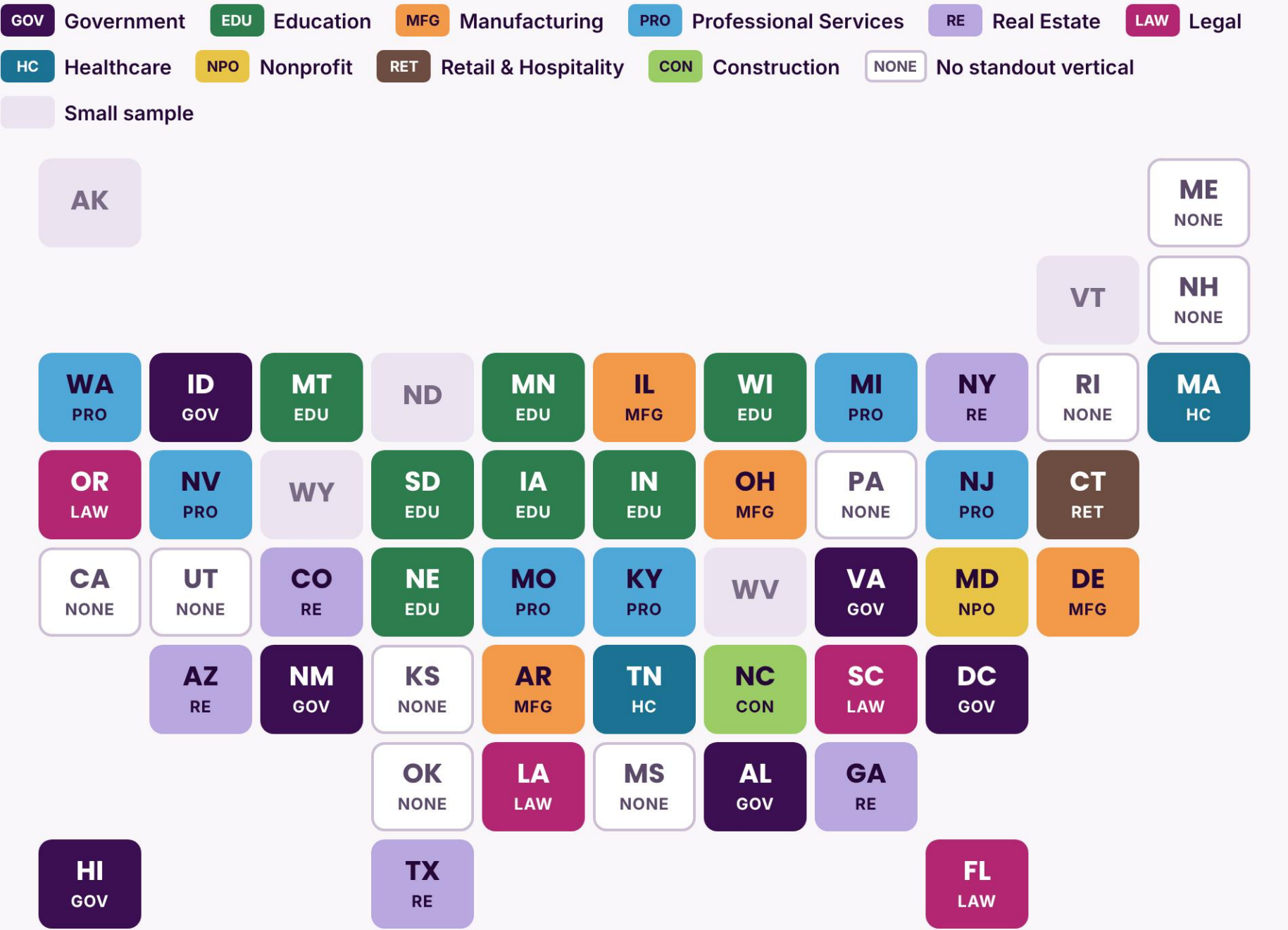


MSP specialization follows the local economy.

Each state shows its #1 standout vertical: the industry where its MSPs over-index most against the national mix across the US MSP sector.



60%

of Virginia's industry-focused MSPs lead with government, vs. 30% nationally.

