

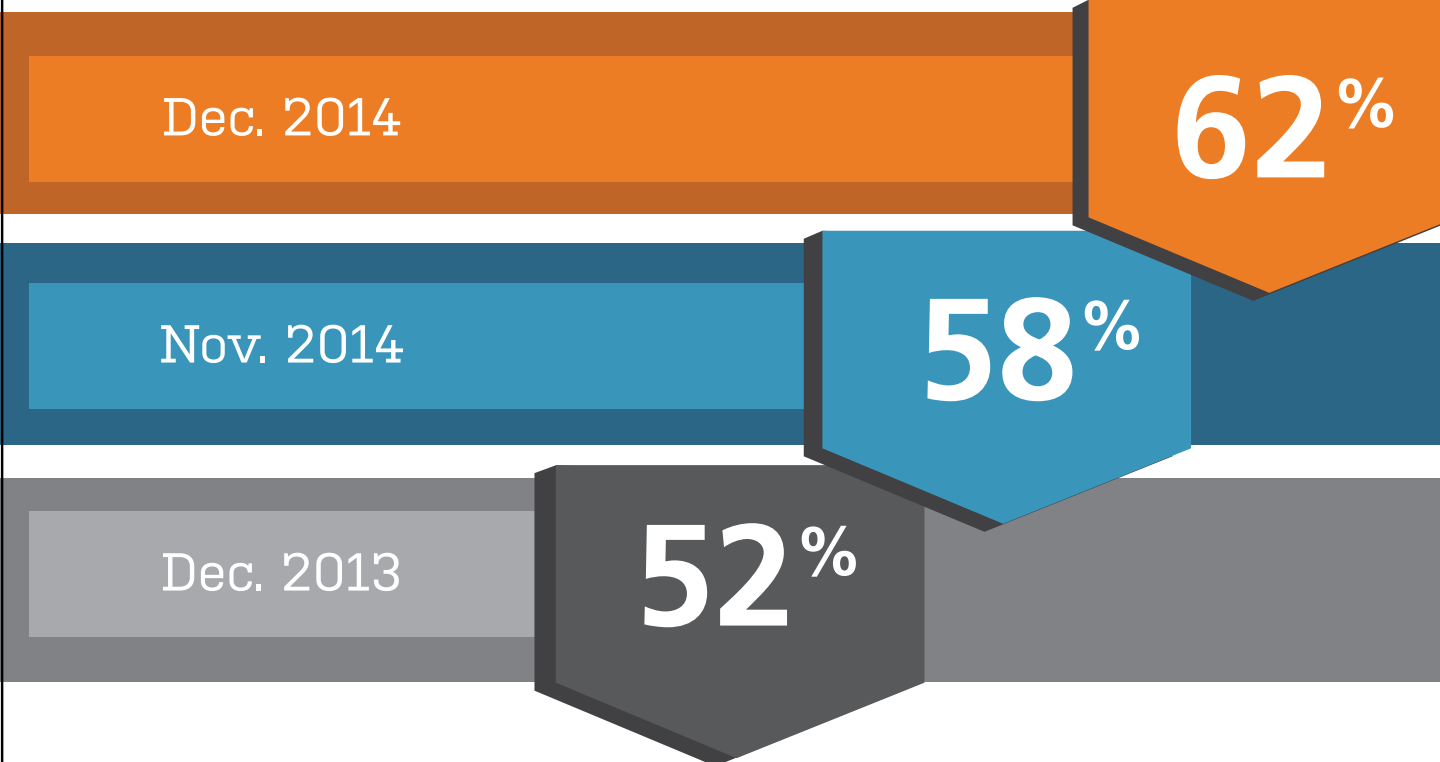
Optimism Reigns.

DECEMBER 2014

The WSJ/Vistage Small Business Confidence Index was 115.0 in the December 2014 survey, well above last December's 108.4.



