

CEOs have remained optimistic about prospects for the economy as well as the outlook for their own firm's performance in the midst of persistent economic and political uncertainties. The Vistage CEO Confidence Index was 105.1 in the 1st Quarter 2012 survey, up from 98.8 in the 4th quarter of 2011. Every component of the confidence index improved. Of particular importance, the expected economic gains prompted CEOs to continue to slowly expand employment in anticipation of higher sales.

While firms now have the financial legs to sustain growth, the long devastating downturn has made firms much more cautious about both the economic and political climates. Nearly two-thirds of all CEOs believe that the top three economic issues facing the winner of the upcoming presidential election will be the federal deficit, entitlements and health care.



Vistage CEO Confidence Index Highlights

75% of CEOS say their sales revenue will increase in the next 12 months.

60% of CEOs expect their firm's profitability to improve during the next 12 months.

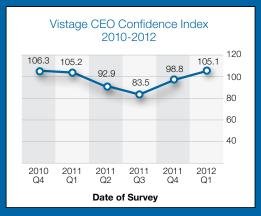
59% of CEOs believe recent data showing economic improvement signals a longer-term trend toward economic growth.

60% of CEOs believe that overall economic conditions in the U.S. have improved compared to a year ago.

84% of CEOs have learned to make their business more productive with fewer employees.

57% of CEOs expect their total number of employees will increase in the next 12 months.

30% of CEOs said if they could start their business over again, they would choose to open it in another state.



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Vistage CEO Confidence Index Q1 2012 | Dates 3/5-3/16 | 1,854 Respondents | National Results

Question		Answer	Respondents		
			#	%	
1.	Compared with a year ago, have overall economic conditions in the U.S. improved, remained the same, or worsened?	Improved	1,114	60%	
		About the same	645	35%	
		Worsened	89	5%	
		Don't know/No opinion	6	0%	
		Better	912	49%	
2.	During the next 12 months, do you expect the overall	About the same	1,114 60% 645 35% 89 5% 6 0% 912 49% 803 43% 124 7%	43%	
	economic conditions in the U.S. will be better, about the same, or worse than now?	Worse		7%	
		Don't know/No opinion	15	1%	

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		Increase	831	45%
•	Are your firm's total fixed investment expenditures likely to increase, remain about the same, or decrease during the next 12 months?	About the same	827	45%
		Decrease	179	10%
		Don't know/No opinion	17	1%
		Increase	1,387	75%
-	Do you anticipate that your firm's sales revenues will increase, remain about the same, or decrease during the next 12 months?	About the same	379	20%
		Decrease	83	4%
		Don't know/No opinion	5	0%
		lice is visit to	1 110	CON
	Do you expect your firm's profitability to improve, remain about the same, or worsen during the next 12 months?	Improve	1,119	609 319
-		About the same	569	
		Worsen	163 3	9%
		Don't know/No opinion	J	0%
	Do you expect prices for your product or service to increase, remain about the same, or decrease during the next 12 months?	Increase	774	429
•		About the same	963	52%
		Decrease	112	6%
	next 12 mondio.	Don't know/No opinion	5	0%
	Do you expect your firm's total number of employees will increase, remain about the same, or decrease during the next 12 months?	Increase	1,061	579
		About the same	698	389
		Decrease	91	5%
		Don't know/No opinion	4	0%
		Q2 2012	315	17%
	When do you plan to increase your firm's total number of employees over the next 12 months?	Q3 2012	237	139
		Q4 2012	88	5%
		Steadily throughout the next 12 months	574	319
		I do not plan to increase my	641	35%
		total number of employees	0	
		Diging operate costs	00	E0/
	What is the most significant business issue that you are	Rising energy costs Growth (growing too quickly)	92 92	5% 5%
-	facing currently?	Rising healthcare costs	80	4%
		Political uncertainty	188	109
		Staffing (finding, hiring,	329	189
		retaining, and training)	000	100
		Growth (growing too slowly)	230	129
		Economic uncertainty (concern for local and national economy budget deficit, housing market)	490	26%
		Financial issues (finance, cash flow, profitability)	234	139

