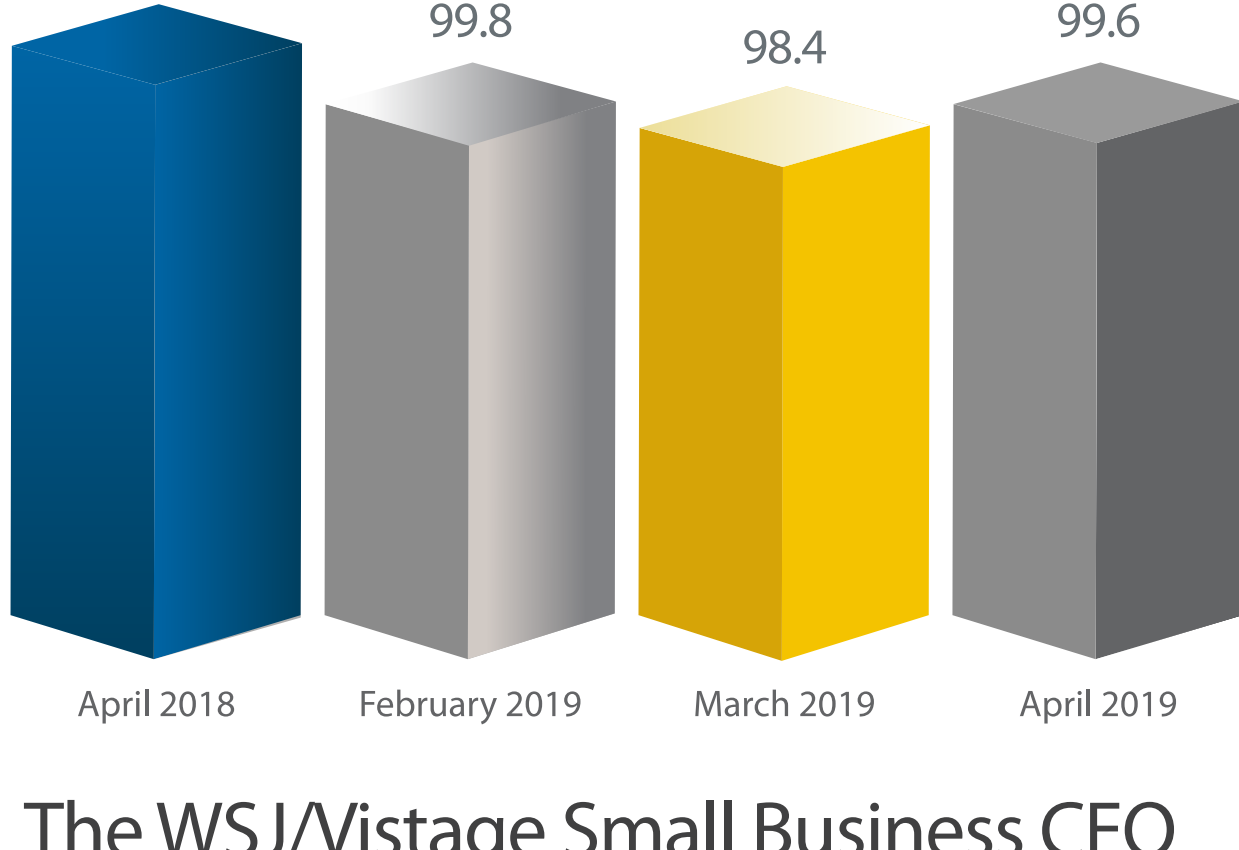


# Small firm CEO confidence stabilizes.

April 2019

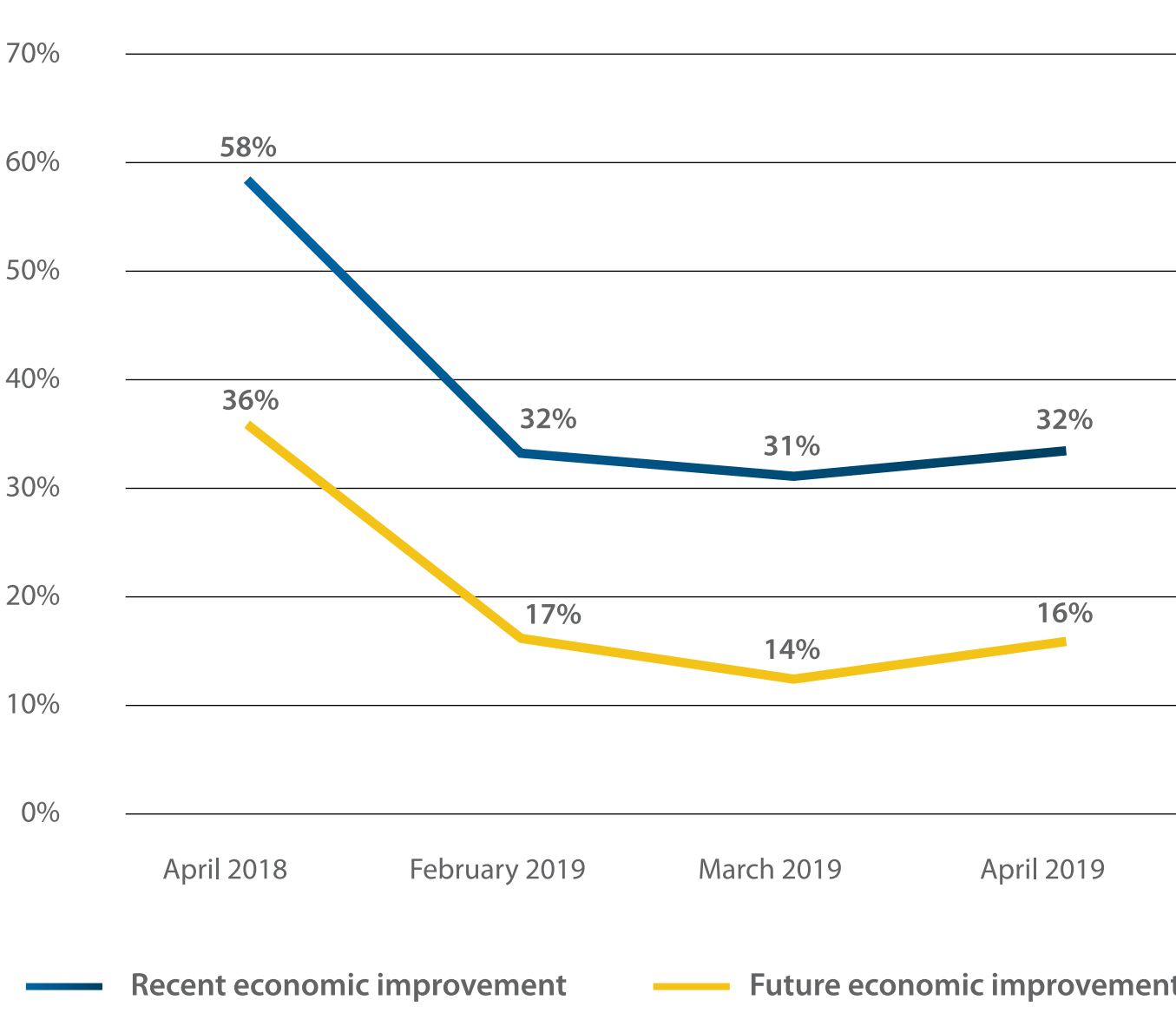
Economic confidence among small firms largely unchanged over the past three months.



The WSJ/Vistage Small Business CEO Confidence Index was 99.6 in April.