2.6x

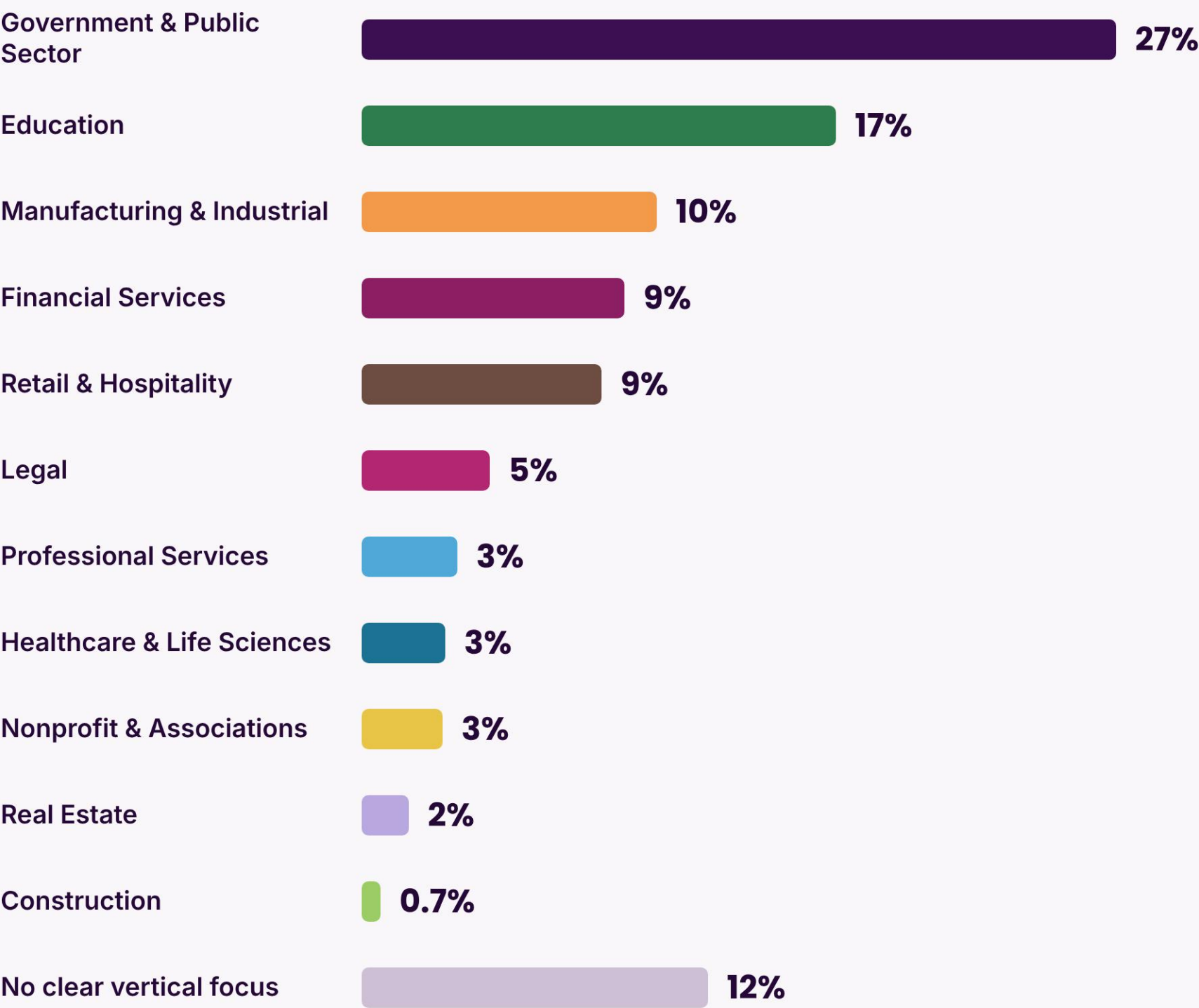
the national share of healthcare specialists in Massachusetts and Tennessee.

9 states

including California have no standout vertical. Their MSP mix mirrors the nation.

Where the US MSP sector focuses.

Primary vertical focus, as a share of all MSPs in the US MSP sector.



