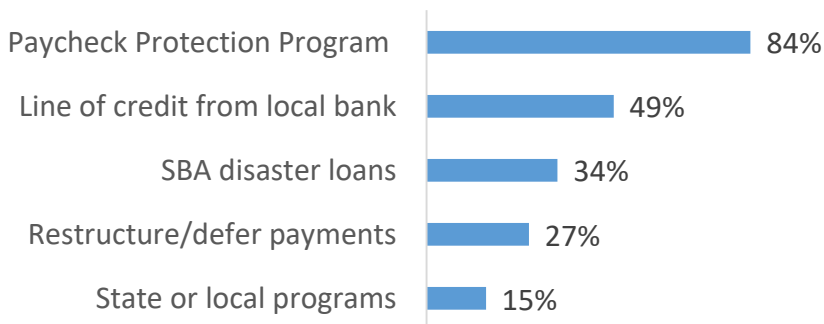


Small and midsize businesses focus on surviving the crisis.

In the last month the impacts of the coronavirus have become significant for small and midsize businesses (SMBs). While travel tops the list the area impacted most, our data shows that revenues and productivity have been impacted as well. With many states suggesting social distancing or mandating sheltering-in-place, over 9-in-10 CEOs (92%) reported that they implemented remote working for some or all of their staff. This has required many businesses to quickly pivot to get policies and technology in place to maintain productivity. However, for those businesses that require on-site personnel, scheduling changes, cleaning procedures and distancing policies demanded time and attention to maintain operations, even if at a diminished capacity.

Three quarters of CEOs reported decreased revenues in the last month, and the focus has been on maintaining cash flow to ensure their business can survive the crisis. Nearly a quarter of CEOs (24%) indicate that their cash reserves could support their business for less than two months. To survive, CEOs are seeking a balance of cost cutting measures and increased liquidity. Over half (54%) of CEOs report that they will cut investments over the next year, and 37% will decrease the size of their workforce. The Paycheck Protection Program offers much needed relief and 84% of SMBs intend to take advantage of that funding program.

Forms of government aid or other financial assistance from banks or creditors SMBs are planning to leverage:



How long will the recovery take for SMBs? Looking ahead, more than half of CEOs (51%) expect economic conditions in the U.S. will improve in the next 6 months, 32% believe that conditions will improve over the next year.

In terms of their business specifically, 49% of CEOs say they expect their business to be moderately weakened and regaining momentum in 6 months; 37% indicated their business will be back to normal or stronger than before in 6 months.

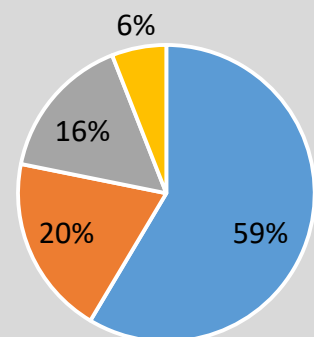
Source: April 2020 Vistage CEO Confidence Index, n=1,611

These findings represent data collected between April 1-8, 2020 from CEOs and other leaders of small and midsize businesses in the U.S.

COVID-19 Impacts on SMBs

- **94% of CEOs** report the U.S. economy recently worsened.
- **83% of CEOs** report cancellation of travel and events/conferences.
- **75% of CEOs** report decreased revenues in the last month.
- **61% of CEOs** report impacts from market changes.
- **59% of CEOs** report impacts on employee productivity.
- **28% of CEOs** report an increase in business and new opportunities as the result of the coronavirus.

