



Sage Small Business Accountants Usage 2013 Study

Summary Report



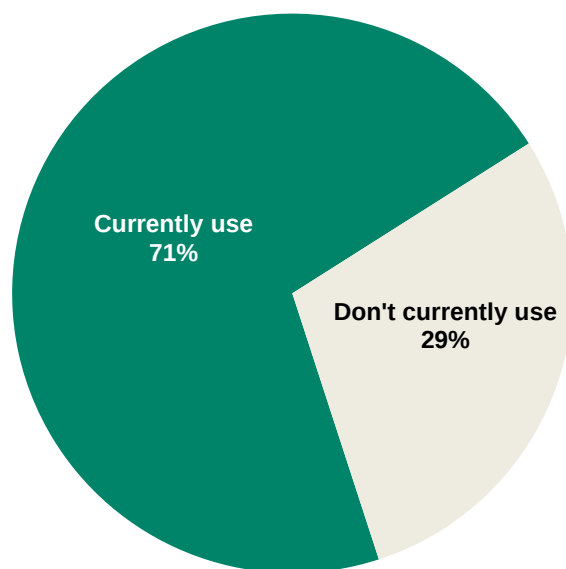
Introduction

Sage 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 at small business owners' usage and opinions of outside accounting services.

Accountant Usage

71% of companies surveyed utilize the services of an outside accountant. Corporate tax, personal tax, and accounting are the most common services for which businesses use their outside accountant. The majority of companies that engage with an accountant do so very early in the life of their business, with 53% reporting they did so right at start-up and 13% more within six months of start-up.

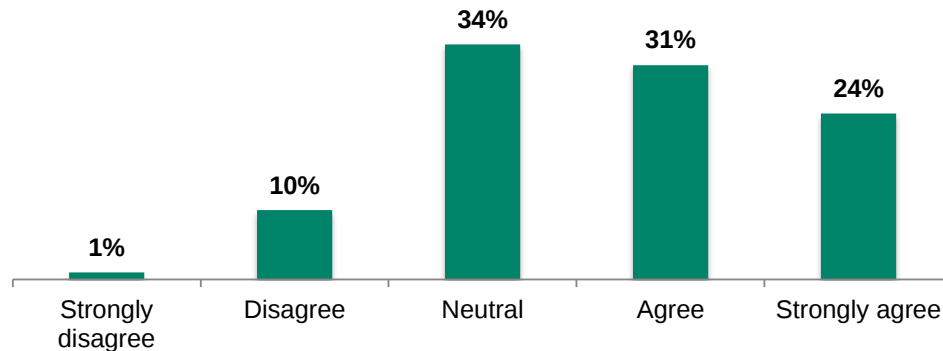
Usage of Outside Accountant



Importance of Accountant

The majority of respondents feel that their outside accountant is critical to the success of their business.

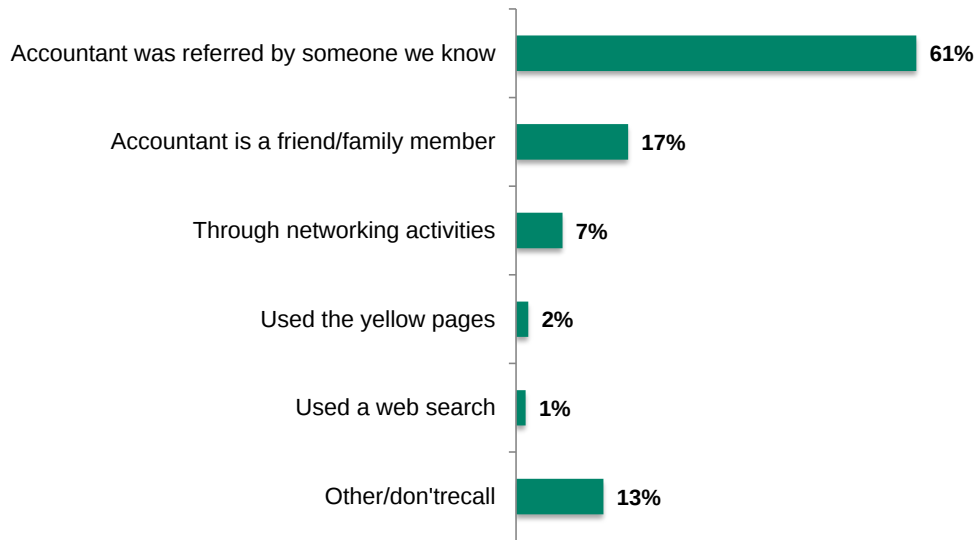
"Our outside accountant is critical to the success of our business."



How Accountant Was Located

More than half (61%) of small businesses surveyed found their accountant through a personal referral. About one in six (17%) said their accountant is a friend or family member.

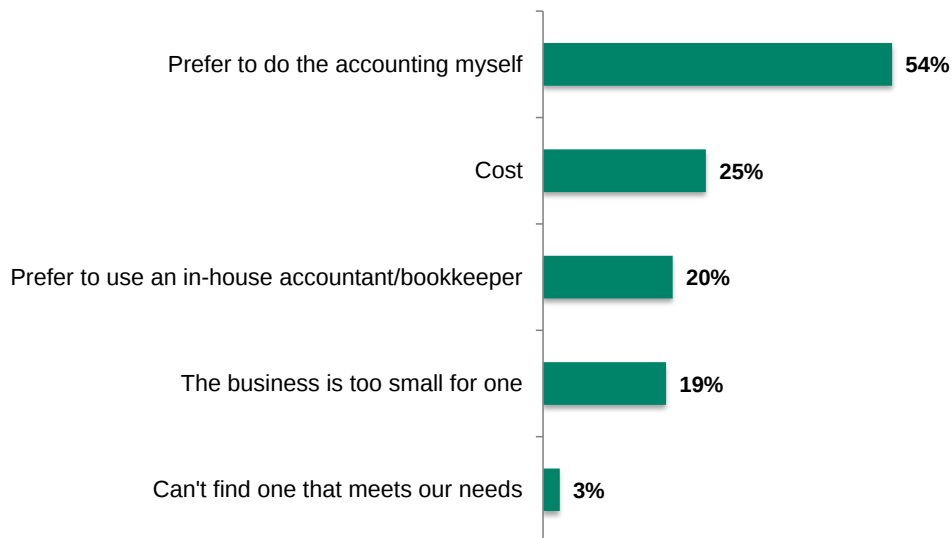
How Located Accountant



Accountant Nonusage

The most common reason given for not using an accountant is a preference to handle the accounting themselves (54%). Cost is a factor for 25% of the business owners surveyed.

Why Not Using an Accountant



About the Survey

The survey was conducted by Sage during March 2013 among Sage customers in the U.S. and Canada who are business owners at companies with fewer than 100 employees. A total of 673 people completed the web-based survey. The margin of error is +/- 3% with a confidence level of 95 percent.

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