



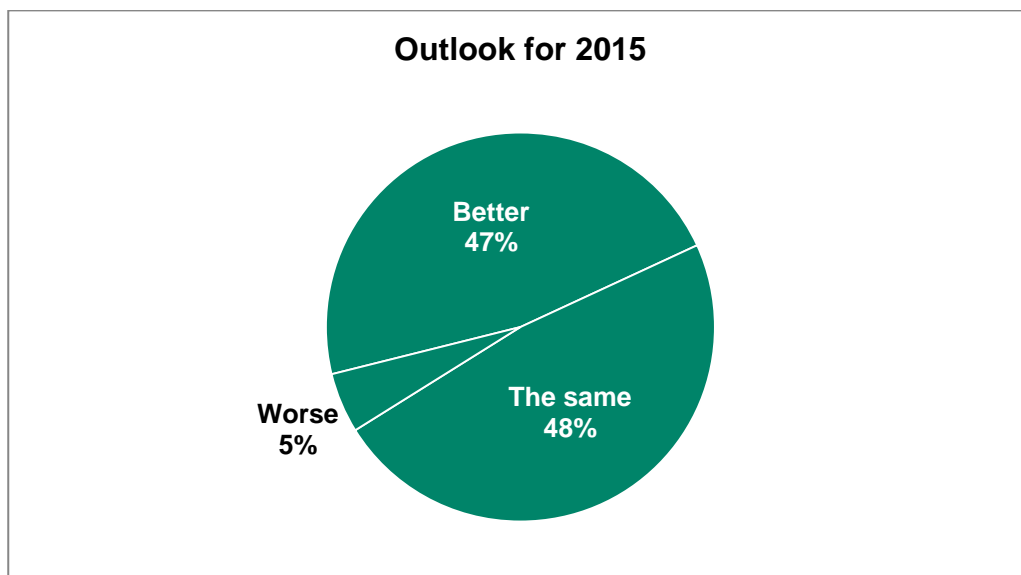
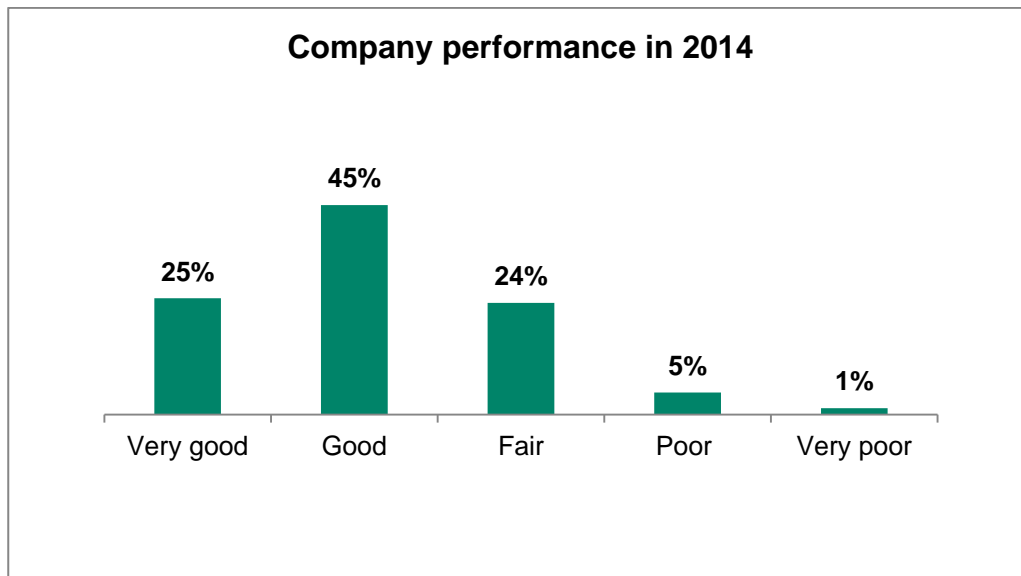
# Sage 2015 Outlook & Hiring Survey U.S. Summary report

## Introduction

[Sage North America](#) serves more than 6 million small and midsize organizations worldwide, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey looks into U.S. business-owner outlook and hiring plans for 2015.