Source: April 2019 WSJ/Vistage Small Business CEO Confidence Index survey

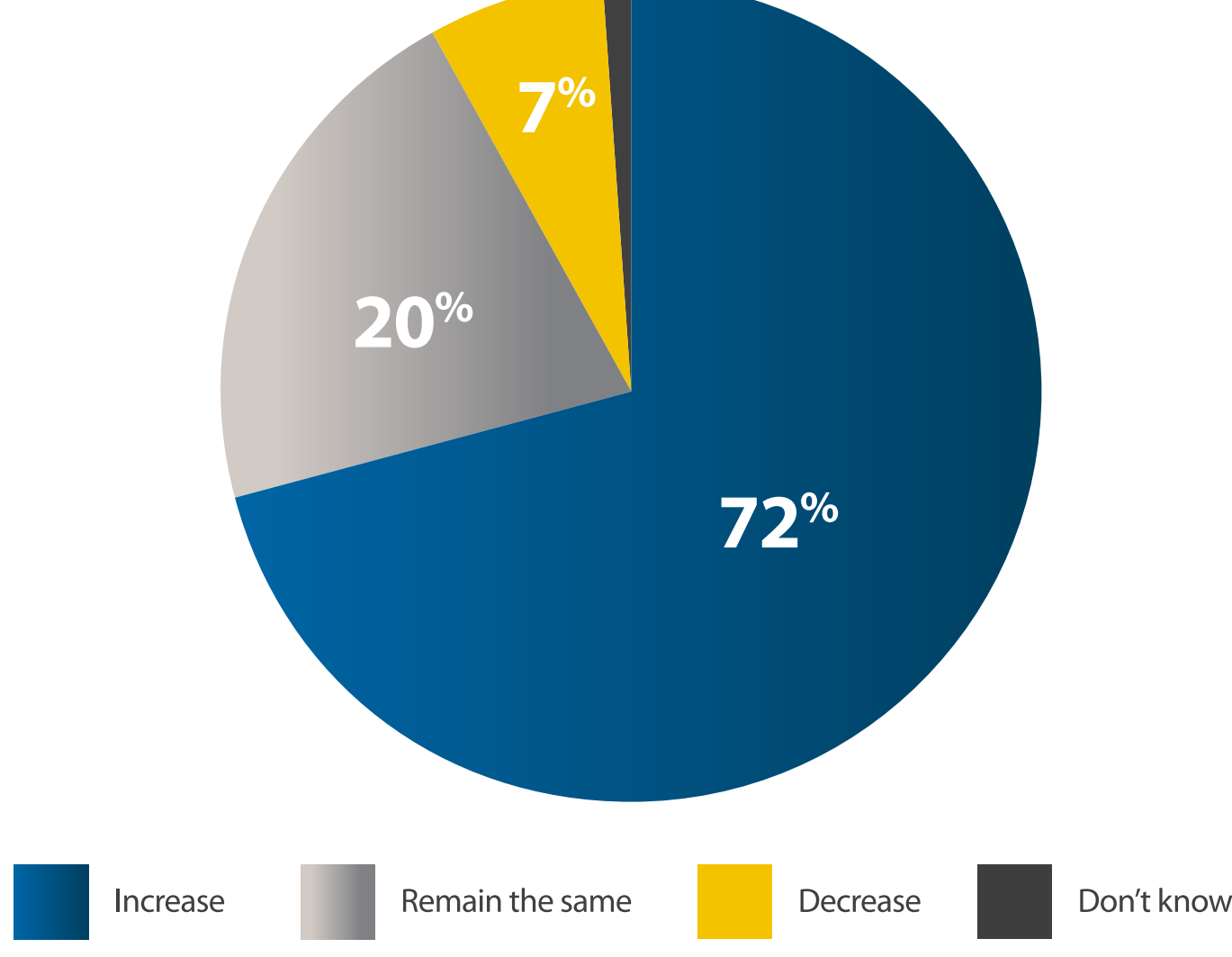
Sentiment on economic prospects levels out after drop from last year.



