

# Key risks for small and medium enterprises (SMEs) in 2016

## Global survey report

September, 2016



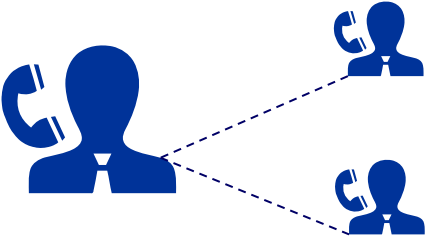



## Key risks for small and medium enterprises in 2016

Global Survey  
Report

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## Key risks for small and medium enterprises in 2016




Global Survey  
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Method	Target Group
 <p>Telephone Interviews (CATI) Average length: 6 minutes</p>	 <p>Small and Medium Enterprises (up to 250 full-time employees)</p> <p>CEO/Owner, GM, CFO/Treasurer, COO/Head of Operations</p>
Sample structure	Indication of a trend in 2016
 <p>200 interviews per country, representative for SMEs relating to enterprise size (in terms of full-time employees) and industry.</p>	 <ul style="list-style-type: none"><li>2016 score is significantly higher vs. 2013 and NOT significantly lower vs 2014 and 2015</li><li>2016 score is significantly lower vs. 2013 and NOT significantly higher vs 2014 and 2015</li></ul>

## Key risks for small and medium enterprises in 2016

Global Survey Report



### Europe

							
<b>Switzerland</b> (2013-2016)	<b>Austria</b> (2014-2016)	<b>Germany</b> (2013-2016)	<b>Ireland</b> (2013-2016)	<b>Italy</b> (2013-2016)	<b>Portugal</b> (2013-2016)	<b>Spain</b> (2013-2016)	<b>Turkey</b> (2014-2016)

### North America


<b>USA</b> (2015-2016)

### Latin America

	
<b>Brazil</b> (2013-2016)	<b>Mexico</b> (2013-2016)

### APAC

	
<b>Hong Kong</b> (2014-2016)	<b>Australia</b> (2013; 2014; 2016)

# Summary

Key risks for small and medium enterprises in 2016



# Main concerns are “High Competition” and “Lack of demand” whereas “Cybercrime” gains in importance

Key risks for small and medium enterprises in 2016

Results: Summary – global picture

Global Survey  
Report

- “High Competition / Dumping prices” and “Lack of consumer demand” are the key risks on a global level, and over all regions respectively
  - While the perception of “Lack of consumer demand” as a risk has increased, the relevance of “High competition” has decreased over the years
- 
- Over the past 4 years, the importance of “Riots and malicious damage” (3.9%) and “Failure of partners and suppliers” (9%) has significantly weakened
  - The risk posed by “Cybercrime” (10.5%) has been on the rise for years

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=()

# “Failure of partners and suppliers” loses significance, “Cybercrime” is worth being observed in future

Key risks for small and medium enterprises in 2016

Results: Summary – regional picture

Global Survey  
Report

- “High Competition / Dumping prices” and “Lack of consumer demand” perceived as the two highest risks over all regions, with slightly higher perceptions by SMEs in Europe and USA
  - “Reputation damage” and “Technological vulnerabilities” are of more pronounced concern in the USA
- 
- Europe: “Cybercrime” shows the highest jump as a risk over the years, while “Failure of partners and suppliers” is the only risk in Europe with a decreasing trend
  - Latin America: “Failure of partners and suppliers” and “Theft” perceived as much lower concerns than in the past
  - APAC: Generally, rising trend about the perception of many risks
  - North America (USA): Fears about “Cybercrime” and “Customers or employees health and safety” increased in the short term

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=()

# Global results

## Key risks for small and medium enterprises in 2016



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers.

