

NATIONAL CENTER FOR THE MIDDLE MARKET

CALIFORNIA

MIDDLE MARKET INDICATOR

2Q 2020



IN COLLABORATION WITH







California Companies Less Confident In Global and National Economies Than National Average

Capital Investment Plans on Hold Amid Cautious Outlook

KILLINGNESS TO NATIONAL ECONOMY 45% 53% CALIFORNIA'S 56% CALIFORNIA'S MIDDLE MARKET 655% SINCE 74% REPORTED IN 4Q'19.

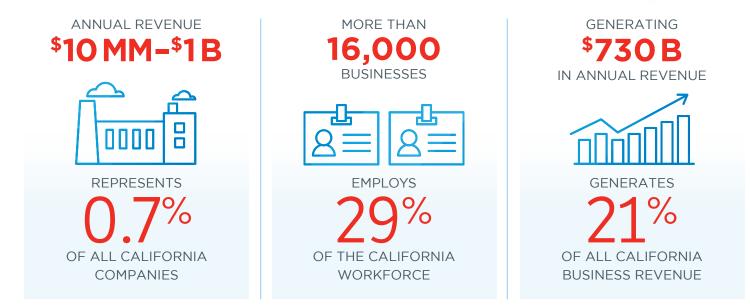
\$ 47% WILL INVEST

49%

57%

64%

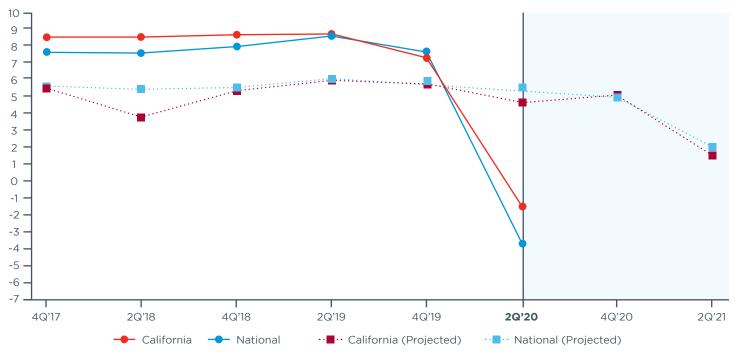
California's Middle Market Defined



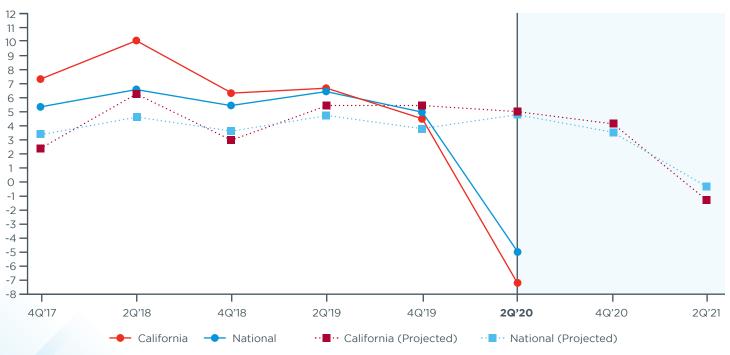
California's Middle Market is Diverse







Actual & Projected Employee Growth



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