13%

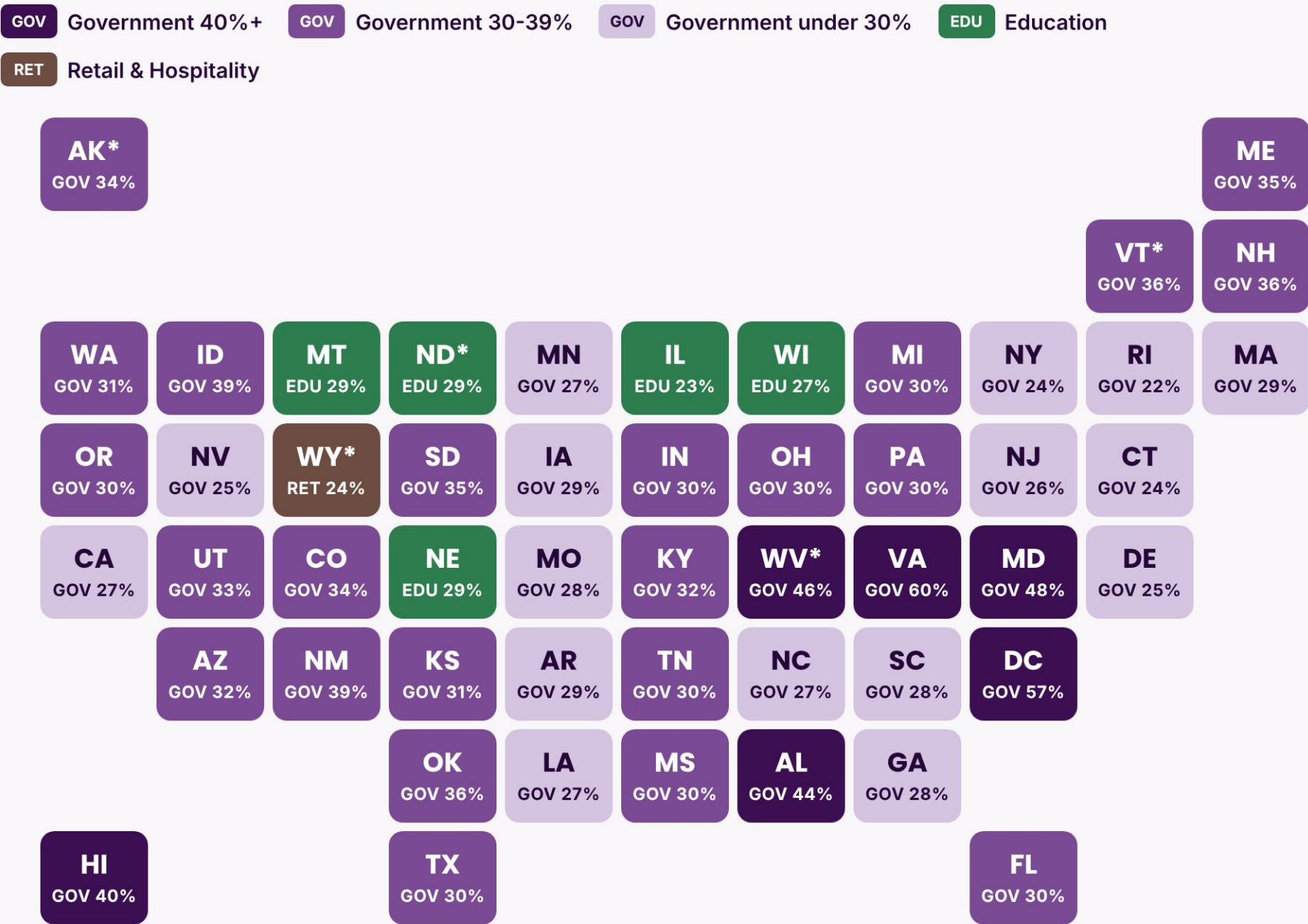
Legal, healthcare, nonprofit, real estate and construction combined. These niches are where a focused MSP stands out.

1 in 8

US MSPs show no clear vertical focus on their websites at all.

Government is the most common MSP vertical in 45 of 51 states.

Each state shows its #1 vertical by number of MSPs, and that vertical's share of the state's industry-focused MSPs. US MSP sector.



22% to 60%

Same #1 vertical, very different markets. Government's share ranges from 22% in Rhode Island to 60% in Virginia.

5 states

lead with education instead: Illinois, Wisconsin, Nebraska, Montana and North Dakota.

#2 everywhere

Education is the runner-up in 41 states. The real differences live further down the list.