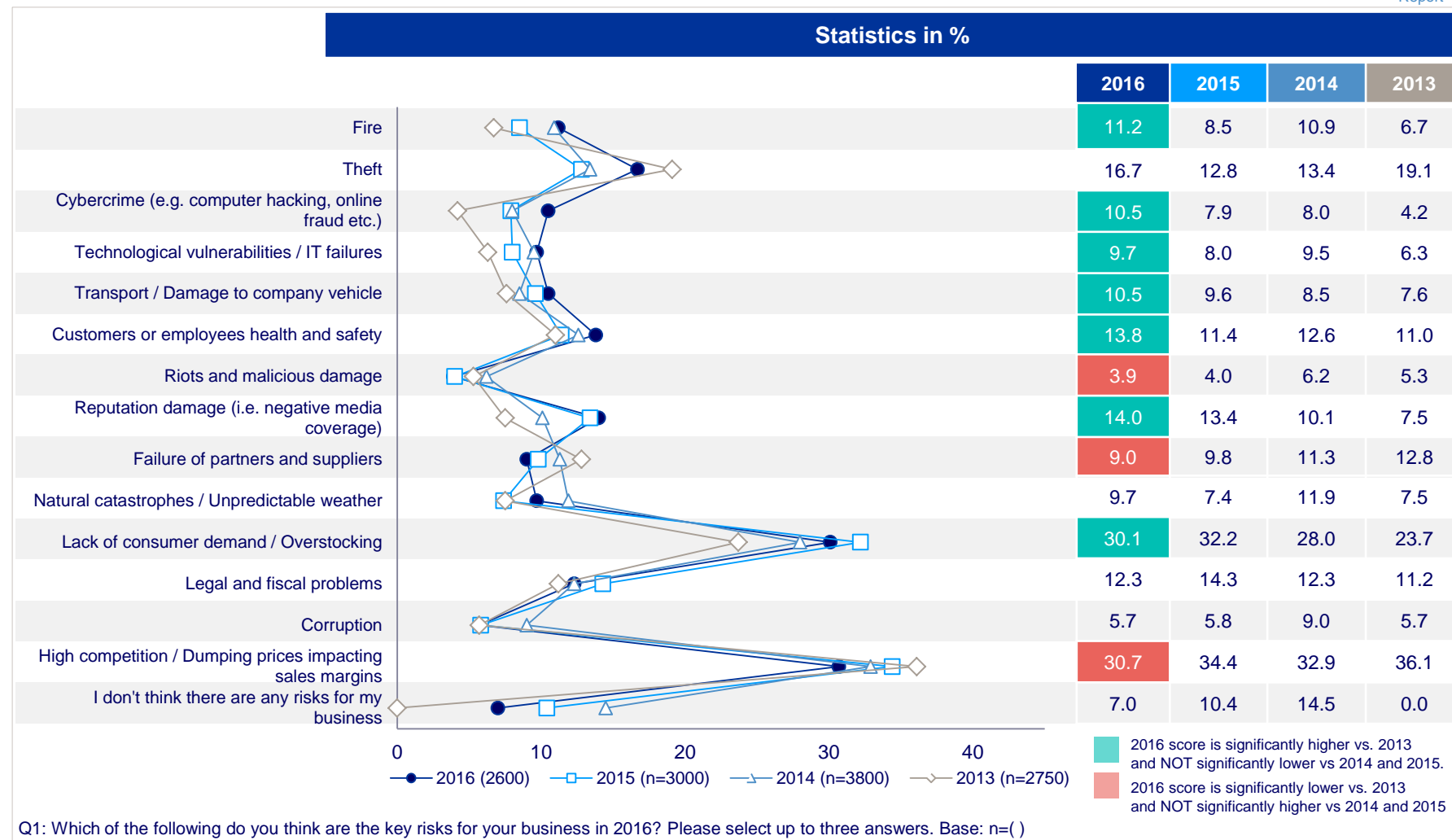


# “High competition / Dumping prices” is still the major concern although its relevance has decreased over the years

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison – all countries

Global Survey Report



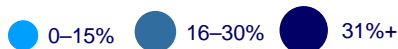
# Similar risk pattern across regions, but “Technological vulnerabilities” ranked 3rd priority in the USA

Key risks for small and medium enterprises in 2016

Results: Regional comparison

Global Survey Report

	Statistics in %				Ranks			
	Europe	Latin America	USA	APAC	EU (1600)	LATAM (400)	USA (200)	APAC (400)
Fire	10	16	7	14	8	4	10	4
Theft	17	18	18	16	3	3	5	3
Cybercrime (e.g. computer hacking, online fraud etc.)	12	6	15	9	7	14	6	12
Technological vulnerabilities / IT failures	9	6	20	11	10	15	3	10
Transport / Damage to company vehicle	9	13	14	12	9	7	7	9
Customers or employees health and safety	15	12	8	13	4	8	8	5
Riots and malicious damage	3	8	3	3	15	12	15	15
Reputation damage (i.e. negative media coverage)	14	14	18	12	5	5	4	8
Failure of partners and suppliers	9	12	5	9	11	9	13	13
Natural catastrophes / Unpredictable weather	9	14	4	12	12	6	14	7
Lack of consumer demand / Overstocking	31	30	31	26	2	1	2	1
Legal and fiscal problems	14	11	6	13	6	10	12	6
Corruption	4	11	6	9	14	11	11	14
High competition / Dumping prices impacting sales margins	32	27	34	25	1	2	1	2
I don't think there are any risks for my business	6	7	7	9	13	13	9	11



