Sage SMB Hiring Outlook Survey 2013

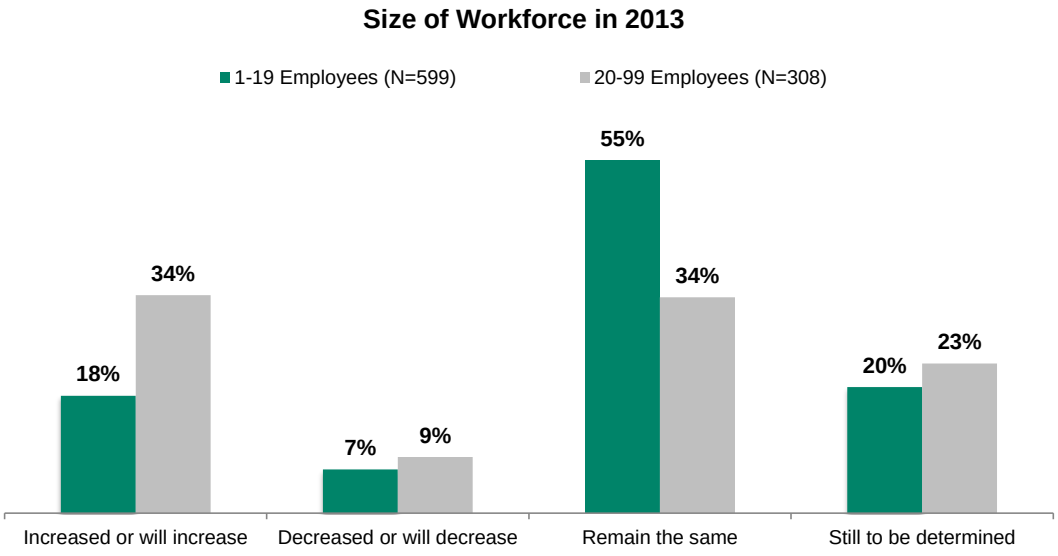
Summary Report—U.S.

Introduction

Sage North America serves more than 6 million small and midsized organizations worldwide, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey examines the hiring outlook of U.S. small and midsized business (SMB) owners in 2013.

Workforce Size

More small businesses said their workforce will increase in 2013 than said it will decrease. Midsized businesses (20-99 employees) are more likely than small businesses (1-19 employees) to increase the size of their workforce in 2013.

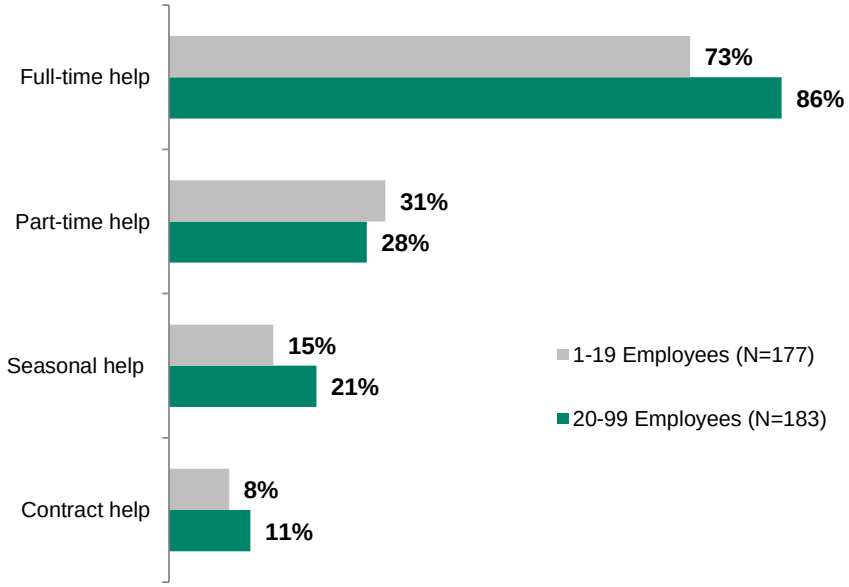


This document contains confidential information.

Hiring Plans

Most small businesses that are hiring in 2013 are bringing on full-time help. About three in ten are hiring part-time help. Those with 20-99 employees are more likely to be taking on full-time help.

Type of Employees Being Hired
(Base: Hired or Will Hire in 2013)