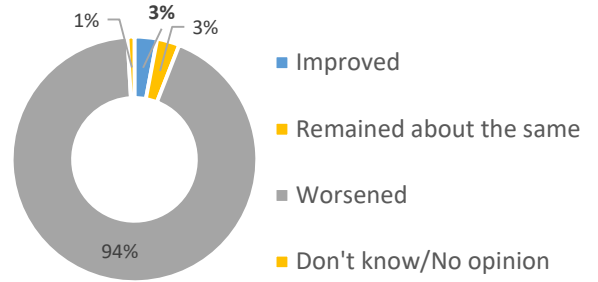
SMB workforce changes - last 30 days



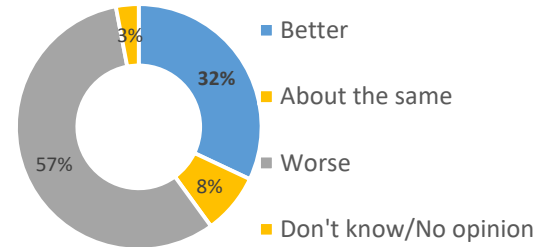
- Increased/remained the same
- Decreased <10%
- Decreased 10-49%
- Decreased >50%

Economy

Compared with a year ago, have overall economic conditions in the United States improved, remained the same, or worsened?

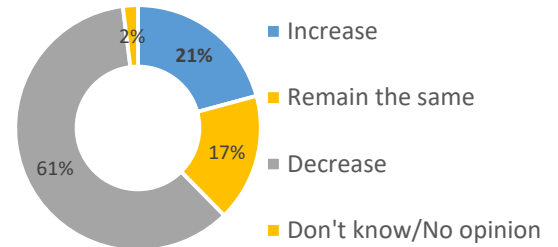


During the next 12 months, do you expect the overall economic conditions in the U.S. will be better, about the same, or worse than now?

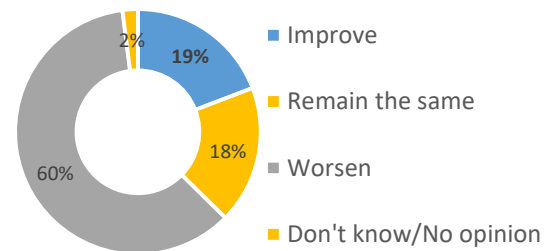


Prospects

Do you anticipate that your firm's sales revenues will increase, remain about the same, or decrease during the next 12 months?

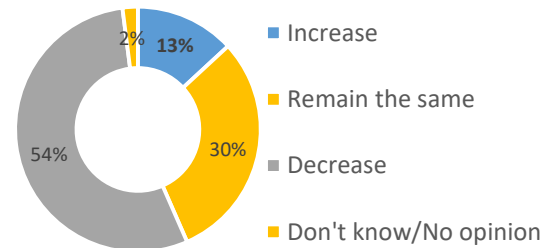


Do you expect your firm's profitability to improve, remain about the same, or worsen during the next 12 months?

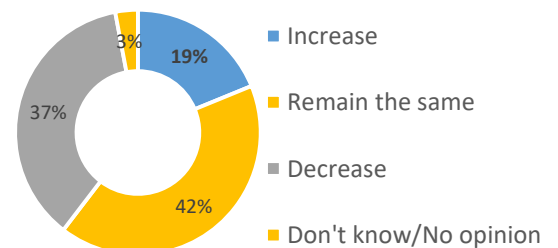


Expansion

Are your firm's total fixed investment expenditures likely to increase, remain about the same, or decrease during the next 12 months?



Do you expect your firm's total number of employees will increase, remain about the same, or decrease during the next 12 months?