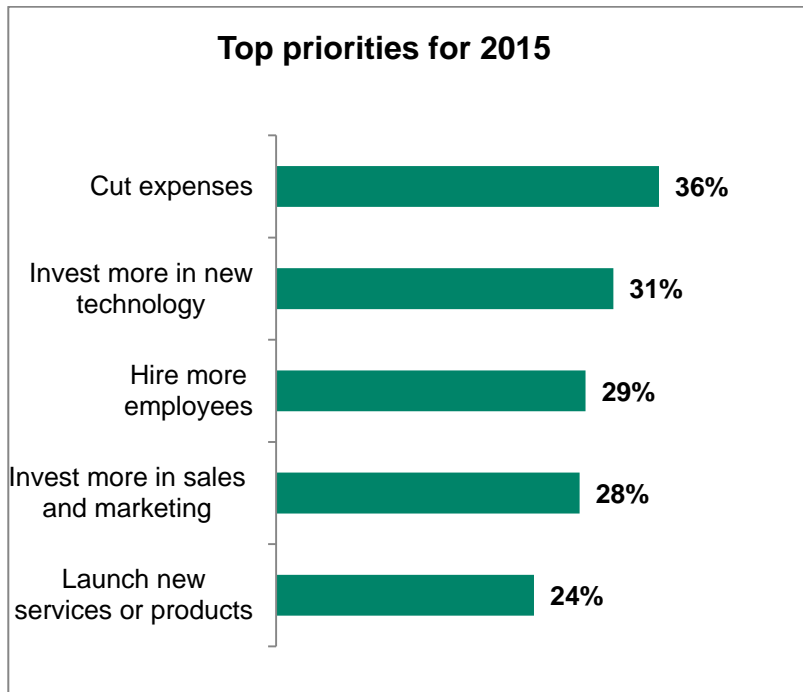
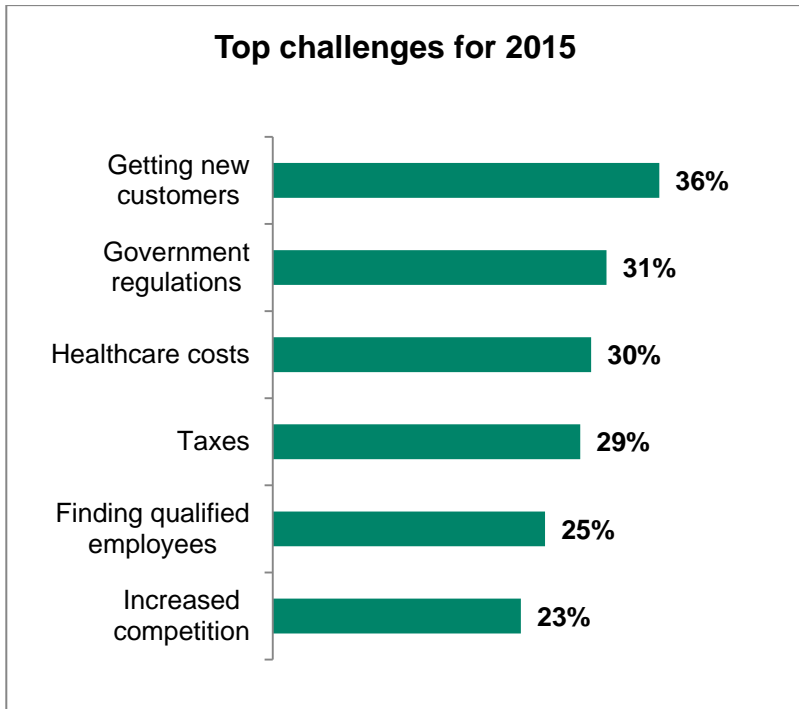
## 2014 performance and 2015 outlook

Seven in ten business owners reported that their company performance was very good or good in 2014. Expectations are high, with nearly half of businesses surveyed expecting 2015 to be a better year for them than 2014.