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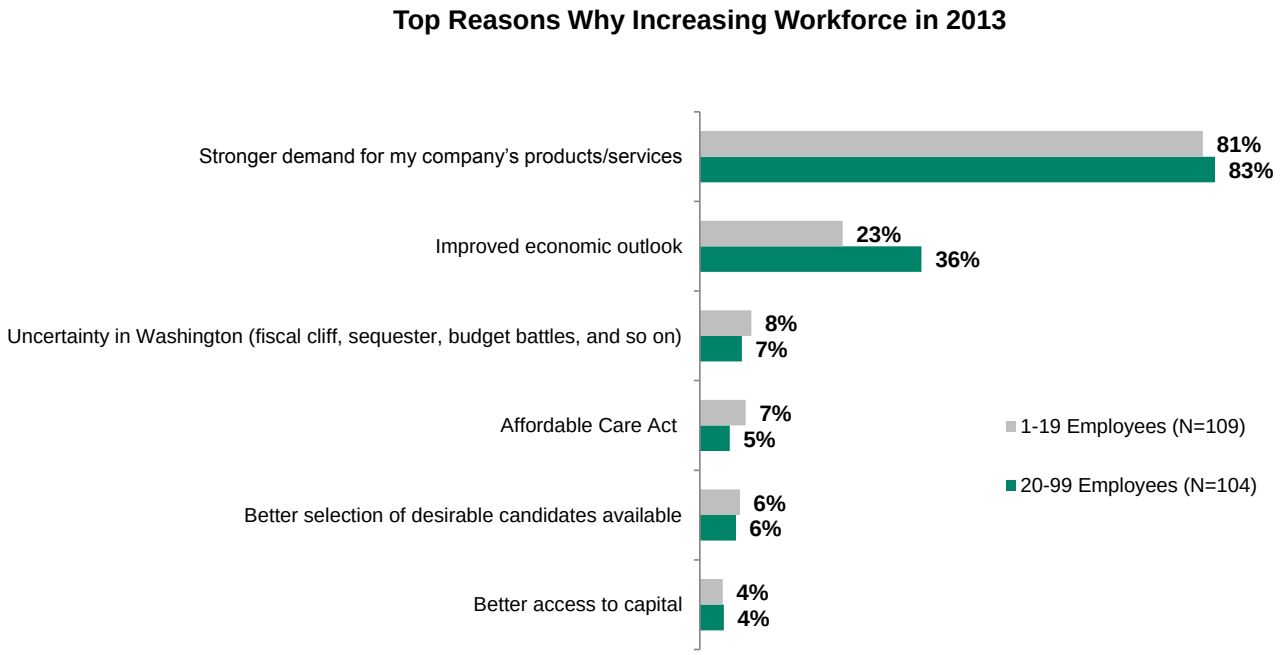
Forces Driving Hiring Plans

Stronger demand for products and services tops the list of reasons small businesses are increasing the size of their workforce. Ranked second is an improved economic outlook. Companies with 20-99 employees were more likely than those with 1-19 employees to cite the better economy as a reason.



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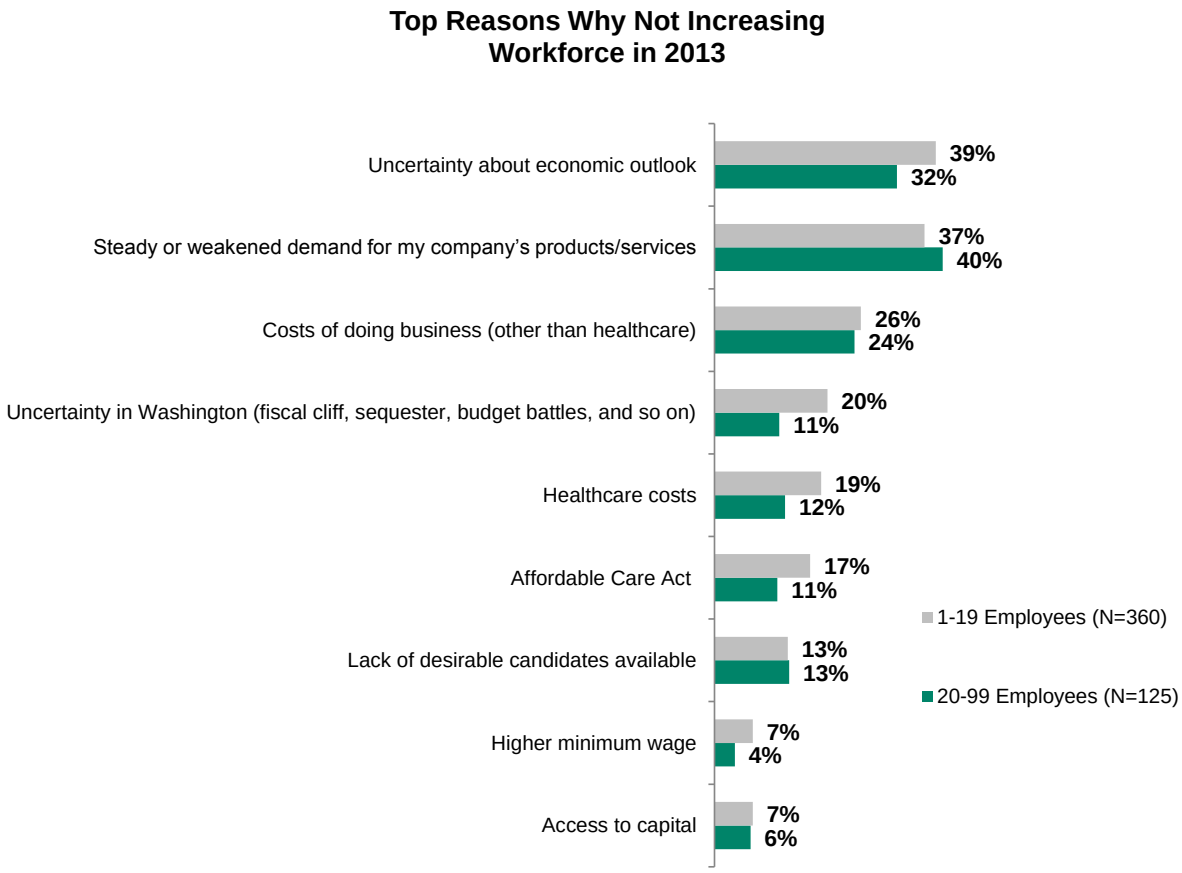
Leading the list of reasons small businesses are not hiring are economic uncertainty, steady or weak demand for products/services, and costs of doing business. Very small businesses are more likely than larger ones to cite the economy as a reason for maintaining or reducing the size of their workforce.



About the Survey

The survey was conducted by Sage during May 2013 among Sage customers in the U.S. who are companies with fewer than 100 employees. A total of 973 people completed the web-based survey. The margin of error is +/- 3% with a confidence level of 95 percent.

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