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=( )

# “High Competition / Dumping prices” is the key risk in USA and Europe, “Lack of consumer demand” in APAC and LATAM

Key risks for small and medium enterprises in 2016

Results: Rank one risk in regions



# Homogenous risk perception across the SME segments in the USA

Key risks for small and medium enterprises in 2016

Results: Rank one risk in SME segments

Global Survey Report

Rank One Risk				
 Revenue	Europe	Latin America	USA	APAC
Up to 2 Million EUR	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking
More than 2 Million EUR	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins
 Employees				
0 - 9	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins
10 - 49	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking
50 - 250	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=2600

# Regional results

## Key risks for small and medium enterprises in 2016



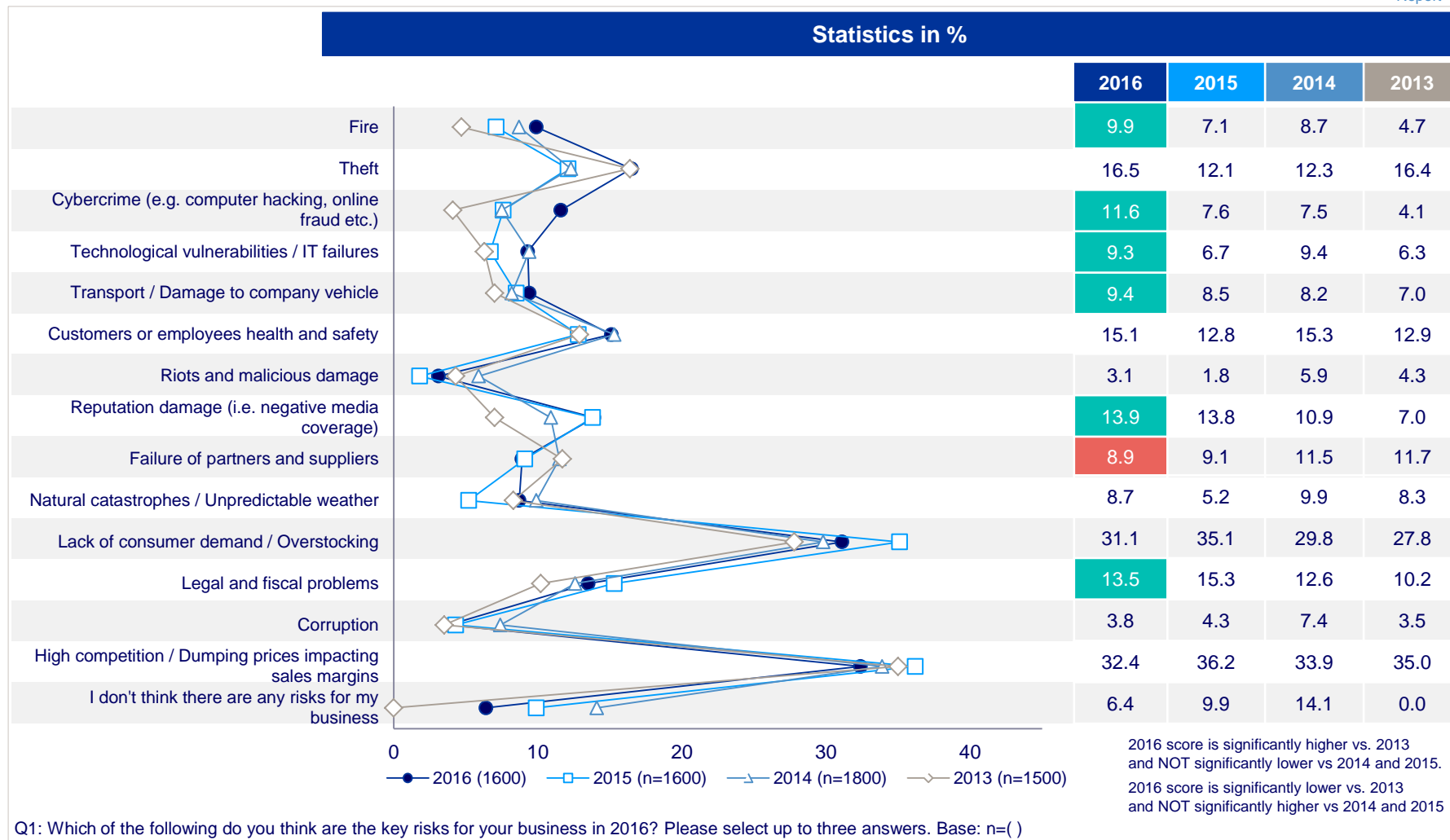
Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=()

