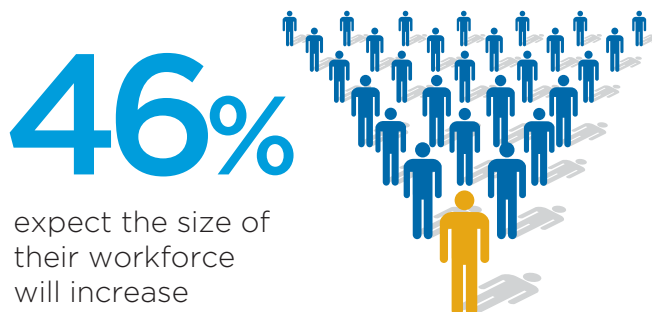
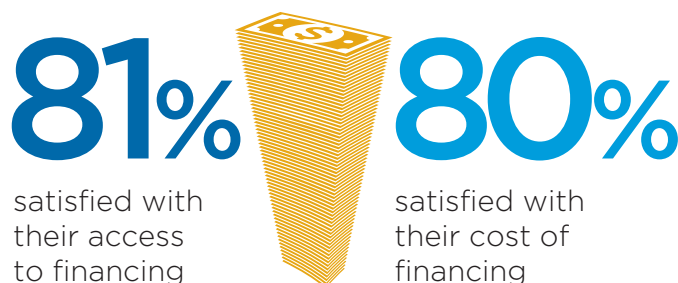
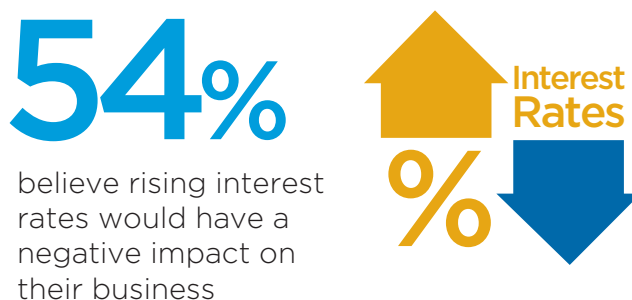
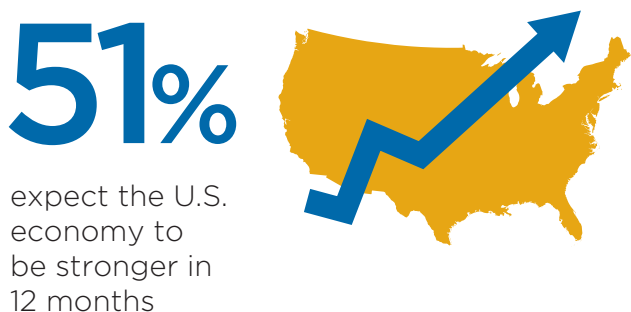
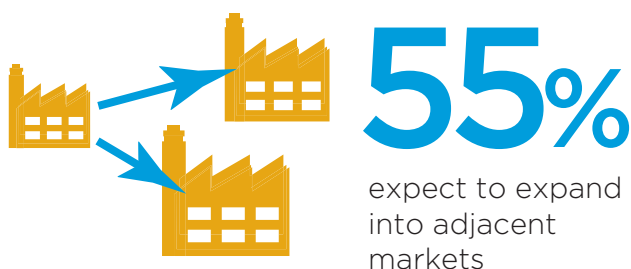
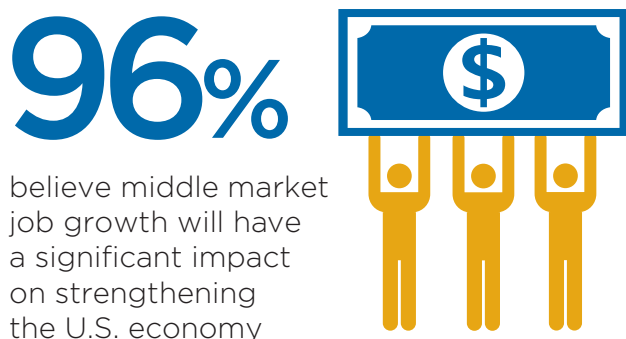


# U.S. Middle Market: The Heart of America's Economy

The middle market in the United States takes in a combined annual revenue of \$6 trillion and employs more than 30 million people.†

## ECONOMIC OUTLOOK & GROWTH



CIT Group Inc. (NYSE: CIT) is a leading provider of financing and advisory services to small businesses and middle market companies. On behalf of CIT, in August 2013, KRC Research surveyed 301 U.S. middle market executives representing a range of industries. In order to be eligible to participate in the survey, respondents had to be in a leadership role at firms with revenue between \$25 million and \$1 billion, with the majority (50%+) of employees based in the United States. To learn more visit [cit.com/middlemarketoutlook](http://cit.com/middlemarketoutlook)

†Revenue and employment figures are from the U.S. Census.



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# U.S. Middle Market: The Heart of America's Economy

2013



55%

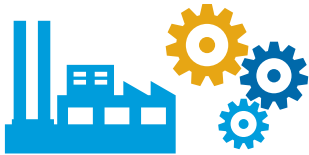
say they are better off today than they were a year ago

Middle market executives expect to use financing over the next 12 months for:

35%

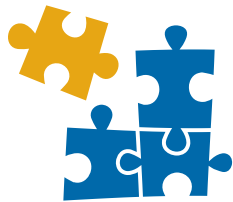


Working Capital



Plant and Equipment

34%



Acquisitions

30%



55%

believe "hard work over many years" has been the secret to their success

Middle market executives indicated they were most concerned with the following issues over the next year:

U.S. economic uncertainty

81%



Global economic uncertainty

70%

Increased taxes

74%



Compliance with Affordable Care Act

70%

Compliance with regulations

66%



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