

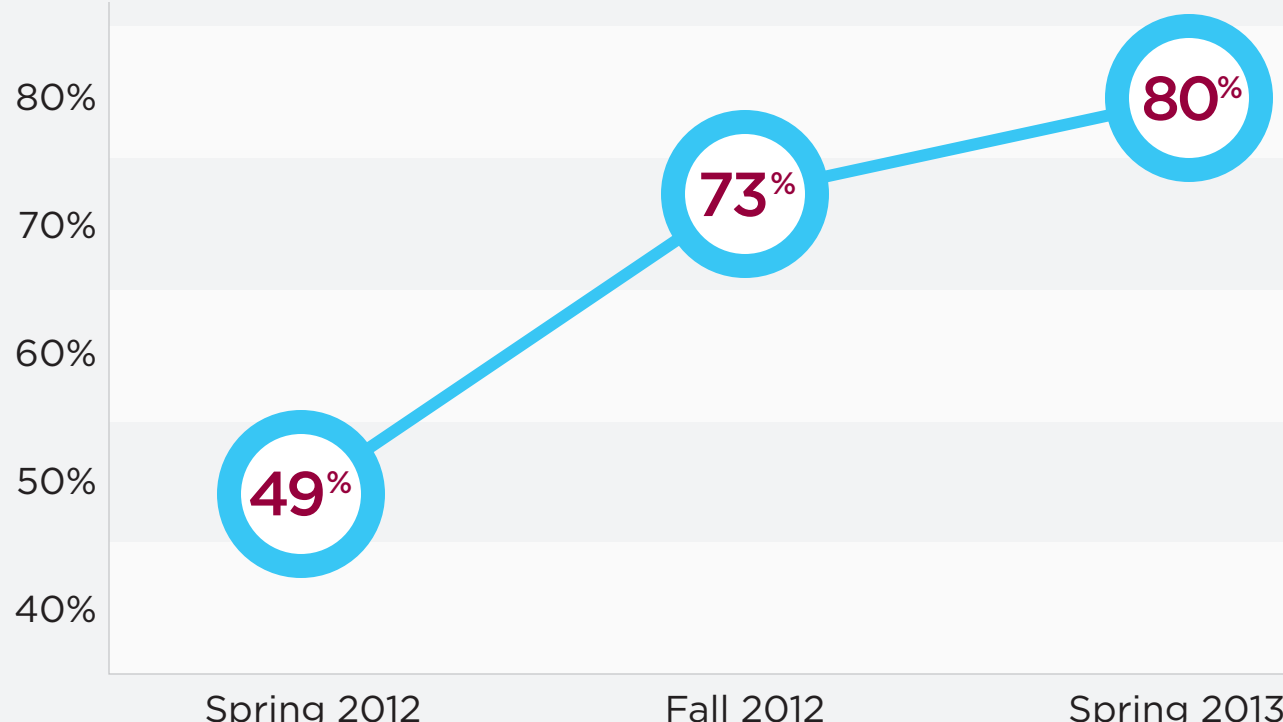
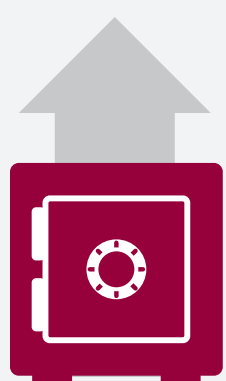
# The Hartford 2013 Small Business Pulse



The Hartford conducted research to better understand the current mindset and outlook of small business owners across America. Our 2013 *Small Business Pulse* was fielded via phone to 1,000 owners of businesses with fewer than 100 full-time employees that have been in business for at least one year.

## Small Business Owners Playing It Safer In Rising Trend

Owners are becoming increasingly more conservative with the overall level of risk they are taking with their business.

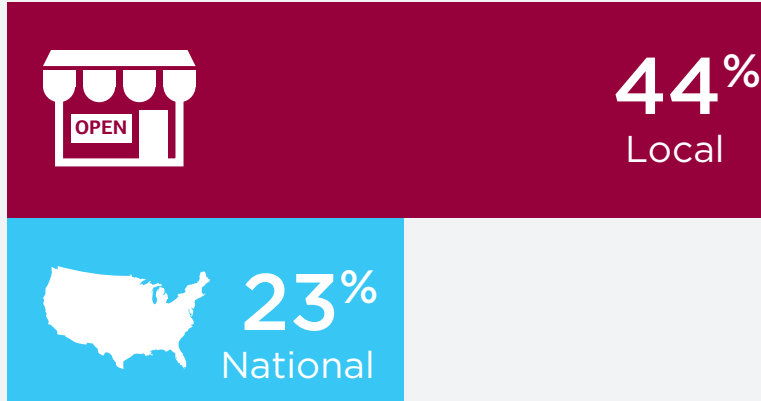


## Cautiously Optimistic



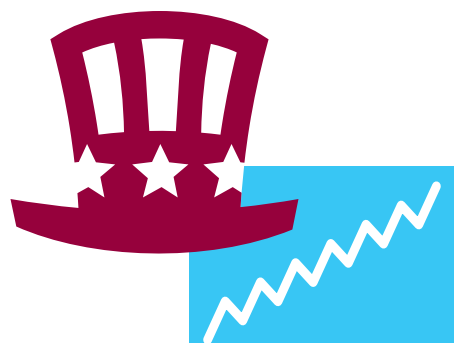
**73%**  
of small business owners feel successful

When comparing the national and local economy, respondents felt more optimistic about local than national:



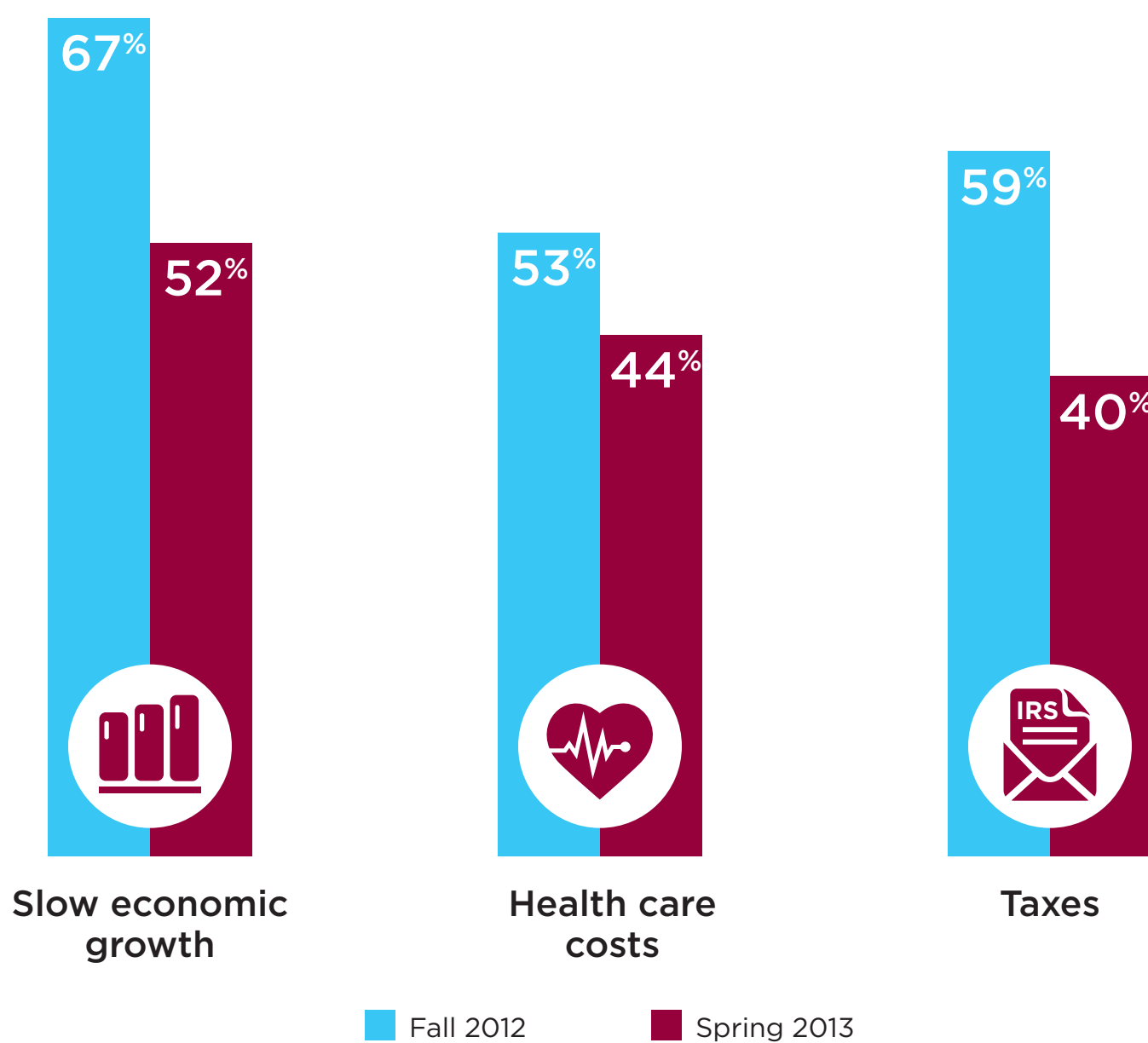
**33% said neither**

**47%**  
feel optimistic that the national economy will strengthen this year

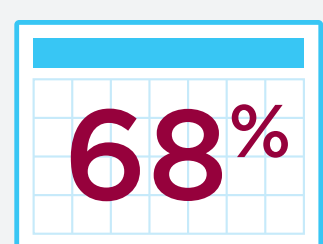


## Major Risks Declining

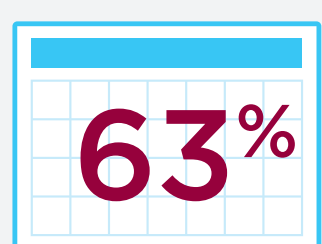
Small business owners say the top three major risks to their businesses are the following, down from fall 2012:



## Hiring Standstill



Have not hired in the past year

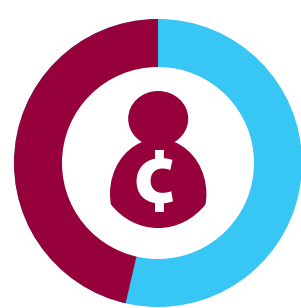


Do not plan to hire in the next year

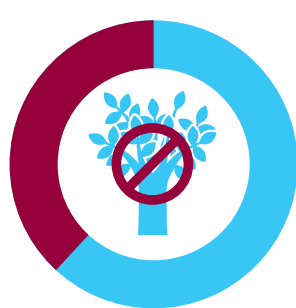


Of those that have hired in the last year, **70%** have only hired **1 or 2 employees**

Small business owners that have not hired or have not hired as much as they would have liked in the past year, say they haven't done so primarily because:



They can't afford to hire  
**47%**



Their business isn't growing  
**39%**



They're taking on additional responsibilities themselves  
**39%**



Only **14%** cited a lack of qualified talent as a reason for not hiring.

For more information on the survey and The Hartford's small business offerings, visit [www.thehartford.com/pulse](http://www.thehartford.com/pulse)