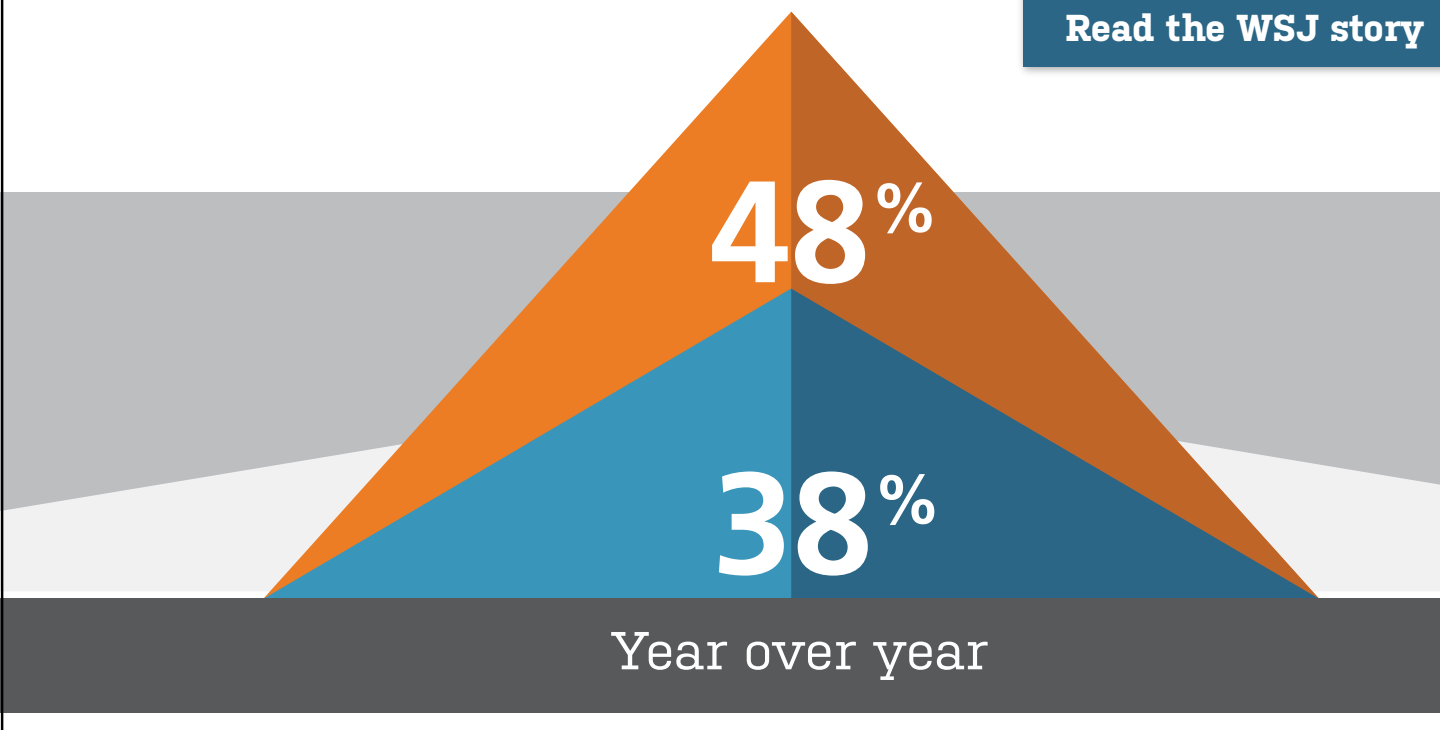
ECONOMY



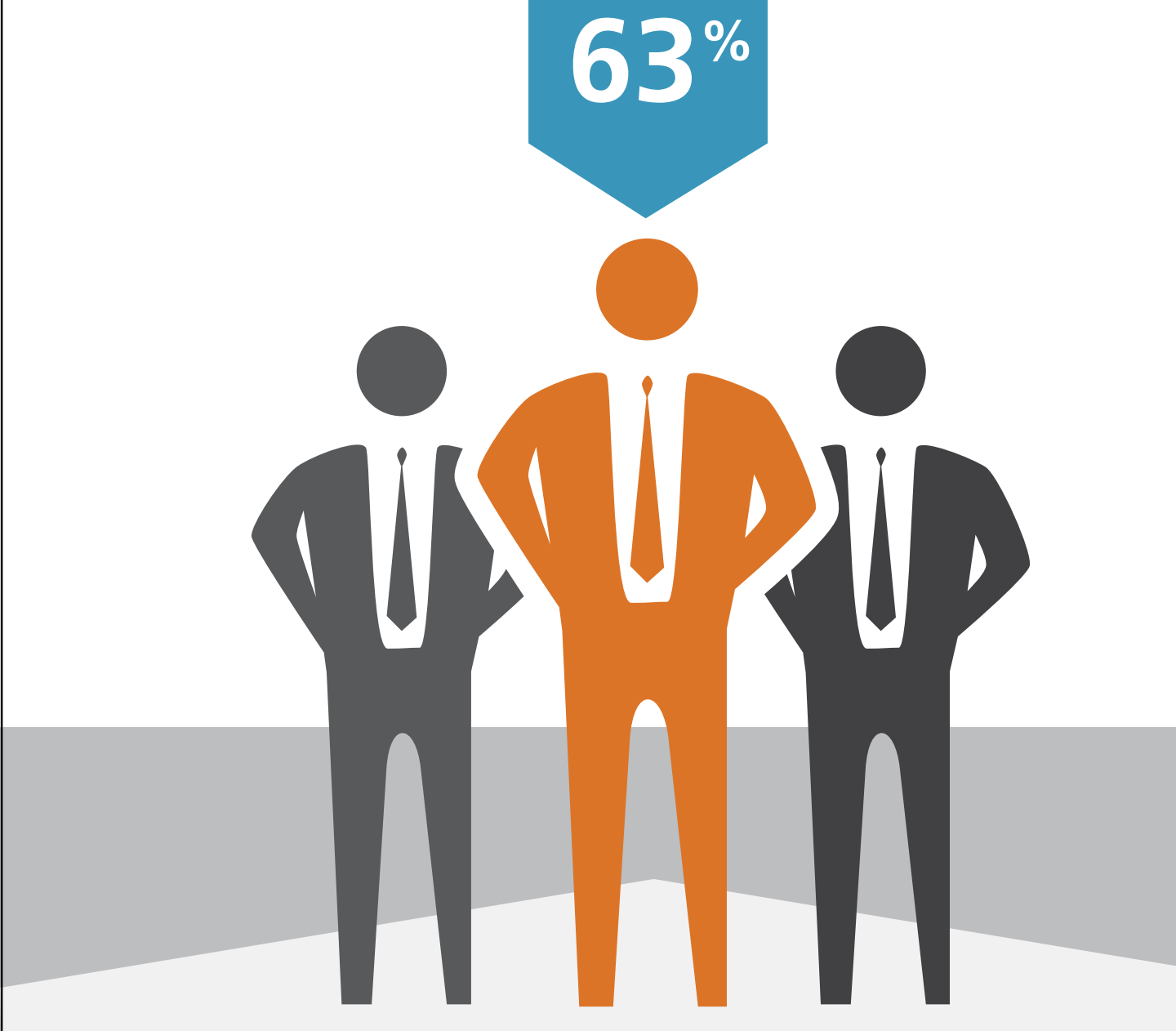
62% of CEOs said economic conditions have improved in the past year, up from 58% in November, and a full ten percentage points higher than last December.

