

# Unflinching small business optimism.

FEBRUARY 2015

The WSJ/Vistage Small Business CEO Confidence Index was 115.5 in the February 2015 survey, identical to January's reading and nearly equal to December's 115.0 and November's 115.6.

Feb. 2015

115.5

Jan. 2015

115.5

Dec. 2014

115.0

## ECONOMY

64%

Feb 2015

67%

Jan 2015

43%

Feb 2014

Recent economic gains were reported by 64% of CEOs, **just below January's peak of 67%, and well above last February's weather-depressed 43%.**

## HIRING

**64% of CEOs plan to add employees to their payrolls during 2015.**

Just 4% of CEOs planned overall cutbacks in their staffs.

64%



## INVESTMENTS

52% of CEOs planned increases in investments in plant and equipment, **the highest level recorded since the surveys began in mid-2012.**



[Read the WSJ story](#)

## OIL PRICES

**Have your firm's shipping costs** declined from one year ago?

Not at all

43%

Yes, by less than 5%

11%

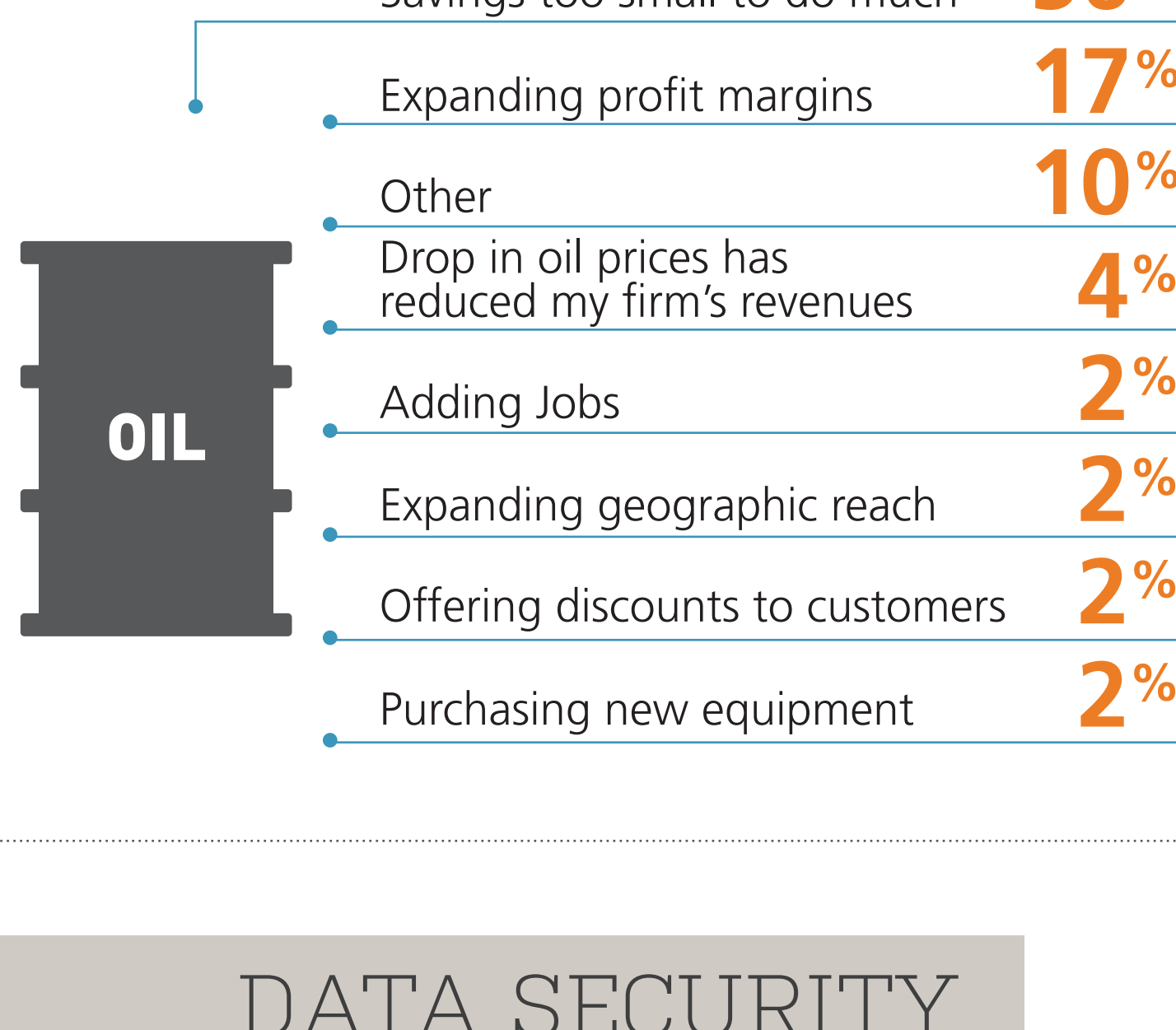
Yes, by 5% to 10%

4%

Not relevant / no shipping costs

