

## Middle Market Indicator Report – Frequently Asked Questions

- 1. What qualifies a company as middle market?**  
The National Center for the Middle Market’s definition of the middle market is any company between \$10M - \$1B in annual revenues.
- 2. When was the first Middle Market Indicator Report published?**  
April 30, 2012
- 3. How often is the survey conducted?**  
The National Center for the Middle Market conducts a semi-annual Middle Market Indicator Report, which is published in Q2 and Q4 of each year.
- 4. What is the methodology being used for the Middle Market Indicator Report?**  
The Middle Market Indicator Survey is conducted online leveraging a proprietary research panel. The data for each quarter is weighted to ensure that it is balanced to the US Census on the following criteria: Gross Revenues, Industry and US Census Region. In order to normalize the revenue and employment growth distributions, outliers are adjusted using a technique known as Winsorization.
- 5. Do you have a list of the companies who participate in the survey?**  
The National Center for the Middle Market leverages a proprietary research panel that maintains industry-leading “opt-in” panels of respondents who have been pre-recruited to participate in surveys. These respondents remain anonymous to ensure accuracy and privacy.
- 6. How do you segment the results?**  
The National Center for the Middle Market segments results by:
  - a) Industry (Construction, Financial Services, Healthcare, Manufacturing, Retail Trade, Services, & Wholesale Trade)
  - b) Revenue Size (\$10M - \$50M, \$50M - \$100M, \$100M - \$1B)
  - c) U.S. Census Regions (New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, Pacific)
  - d) State (California, Illinois, Ohio, Florida, New York, Texas)
- 7. What specific metrics does this report capture?**  
On a semi-annual basis the Middle Market Indicator report tracks the following metrics:
  - a) Revenue & Employment Growth (Past 12 Months and Next 12 Months)
  - b) Company Performance
  - c) Challenges
  - d) Investment Strategy
  - e) Confidence in the Economy (Local, National, Global)
- 8. Is there an opportunity to add questions to the current survey?**  
The Center inserts topically based questions each survey. If your organization is interested in adding a specific question or series of questions to the survey please contact the National Center for the Middle Market, at [middlemarketcenter@fisher.osu.edu](mailto:middlemarketcenter@fisher.osu.edu).