	age CEO Confidence Index Q1 2012 Dates 3/5-3/16 1,854 P	lespondents National Results	Conti	nued
10.	What is the biggest challenge your business is specifically facing now? (check all that apply)	Paying loans and/or accessing credit	141	6%
		Managing costs	494	22%
		Cash, liquidity, receivables	383	17%
		Customer retention and/or lead generation	574	26%
		Cutting staff	38	2%
		My business is not facing any extraordinary challenges	347	16%
		Skipped	34	2%
		Other	226	10%
		Yes	474	26%
11.	Are you finding it easier to obtain credit for your	No	539	29%
	business now than you did six months ago?	Not applicable	834	45%
		Skipped	7	0%
			165	70/
12.	You expect the Healthcare Reform Bill (The Reconciliation Act of 2010) to:	Be good for your business	132	7%
12.		Be bad for your business	1,092	59%
	·	Make no difference to your business	390	21%
		No opinion	234	13%
		Skipped	6	0%
	While the economy appears to be on the upswing, and CEO confidence is increasing, what are you as CEO doing with that renewed confidence?	Hiring additional employees	445	24%
13.		Investing more in technology, R&D or expansion (opening new location/going global)	615	33%
		Increasing the price of your products or services	250	13%
		Considering M&A transactions or strategic partners	406	22%
		Skipped	138	7%
		Yes	1,558	84%
14.	Have you learned how to make your business more productive with fewer employees?	No	281	15%
• ••		110	201	1070
	productive with fewer employees?	Skipped	15	1%
	productive with fewer employees?	Skipped	15	1%
4 =		Healthcare	848	15%
15.	From the perspective of your business, identify the top			
15.		Healthcare	848	15%
15.	From the perspective of your business, identify the top three economy-related issues that the president we	Healthcare Entitlement programs	848 770	15% 14%
15.	From the perspective of your business, identify the top three economy-related issues that the president we	Healthcare Entitlement programs The deficit/national debt	848 770 1,242	15% 14% 22%
15.	From the perspective of your business, identify the top three economy-related issues that the president we	Healthcare Entitlement programs The deficit/national debt Jobs/unemployment	848 770 1,242 730	15% 14% 22% 13%
15.	From the perspective of your business, identify the top three economy-related issues that the president we	Healthcare Entitlement programs The deficit/national debt Jobs/unemployment International Trade	848 770 1,242 730 68	15% 14% 22% 13% 1%
15.	From the perspective of your business, identify the top three economy-related issues that the president we	Healthcare Entitlement programs The deficit/national debt Jobs/unemployment International Trade Value of the dollar	848 770 1,242 730 68 134	15% 14% 22% 13% 1% 2%
15.	From the perspective of your business, identify the top three economy-related issues that the president we	Healthcare Entitlement programs The deficit/national debt Jobs/unemployment International Trade Value of the dollar Government regulations	848 770 1,242 730 68 134 415	15% 14% 22% 13% 1% 2% 7%

16.	If I were to start my business all over again, I would choose to open it in another state.	Yes	547	30%
		No	1,294	70%
		Skipped	13	1%
	If you answered yes to question 16, which state would you choose?	Arizona	20	1%
17.		Delaware	18	1%
		Florida	45	2%
		Indiana	21	1%
		Nevada	56	3%
		North Carolina	40	2%
		South Carolina	17	1%
		South Dakota	10	1%
		Tennessee	18	1%
		Texas	142	8%
		Virginia	13	1%
		Washington	15	1%
		Skipped	1,337	72%
		I		
18.	Do you believe recent data showing economic improvement signals a longer term trend toward economic growth?	Yes	1,092	59%
		No	748	40%
		Skipped	14	1%
	Is your company a family-owned-and-operated business?	Vee	1 000	F00/
19.		Yes	1,068	58%
19.		No	775	42%
		Skipped	11	1%

