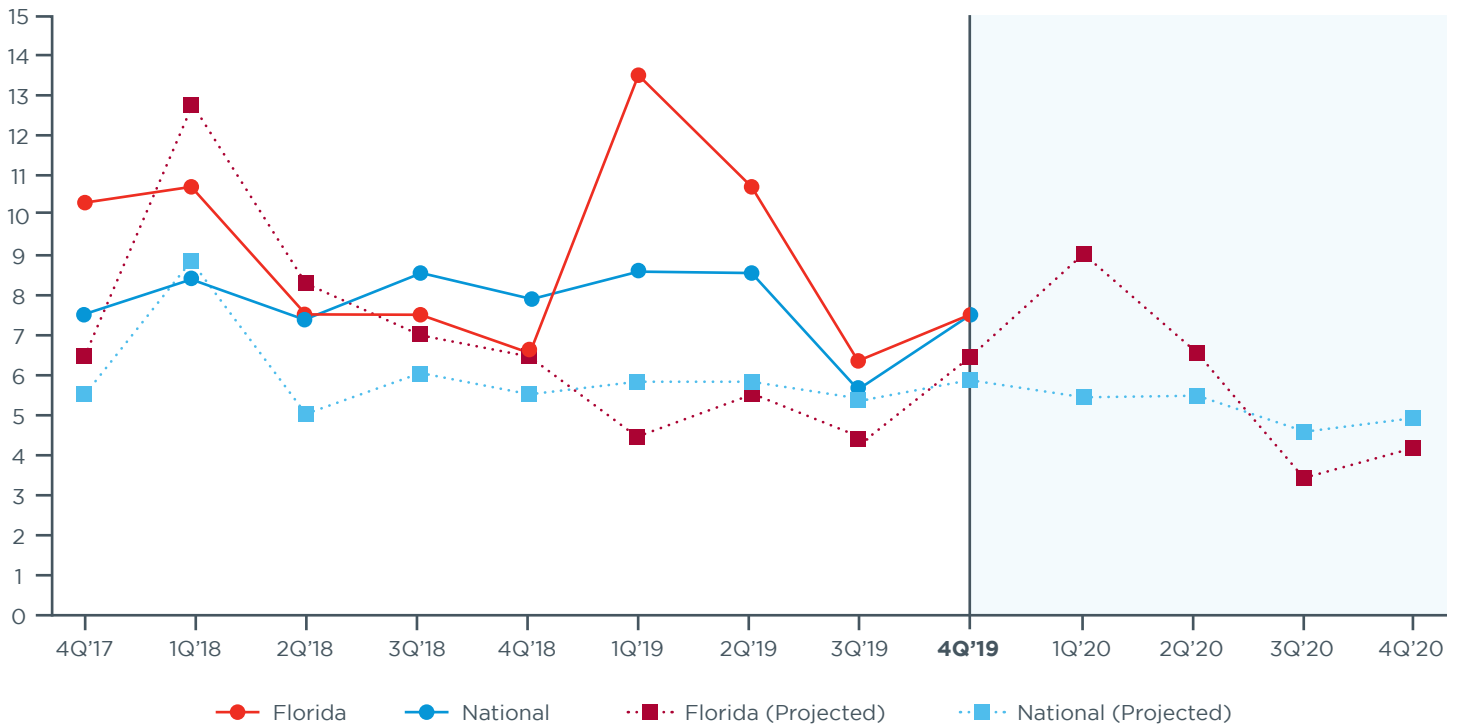


MANUFACTURING  
**11.3%**



TRANSPORTATION  
& WAREHOUSING  
**3.3%**

### Actual & Projected Revenue Growth



### Actual & Projected Employee Growth

