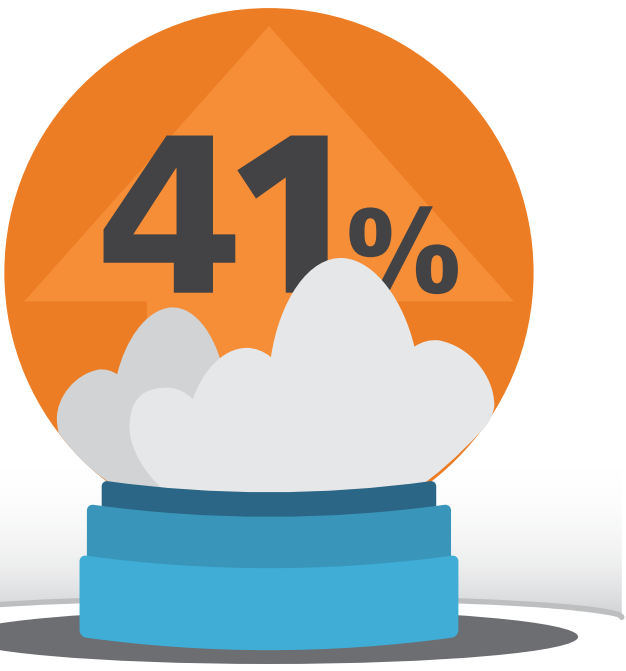


# Confidence Growing Among Small Firms

JANUARY 2014

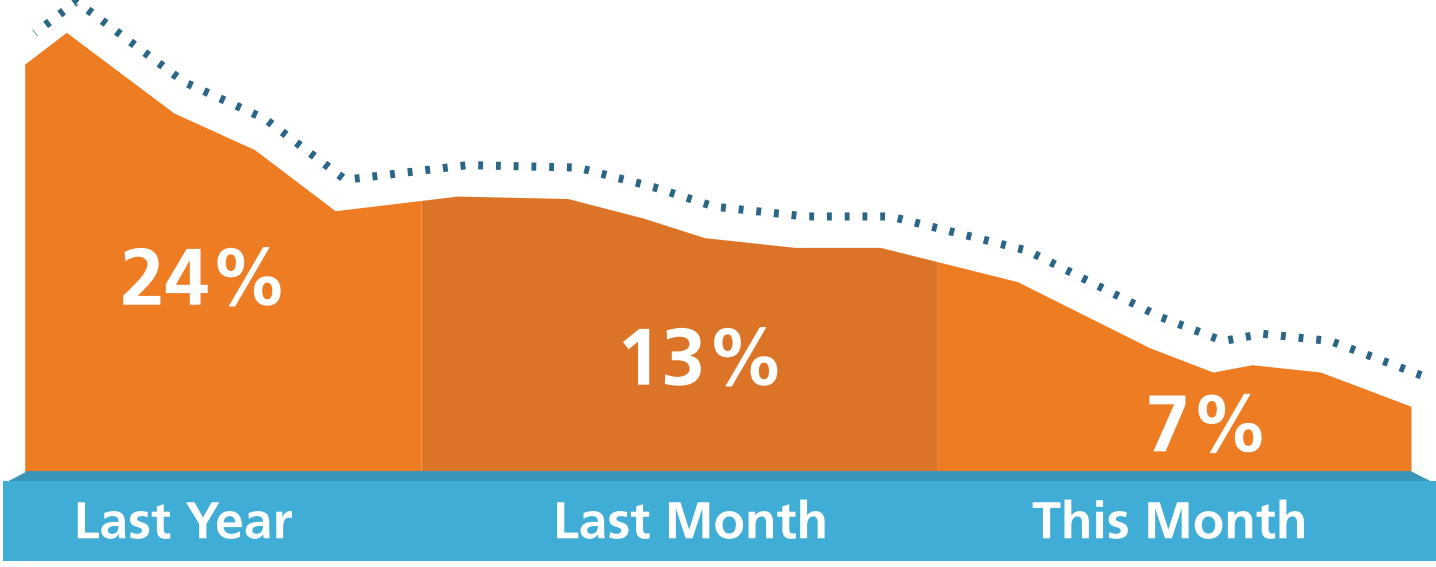
The WSJ/Vistage Small Business CEO Confidence Index **rose to 111.5** in the January 2014 survey, **up from 108.4** in the prior month and 94.2 in last year's January survey.

## ECONOMY



When asked about prospects for the year ahead, **41% expected the economy to improve, up from 38% in December** and 26% last January.

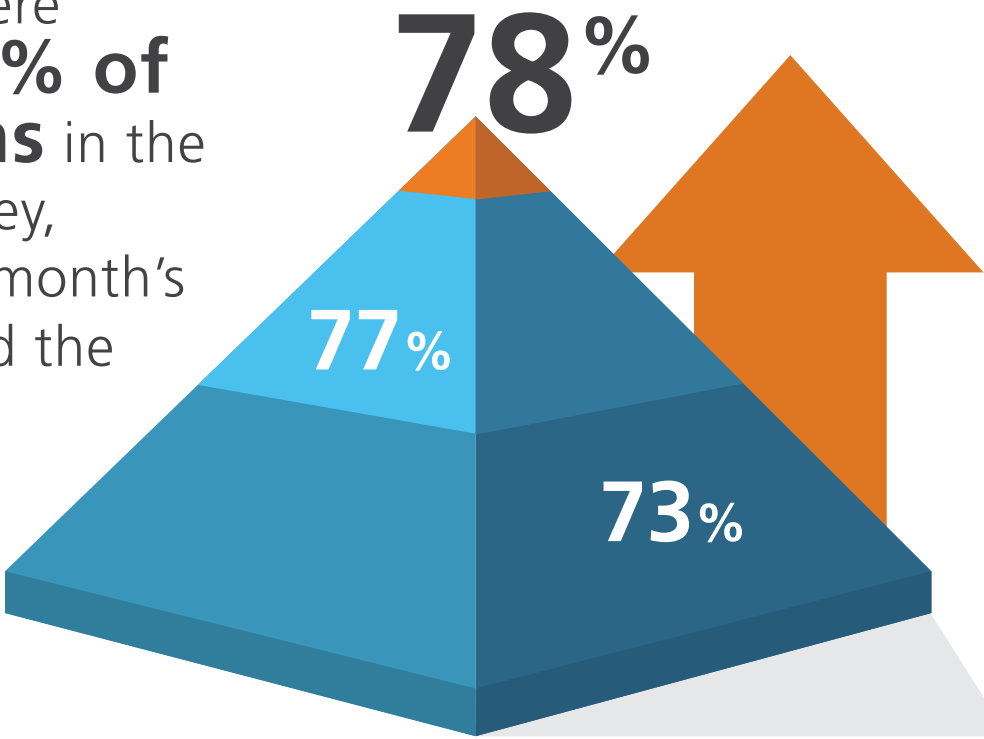
**Just 7%** of all small firms expected the economy to **worsen** during the year ahead, **down from 13%** last month and **last year's 24%**, and the smallest proportion ever recorded.



**“Overall, the economic outlook has not been brighter since June 2012.”**

Dr. Richard Curtin, University of Michigan

Rising revenues were anticipated by **78% of all small firms** in the January 2014 survey, improving on last month's peak of **77%** and the **73% set in September 2013**.



## HIRING

The majority of **small businesses plan to add employees** to their payrolls during the year ahead. Net additions to the total number of employees were planned by **62%** of all small firms in the January survey, up from **56%** in December, and last year's **47%**.