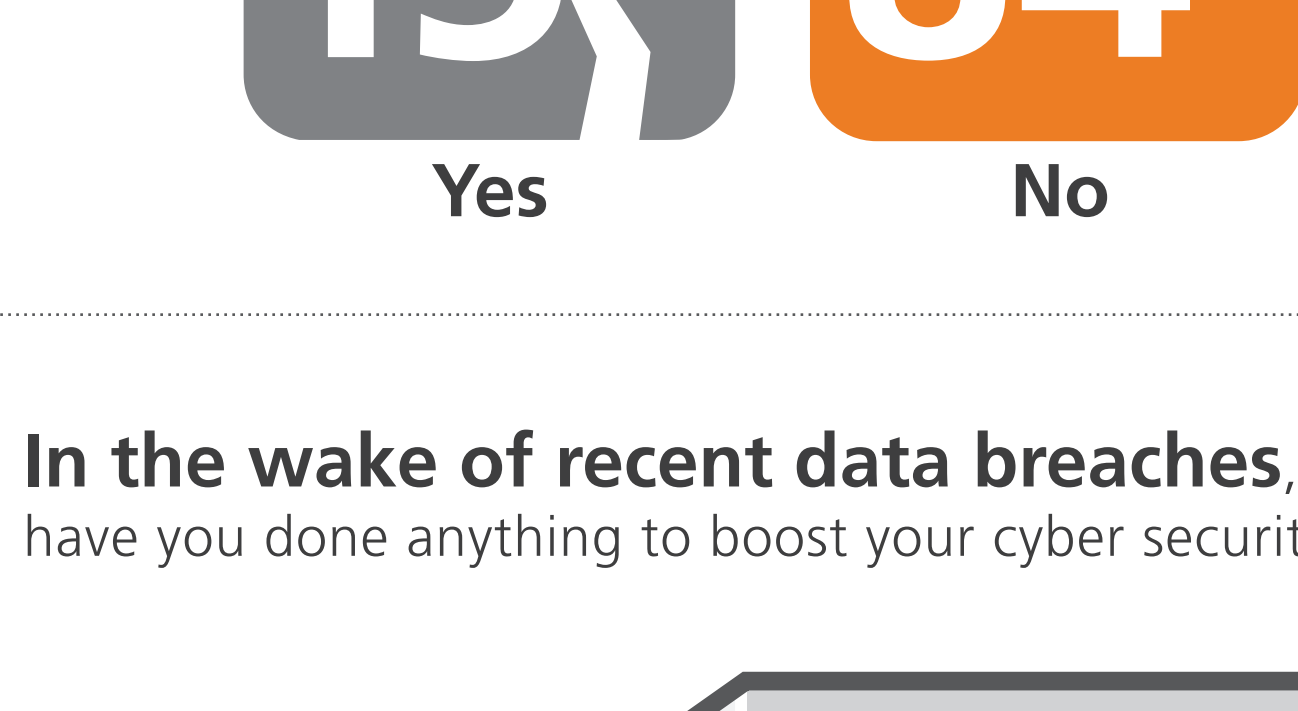
37%

**How is your firm using savings** from lower fuel costs?

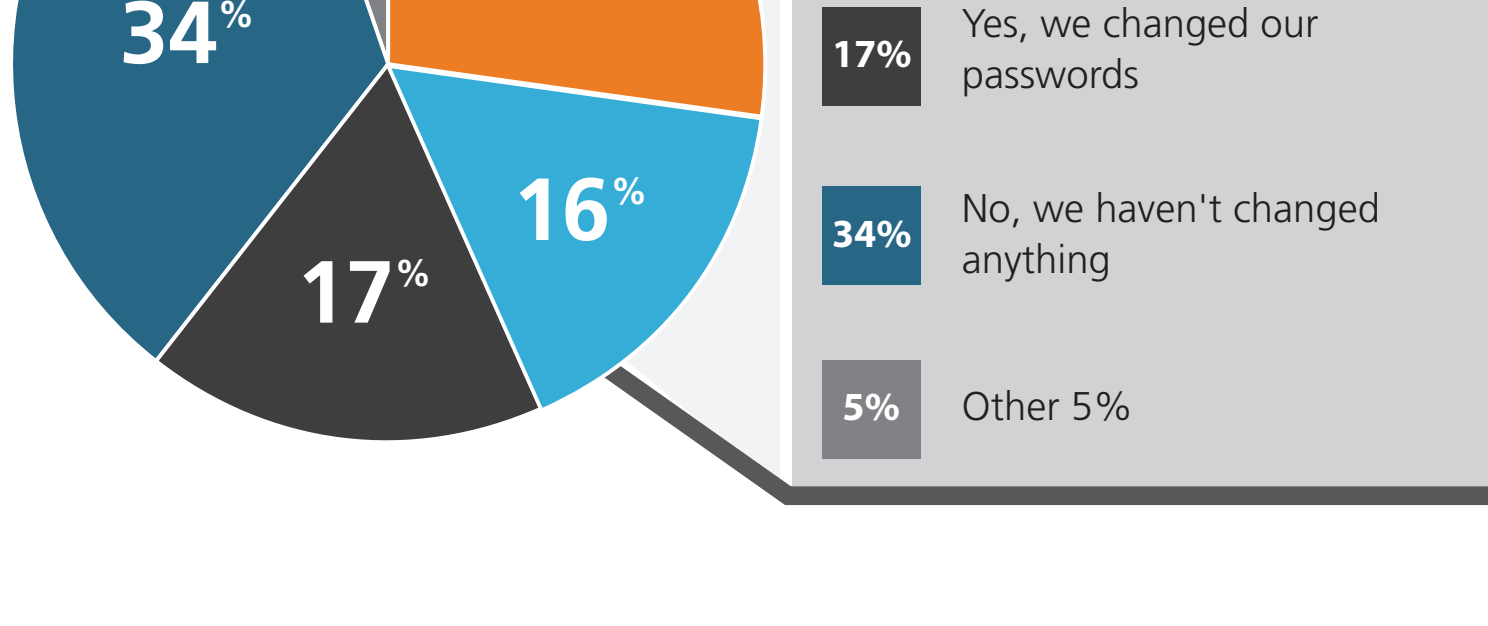


## DATA SECURITY

**Have you ever been hacked?**



**In the wake of recent data breaches,** have you done anything to boost your cyber security?



[VIEW COMPLETE RESULTS](#) ►►

WSJ | VISTAGE  
Small Business CEO Survey

# Why are Vistage CEOs confident?

**They know  
something  
that you don't -  
and they learn  
more everyday.**



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