The percentage of small firm CEOs that expect future improvements in the economy dropped 20 points in one year.

Source: April 2019 WSJ/Vistage Small Business CEO Confidence Index survey

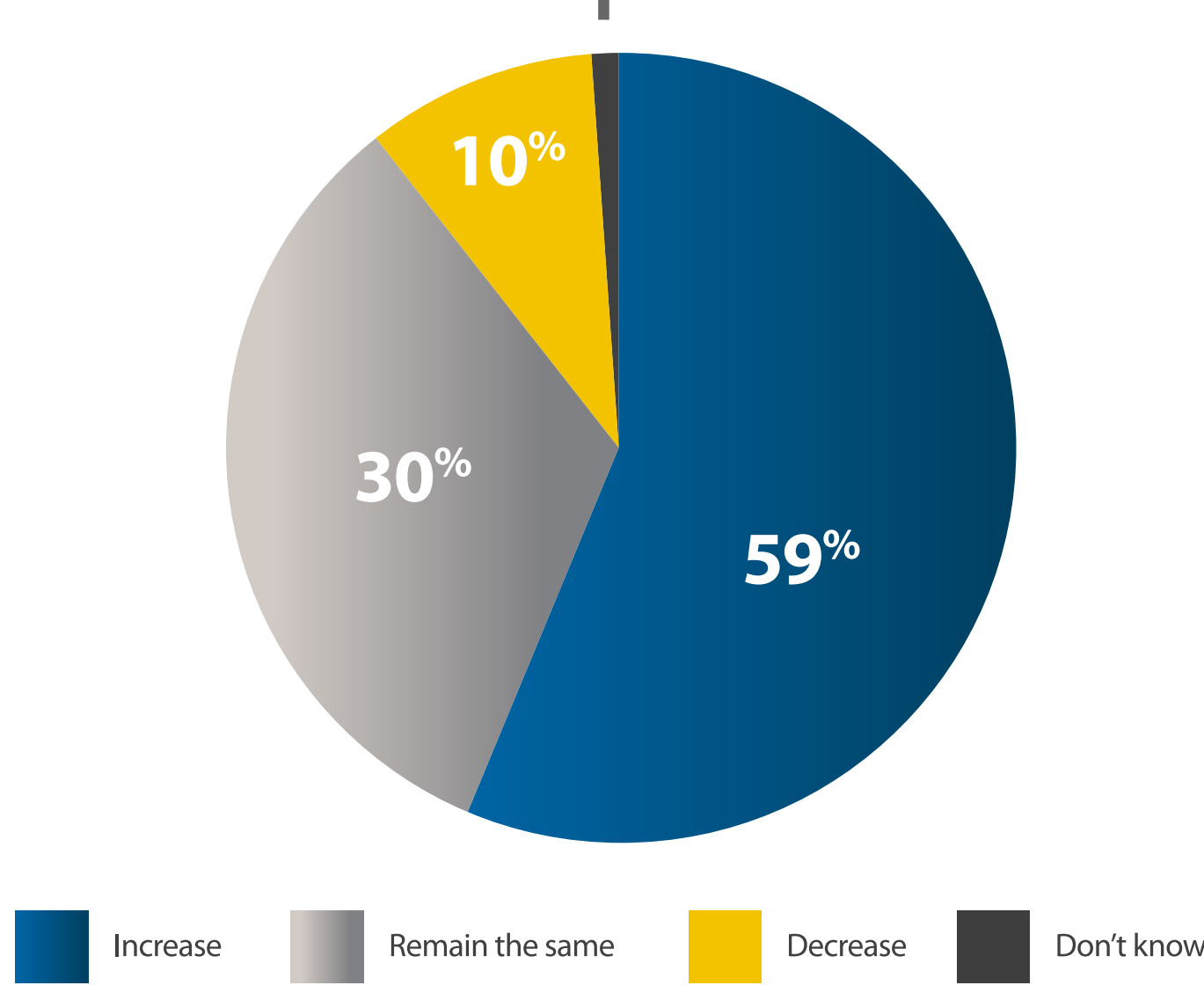
The majority of small business CEOs expect increased revenues.