48% of CEOs expect the economy to improve in the year ahead, recording the same significant gain of **ten percentage points from last year.**

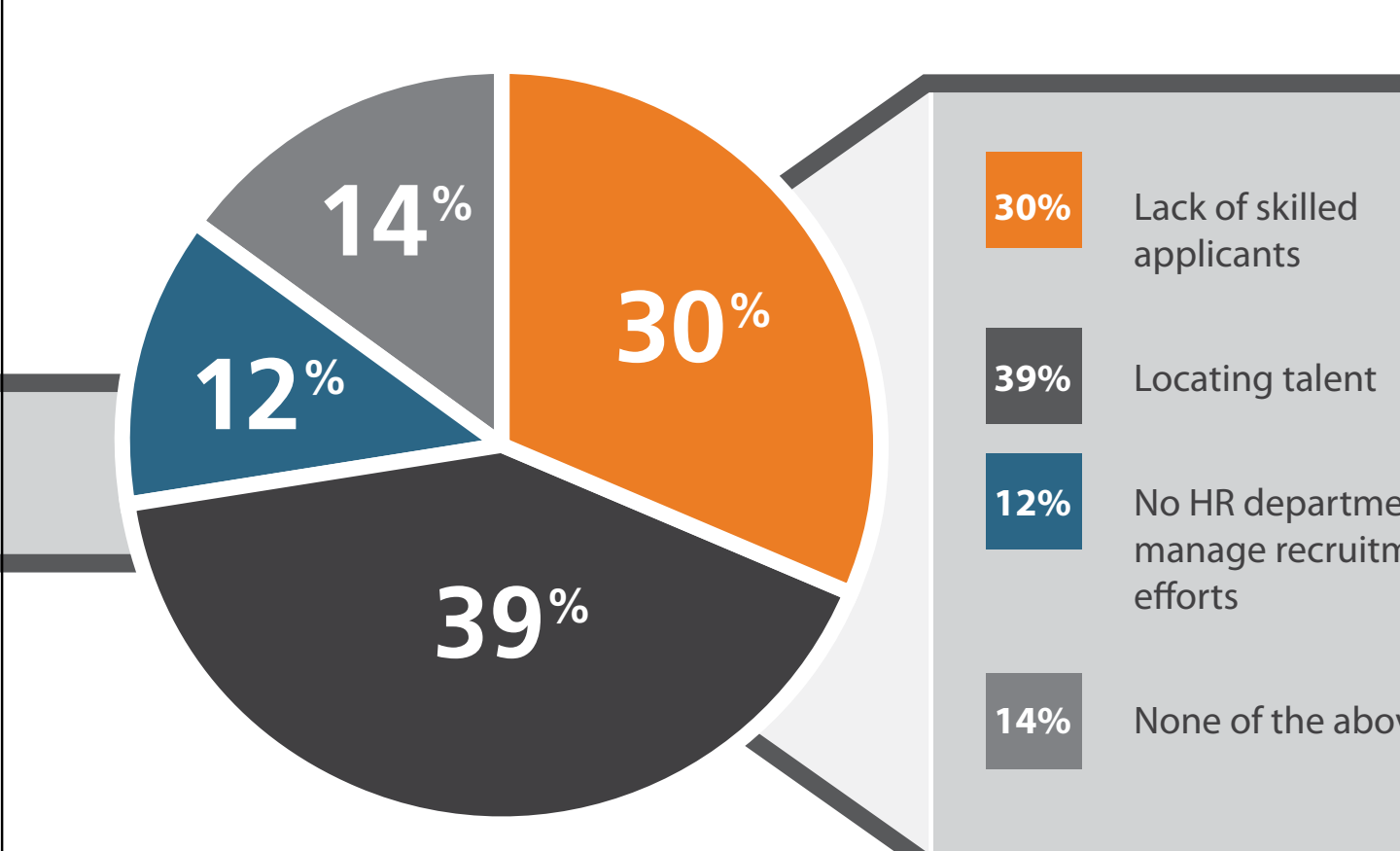
[Read the WSJ story](#)



