



# Sage SMB Hiring Outlook Survey 2013

Summary Report—Canada

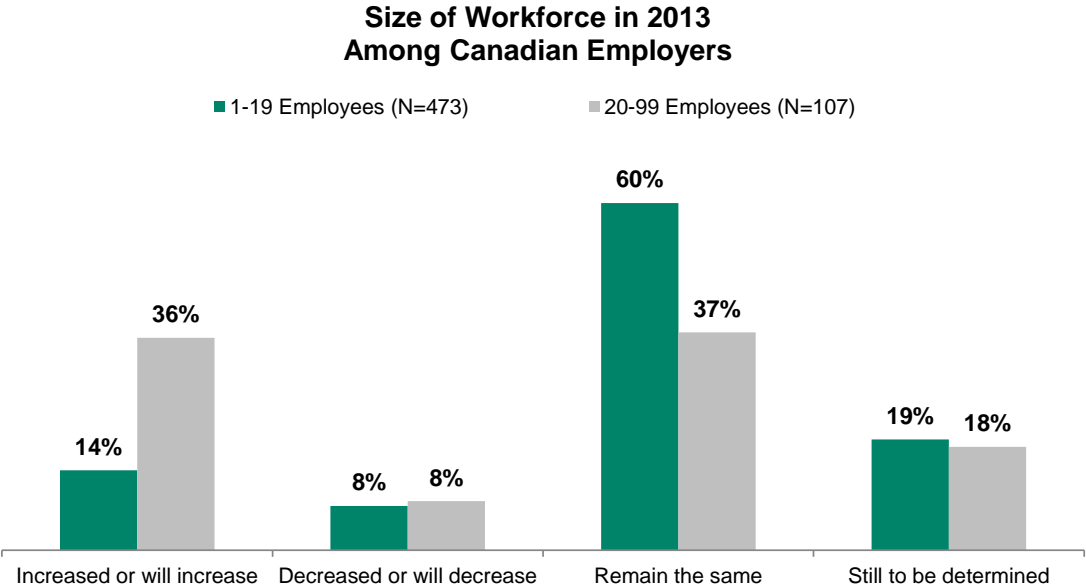


# Introduction

[Sage North America](#) serves more than 6 million small and mid-sized organizations worldwide, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey examined the hiring outlook of Canadian small and mid-sized businesses (SMB) in 2013.

# Workforce Size

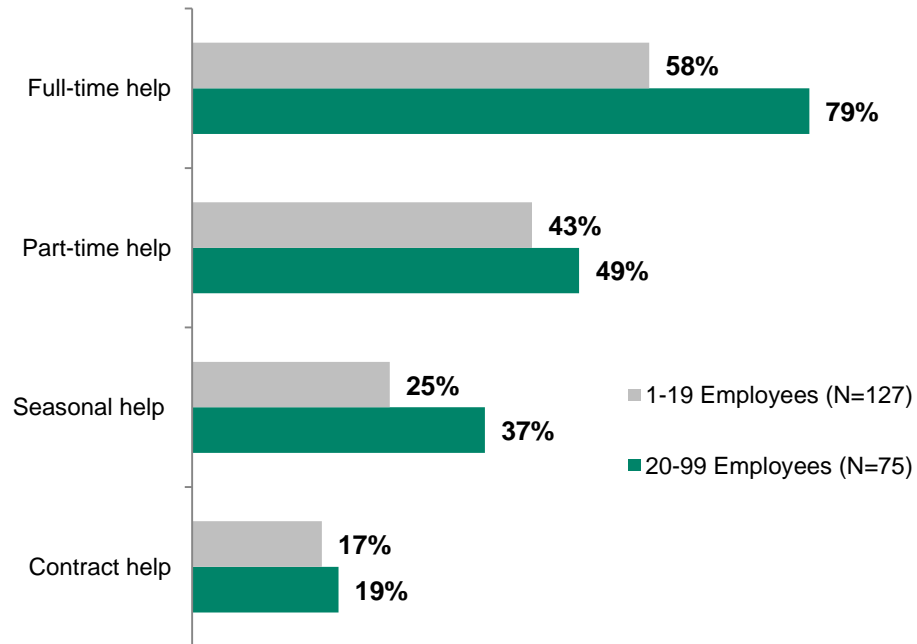
More small businesses said their workforce will increase in 2013 than said it will decrease. Mid-sized businesses (20-99 employees) are more likely than small businesses (1-19 employees) to increase the size of their workforce in 2013.