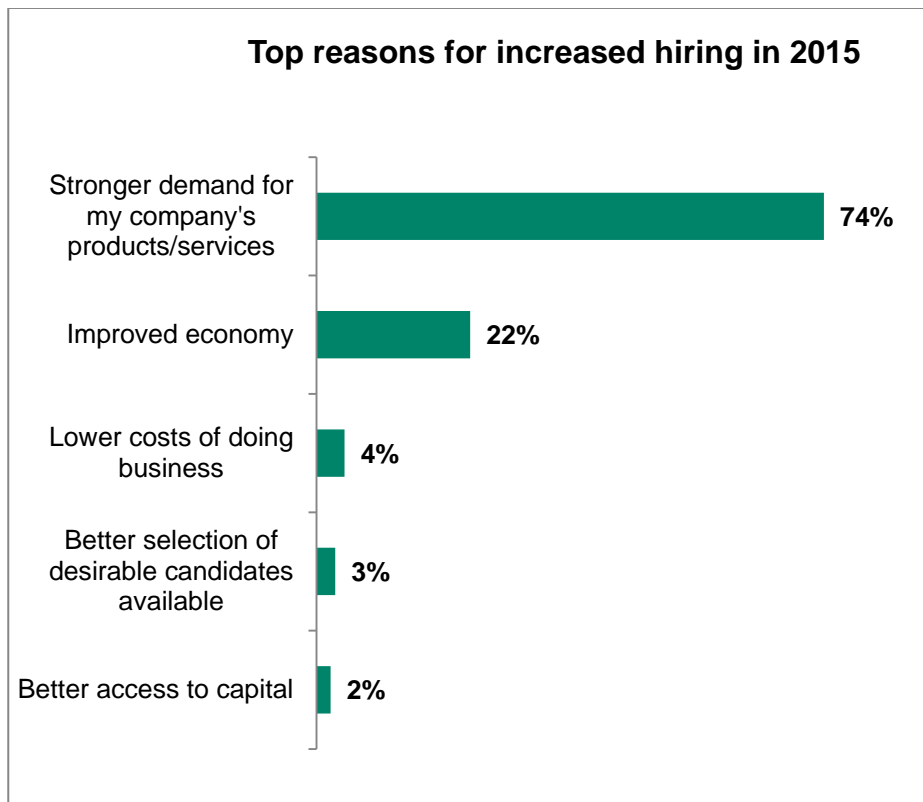
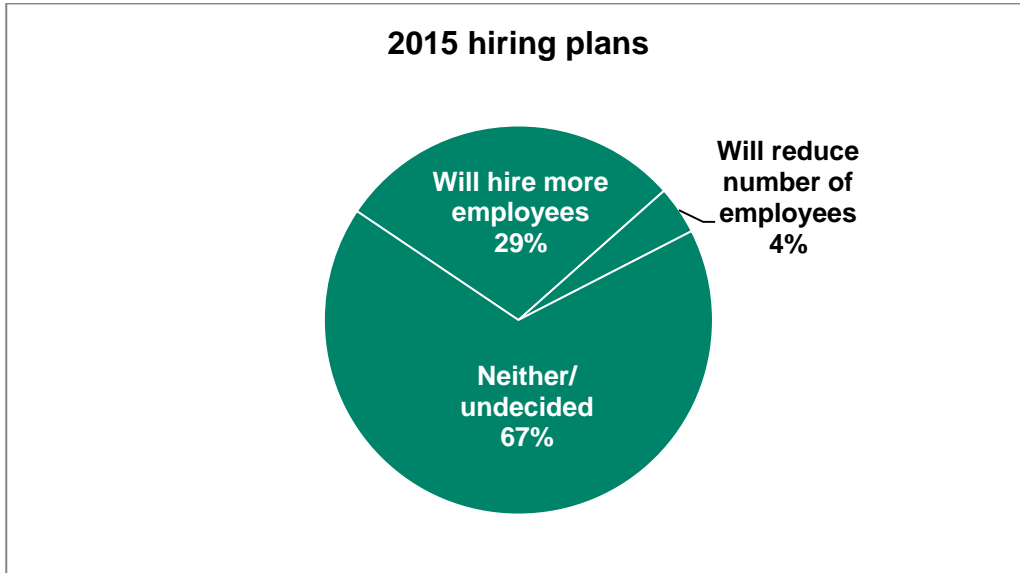
## Challenges and priorities for 2015

Businesses anticipate their biggest challenges for 2015 will be getting new customers, dealing with government regulations, and managing healthcare costs. Their top priorities are to cut expenses, invest in tech, and take on more employees.