HIRING

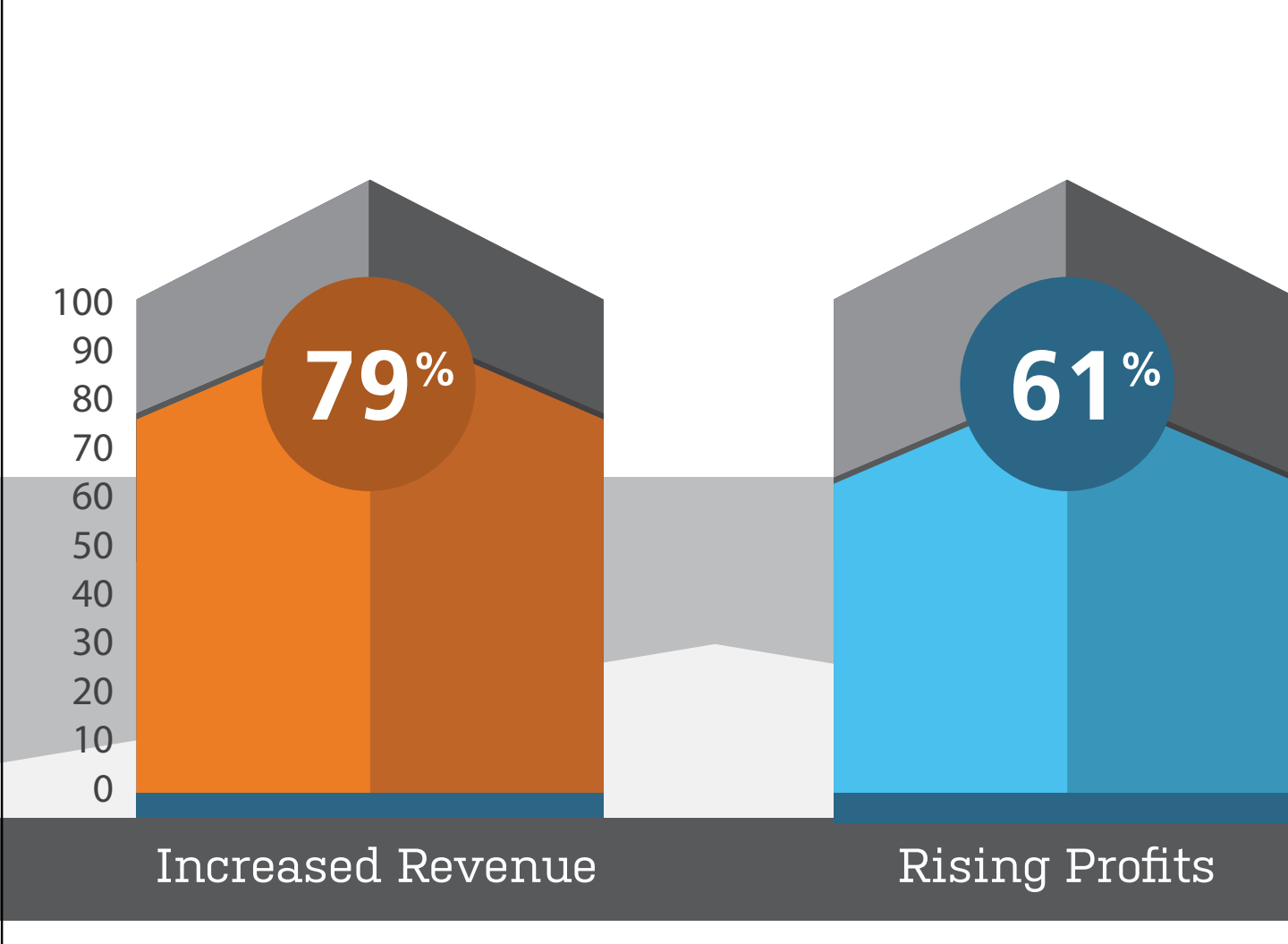


63% of all CEOs said that they planned on **adding employees** to their payrolls in the year ahead.



When hiring new employees, **39% of CEOs have trouble locating talent** and **30% are hindered by a lack of skilled applicants.**

REVENUE



79% of CEOs anticipated revenue increases in the year ahead.

61% of CEOs anticipated rising profits in the year ahead.

[VIEW COMPLETE RESULTS](#) ➤

WSJ | VISTAGE

Small Business CEO Survey