## Hiring Plans

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

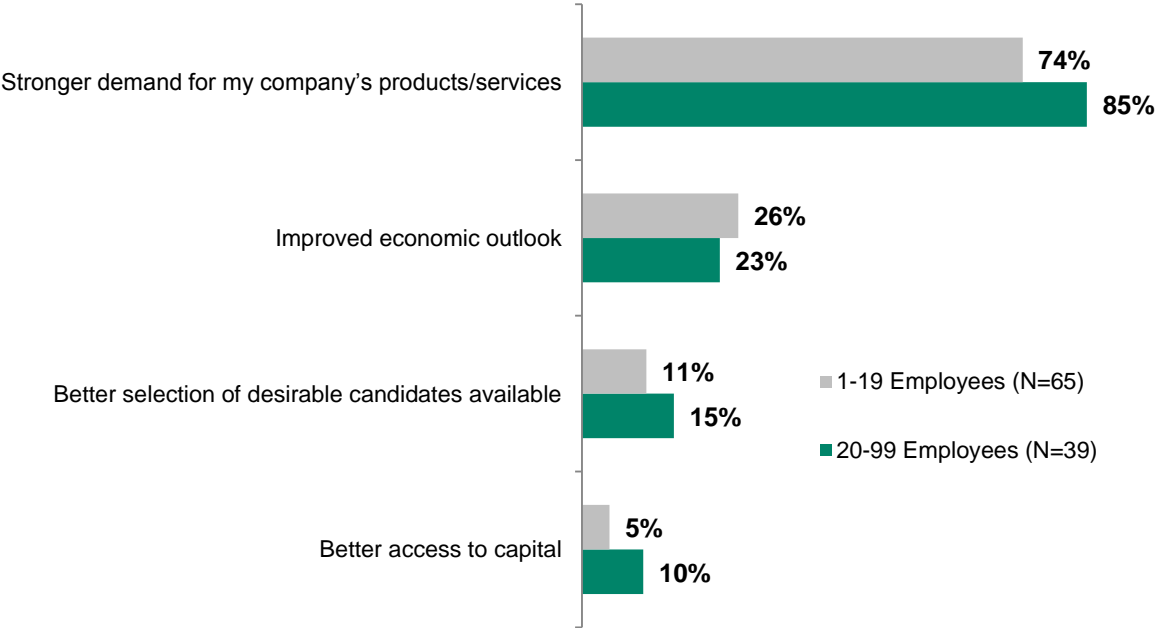
**Type of Employees Being Hired**  
(Base: Hired or Will Hire in 2013)



# Forces Driving Hiring Plans

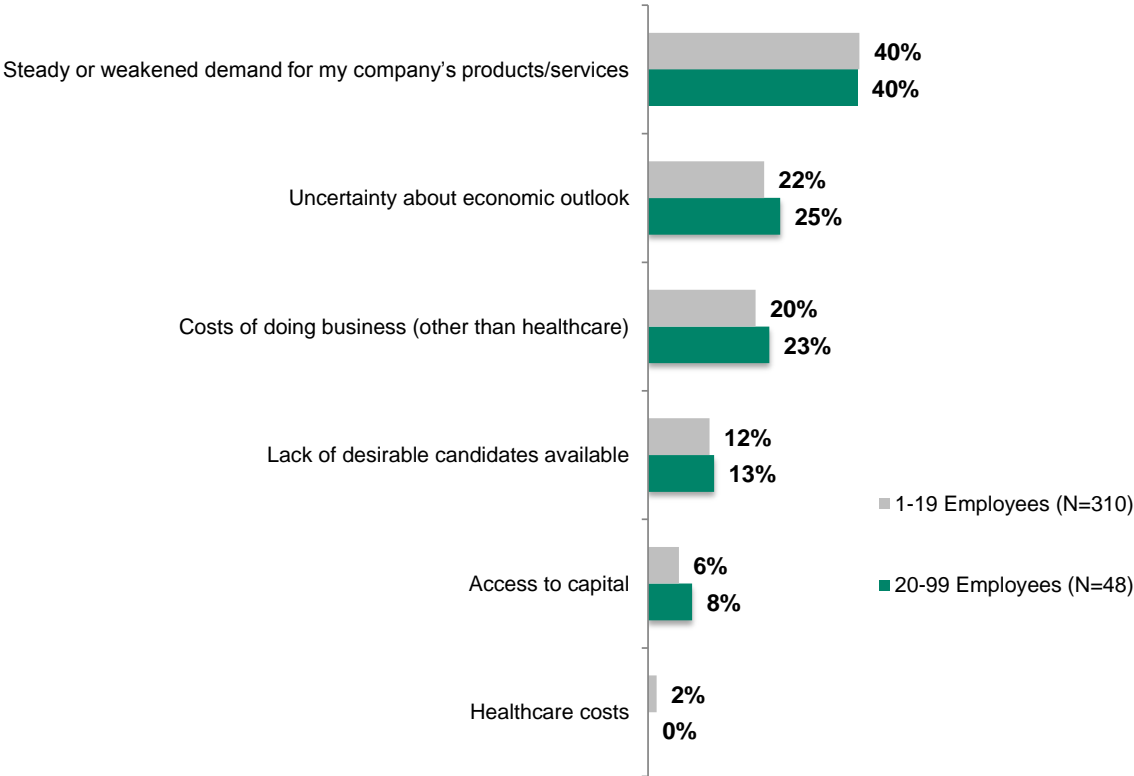
Stronger demand for products and services tops the list of reasons small businesses are increasing the size of their workforce. Ranked second is an improved economic outlook.