72% of small business CEOs expect increased revenues, in line with 71% recorded last month.

Source: April 2019 WSJ/Vistage Small Business CEO Confidence Index survey

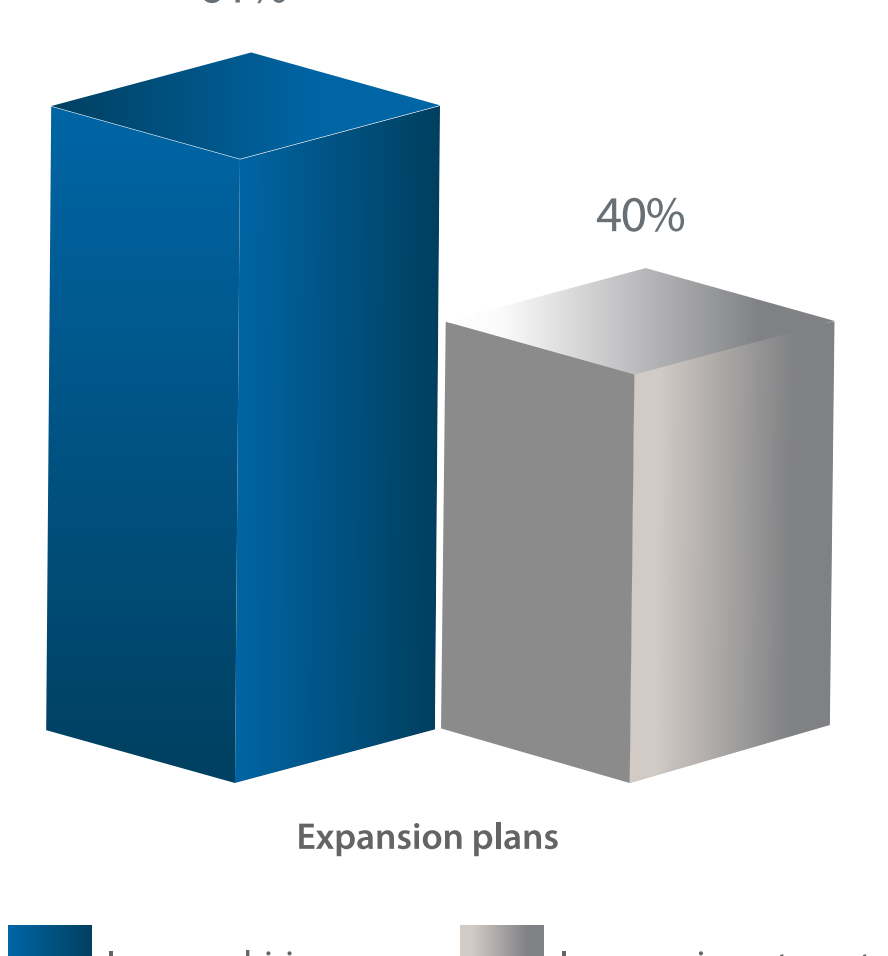
Just 1 in 10 CEOs expect a decrease in profits in the coming year.



Nearly 6 in 10 CEOs expect an increase in profits in the coming year; 3 in 10 expect profits to remain the same.

Source: April 2019 WSJ/Vistage Small Business CEO Confidence Index survey

Pace of expansion levels.



61% of all CEOs plan to add to their workforce this year and 40% plan to increase investments, both insignificant changes from the last three months.

— Analysis provided by Dr. Richard Curtin, University of Michigan

Source: April 2019 WSJ/Vistage Small Business CEO Confidence Index survey, n= 903