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their hiring decisions

Isaac M. O'Bannon • May. 29, 2013

IRVINE, Calif. – The new survey of small business owners has found that 25 percent reported that they either have hired or will hire in 2013. The majority of businesses, however, stated that they expect their staffing levels to remain the same in 2013 (47 percent). This compares with 7 percent of respondents who said they will decrease their staff in 2013.

The [Sage SMB Hiring Outlook Survey](#), commissioned by [Sage North America](#), examined the hiring outlook of U.S. small and midsize businesses in 2013.

It also found that the biggest factor influencing whether an SMB has hired or will plan to hire – perhaps not surprisingly – is increased demand for its products or services (81 percent). Conversely, the biggest factor influencing those companies that have not hired or are not planning on hiring in 2013 is lack of demand for its products or services (40 percent). Other factors influencing businesses to decrease or to keep the same size of workforce include: economic outlook uncertainty (39 percent), non-healthcare-related costs of doing business (26 percent) and uncertainty in Washington (20 percent).

“If you ask small or midsize business owners, they will tell you that demand is one of the primary drivers behind many of their business decisions, including hiring, and the Sage SMB Hiring Outlook Survey highlights this sentiment,” said [Connie Certusi](#), executive vice president and general manager at Sage Small Business Solutions.

“In previous Sage surveys, small and midsize businesses have repeatedly reported that taxes and regulations are a roadblock for their business growth. However, what this survey indicates is that while taxes and regulations are factors that influence

hiring, the number-one driver is a demand for products and services or lack thereof.

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percent with a confidence level of 95 percent.

The full findings of the Sage SMB Hiring Outlook Survey can be found [here](#).

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