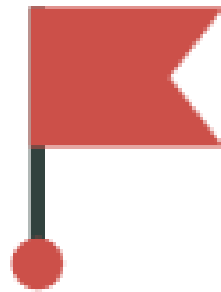


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state economy. The outlook for the U.S. economy was not quite as bright.

Mar. 18, 2015



**78% Optimistic**

**13%**

**"We're doing great"**

**65%**

**"We're improving"**

## **Economic and Business Outlook for Company**

A majority of Indiana chief financial officers who are CPAs see positive indicators for growth of their company and industry, as well as encouraging signs for the local and state economy. The outlook for the U.S. economy was not quite as bright.

Nearly 75 CFOs participated in a recent survey conducted by the Indiana CPA Society.

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Survey respondents were asked to choose one of five options for each question: optimistic, cautiously optimistic, neutral, cautiously pessimistic and pessimistic. Each option also had a descriptor such as “everything is headed in the right direction” for optimistic, “there is potential for a better year” for cautiously optimistic, “things will stay on the same path” for neutral, etc.

When asked about the local economy in which they operate, 10 percent of the CFOs were optimistic and 54 percent were cautiously optimistic, a 64 percent level of optimism. Only six percent were cautiously pessimistic and just one percent was pessimistic.

The prospects for Indiana's economy were even better. While only four percent were optimistic, 68 percent were cautiously optimistic for a total of 72 percent optimism. Only six percent were cautiously pessimistic and none were pessimistic.

The outlook for the U.S. economy was a little less optimistic, but still somewhat encouraging. While only one percent was optimistic, 47 percent were cautiously optimistic and 36 percent were neutral. Just 16 percent fell into the pessimistic category.

With regard to company revenue, 11 percent said it increased by more than 20 percent from 2013 to 2014, while another 47 percent said it increased by five to 20 percent. Thirty-one percent said revenue was about the same, while only 11 percent said it was lower.

Company profitability was not quite as high. Thirteen percent said it was more than 20 percent higher in 2014 than in 2013, while 31 percent said it was five to 20 percent higher. Thirty-five percent reported profitability being about the same, and 21 percent said it was lower.

The survey also asked about staffing, including part-time and seasonal employees.

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pessimistic.

Accounting

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