

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.**

52%
Increases

[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?

Savings too small to do much 56%

Expanding profit margins 17%

Other 10%

Drop in oil prices has reduced my firm's revenues 4%

Adding Jobs 2%

Expanding geographic reach 2%

Offering discounts to customers 2%

Purchasing new equipment 2%

DATA SECURITY

Have you ever been hacked?

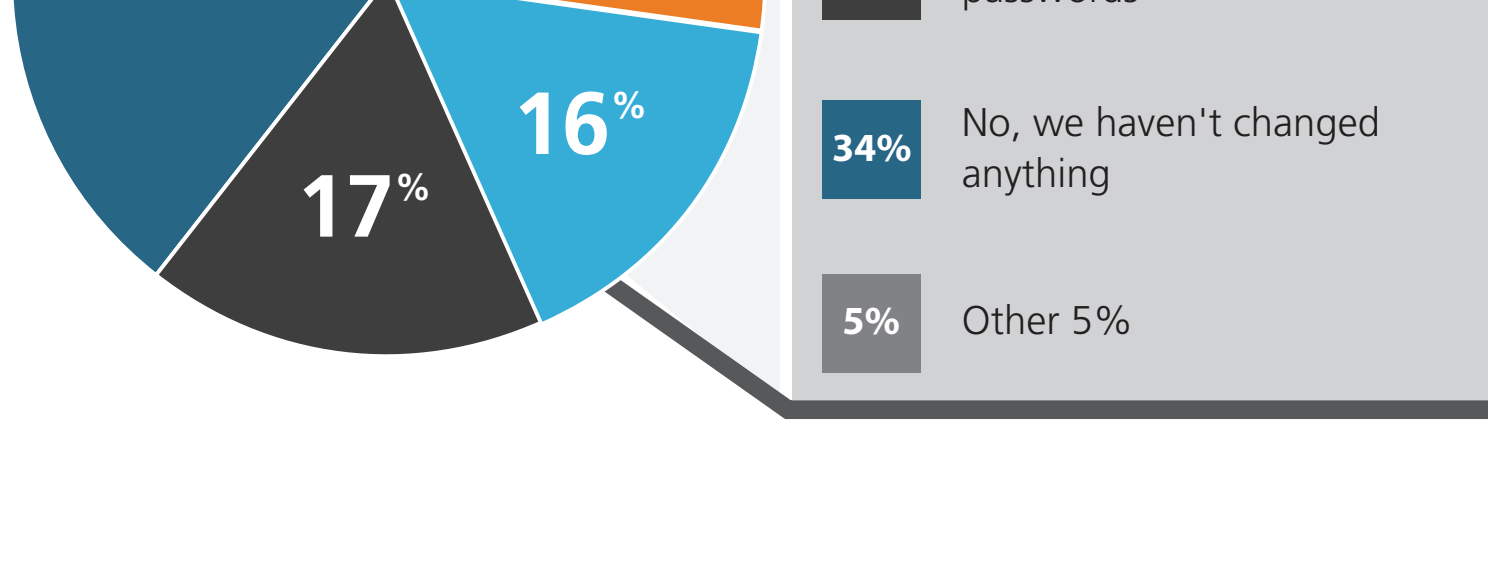
15%

Yes

84%

No

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



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WSJ | VISTAGE
Small Business CEO Survey