April 2020 Vistage CEO Confidence Index

Total Respondents

1,611

Revenue	Number of Employees	Industry	Group Market
All	All	All	All
1	Compared with a year ago, have overall economic conditions in the United States improved, remained the same, or worsened?*	Improved	42 2.61%
		Remained about the same	46 2.86%
		Worsened	1,515 94.04%
		Don't know/No opinion	8 0.50%
2	During the next 12 months, do you expect the overall economic conditions in the U.S. will be better, about the same, or worse than now?*	Better	521 32.34%
		About the same	122 7.57%
		Worse	924 57.36%
		Don't know/No opinion	44 2.73%
3	Do you anticipate that your firm's sales revenues will increase, remain about the same, or decrease during the next 12 months?*	Increase	333 20.67%
		Remain the same	269 16.70%
		Decrease	978 60.71%
		Don't know/No opinion	31 1.92%
4	Do you expect your firm's profitability to improve, remain about the same, or worsen during the next 12 months?*	Improve	313 19.43%
		Remain the same	293 18.19%
		Worsen	971 60.27%
		Don't know/No opinion	34 2.11%
5	Are your firm's total fixed investment expenditures likely to increase, remain about the same, or decrease during the next 12 months?*	Increase	215 13.35%
		Remain the same	490 30.42%
		Decrease	871 54.07%
		Don't know/No opinion	35 2.17%
6	Do you expect your firm's total number of employees will increase, remain about the same, or decrease during the next 12 months?*	Increase	301 18.68%
		Remain the same	679 42.15%
		Decrease	589 36.56%
		Don't know/No opinion	42 2.61%

April 2020 Vistage CEO Confidence Index

Total Respondents

1,611

Revenue	Number of Employees	Industry	Group Market
All	All	All	All
7 In which areas have you or your business been directly or indirectly impacted by the coronavirus? Select all that apply	Disruption to supply chain	723	44.91%
	Declining revenues	1,210	75.16%
	Cancellation of travel and events/con..	1,339	83.17%
	Delays in ability to serve customers	798	49.57%
	Factories or office locations in affect..	666	41.37%
	Employee productivity	946	58.76%
	Market impact	989	61.43%
	Increase in business/new opportuniti..	456	28.32%
	Other, please specify	105	6.52%
9 To what degree have your revenues been impacted by the coronavirus pandemic in the last month?	Increased	124	7.70%
	Decreased <10%	344	21.37%
	Decreased 10-24%	377	23.42%
	Decreased 25-49%	226	14.04%
	Decreased 50-74%	107	6.65%
	Decreased 75-89%	56	3.48%
	Decreased 90+%	54	3.35%
	No change in revenues	273	16.96%
	Other, please specify	46	2.86%
11 How long will your cash reserves support your business during the current economic conditions?	Less than 1 month	66	4.10%
	1 - 2 months	315	19.57%
	3 - 5 months	497	30.87%
	6 - 12 months	392	24.35%
	More than one year	286	17.76%
	Other, please specify	50	3.11%
12 Which options have you implemented for your workforce in the LAST 30 days? Select all that apply:	Remote working	1,477	91.80%
	Reduced staff	490	30.45%
	Reduced hours	454	28.22%
	Mandatory/extra PTO	201	12.49%
	Layoffs/Reduction in force	352	21.88%
	Furloughs	264	16.41%
	None of the above	74	4.60%
	Other, please specify	131	8.14%

April 2020 Vistage CEO Confidence Index

Total Respondents

1,611

Revenue	Number of Employees	Industry	Group Market
All	All	All	All
13 How has the size of your total workforce changed as a result of the pandemic?	Increased	48	2.98%
	Decreased <10%	318	19.75%
	Decreased 10-24%	170	10.56%
	Decreased 25-49%	78	4.84%
	Decreased 50-74%	41	2.55%
	Decreased 75-89%	38	2.36%
	Decreased 90+%	21	1.30%
	No change in workforce	896	55.65%
14 Which options are you considering for your workforce in the NEXT 30 days? Select all that apply:	Remote working	1,035	64.73%
	Reduced staff	537	33.58%
	Reduced hours	617	38.59%
	Mandatory/extra PTO	239	14.95%
	Layoffs/Reduction in force	437	27.33%
	Furloughs	431	26.95%
	None of the above	230	14.38%
	Other, please specify	122	7.63%
15 Which forms of government aid or other financial assistance from banks or creditors are you planning to leverage? Select all that apply	SBA disaster loans	511	31.74%
	Federal Paycheck Protection Program (CARES Act SBA 7a relief loan)	1,264	78.51%
	State or local programs	232	14.41%
	Line of credit from local bank	730	45.34%
	Restructure or defer payments to creditors	399	24.78%
	Other, please specify	99	6.15%
	16 When do you expect economic conditions in U.S. will begin to improve?	Less than 1 month	5
1 - 2 months		172	10.68%
3 - 5 months		650	40.37%
6 - 12 months		591	36.71%
More than one year		179	11.12%
Other, please specify		11	0.68%