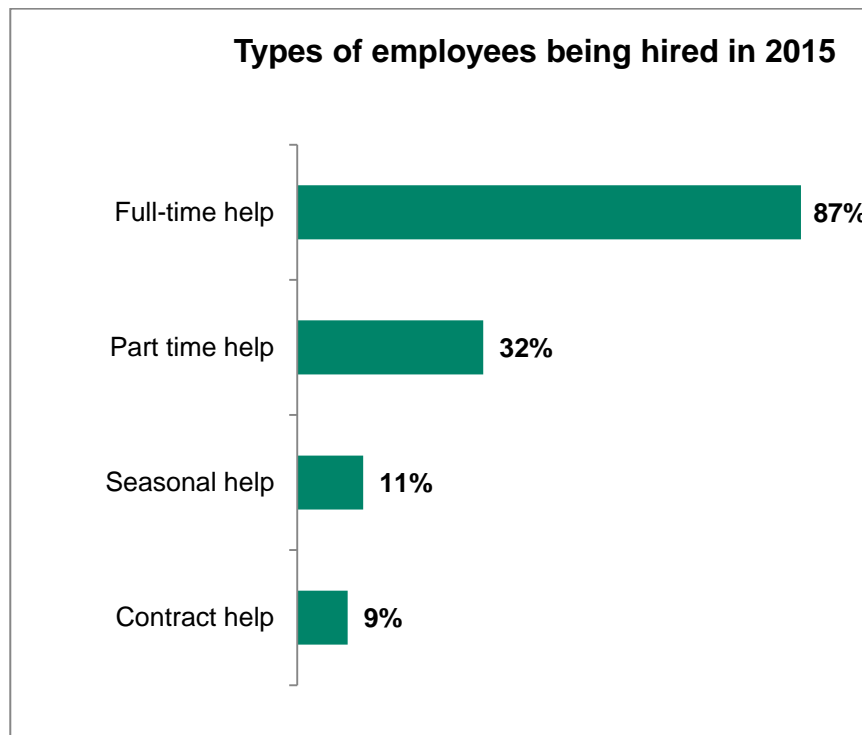
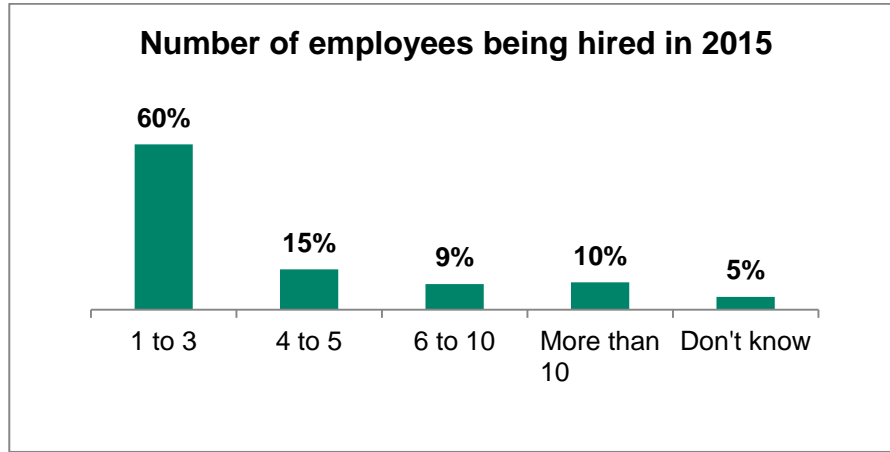
### Workforce size

More small businesses said their workforce will increase in 2015 than said it will decrease. Owners said stronger consumer demand is the primary driver for increased hiring.



### Hiring characteristics

40% of businesses with plans to hire indicated they will be hiring four or more employees. More than half said the number they plan to hire is greater than it was in 2014. Nearly all said they will be hiring full-time help.



One-fourth of business hiring plan to bring on recent college graduates. The same percentage plans to hire students.

**About the survey**

The survey was conducted by Sage in December 2014 among 543 small businesses in the U.S. The margin of error is +/- 5% with a confidence level of 95 percent.

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