## Top Reasons Why Increasing Workforce in 2013



Leading the list of reasons small businesses are not hiring are steady or weak demand for products/services, economic uncertainty, and costs of doing business.

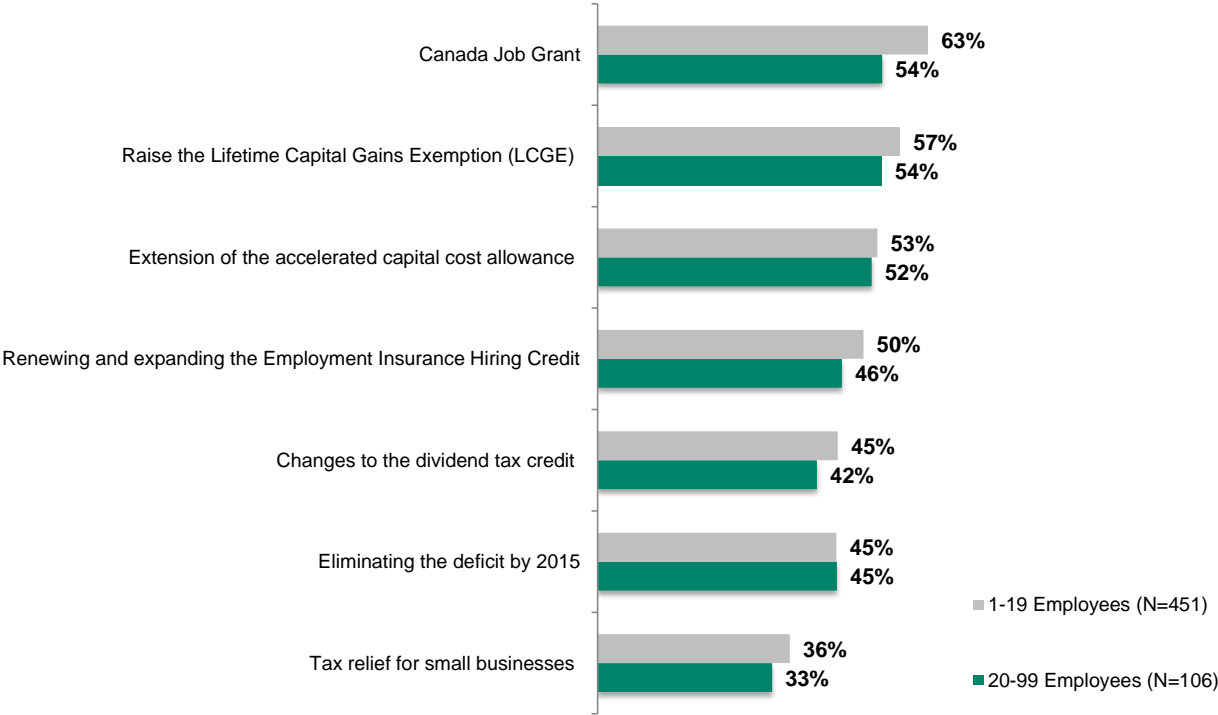
### Top Reasons Why Not Increasing Workforce in 2013



# Effect of Government Measures

Government measures will have varying levels of effectiveness, according to respondents. The measure that is likely to have the least effect is the Canada Job Grant, with 63 percent of small businesses and 54 percent of mid-sized businesses saying it would have no effect on their business. The measure likely to have the biggest positive effect is tax relief.

**Percent Saying Measure Will Have No Effect on Their Business**



## About the Survey

The survey was conducted by Sage during May 2013 among Sage customers in Canada who are businesses with fewer than 100 employees. A total of 605 people completed the web-based survey. The margin of error is +/- 3% with a confidence level of 95 percent.

13888 Wireless Way  
 Richmond, BC V6V 3A4

©2013 Sage Software Canada, Inc. All rights reserved. Sage, the Sage logos, and the Sage product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc. or its affiliated entities. All other trademarks are the property of their respective owners.