April 2020 Vistage CEO Confidence Index

Total Respondents

1,611

Revenue
All

Number of Employees
All

Industry
All

Group Market
All

17	Which statement describes where you expect your business to be 6 months from now?	Stronger than before	339	21.06%
		Back to normal	262	16.27%
		Moderately weakened but regaining momentum	790	49.07%
		Significantly weakened and fighting to rebuild	218	13.54%
		Closed	1	0.06%
18	Have you made any changes in the products or services you offer as a result of the pandemic?	Yes	605	37.58%
		No	999	62.05%
19	Has the Trump administration changed prospects for your business?	It has improved prospects for my firm	672	41.74%
		It has worsened prospects for my firm	353	21.93%
		It has had no impact on prospects for my firm	578	35.90%

April 2020 Vistage CEO Confidence Index

Total Respondents

1,611

Revenue		Number of Employees	Industry	Group Market	
All		All	All	All	
20	During your company's last fiscal year, what was its total employment?*	1-9 employees		115	7.14%
		10-19 employees		190	11.79%
		20-49 employees		416	25.82%
		50-99 employees		316	19.62%
		100-499 employees		461	28.62%
		500-999 employees		70	4.35%
		1000-4999 employees		36	2.23%
		5000-9999 employees		3	0.19%
		10000+ employees		3	0.19%
		None		1	0.06%
21	During your company's last fiscal year, what were its total revenues? *	Less than 500k		19	1.18%
		500-999k		37	2.30%
		1-4 Million		267	16.57%
		5-9 Million		283	17.57%
		10-20 Million		310	19.24%
		21-49 Million		307	19.06%
		50-99 Million		182	11.30%
		100-249 Million		130	8.07%
		250-499 Million		45	2.79%
		500-999 Million		17	1.06%
1+ Billion		14	0.87%		

About the Vistage CEO Confidence Index

Each quarter the Vistage CEO Confidence Index gathers data from top-performing CEOs and other key executives of small and midsize businesses on their sentiment regarding the economy, prospects for their business and expansion plans. Started in Q1 2003, the Index has grown to be the largest and most comprehensive report of opinions and projections from CEOs of small and midsize companies in the U.S.

***Note that this report is a special edition in which we surveyed Vistage members outside the quarterly cadence to understand their sentiment about the coronavirus crisis. The data from this month is intended as a snapshot in time, and will not be included in any future Index trends.

About Vistage Worldwide

Vistage Worldwide is an organization designed exclusively for high-integrity CEOs and executive leaders who are looking to drive better decisions and better results for their companies. Our members — 23,000 strong in more than 20 countries — gather in trusted, confidential peer advisory groups where they tackle their toughest challenges and biggest opportunities. CEOs who joined Vistage in the past five years grew their companies 2.2 times faster than average small and midsize U.S. companies, according to a 2017 analysis of Dun & Bradstreet data.

Learn more at vistage.com

About our research

Vistage conducts original research and curates subject matter expertise from thought leaders to create actionable, thought-provoking insights for leaders of small and midsize businesses. Our analysis of surveys we conduct, including the WSJ/Vistage Small Business CEO survey and Vistage CEO Confidence Index survey, informs various reports. Since 2003, Vistage has published the CEO Confidence Index, which has been a proven predictor of GDP two quarters in advance. Vistage provides the data and expert perspectives to help SMB CEOs make better decisions.

Learn more at vistage.com/confidenceindex and vistageindex.com