# Steady and considerable increase of “Cybercrime” as a major threat among SMEs in Europe

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison – Europe

Global Survey Report



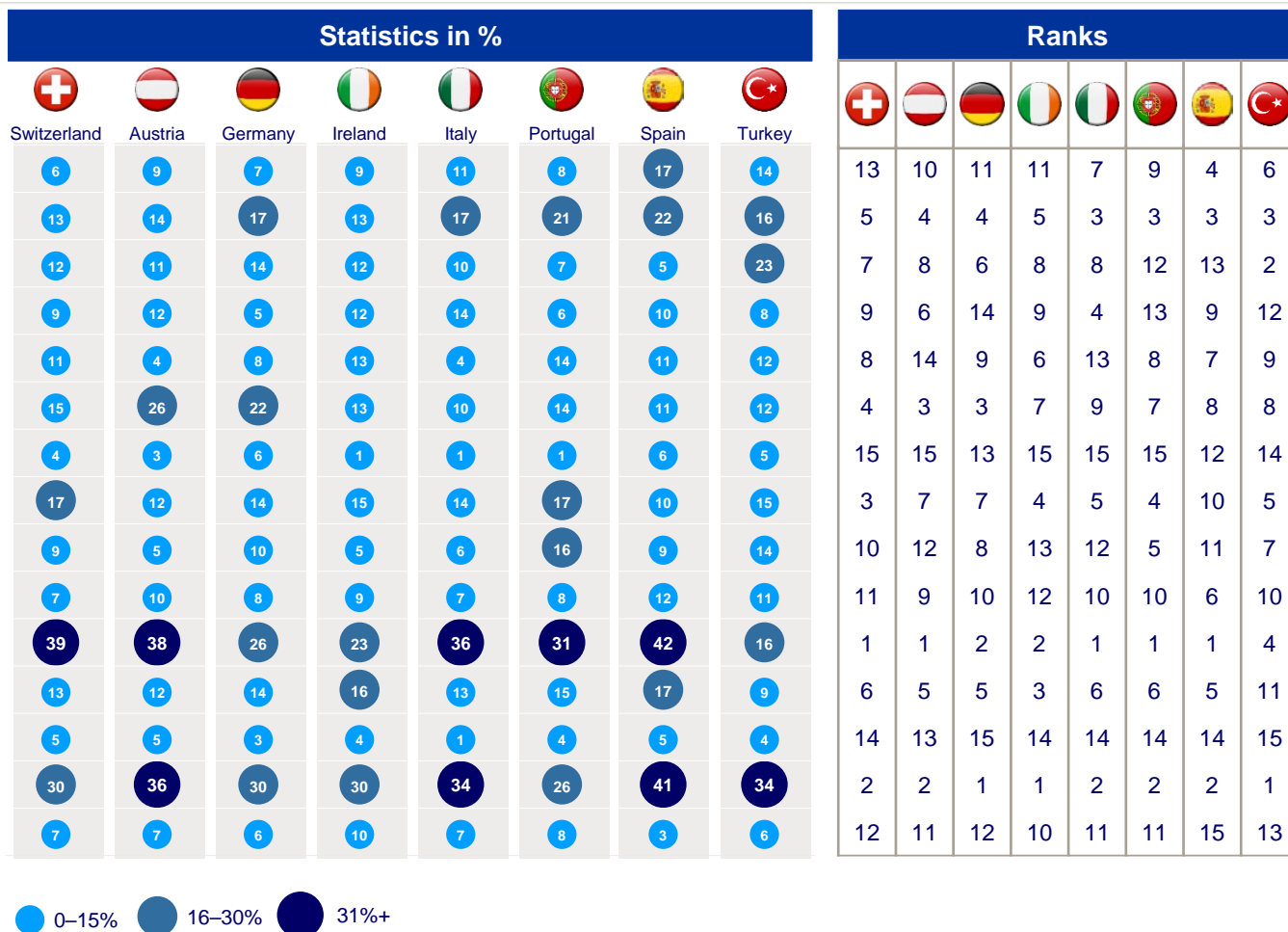
# “Cybercrime” is a big threat in Turkey, Austrian and German SMEs are concerned about “Customers or employees health”

Key risks for small and medium enterprises in 2016

Results: Comparison of countries in Europe

Global Survey Report

Note: A fair country comparison requires to consider both, the chart on the left (bubbles) and the chart on the right (ranks).

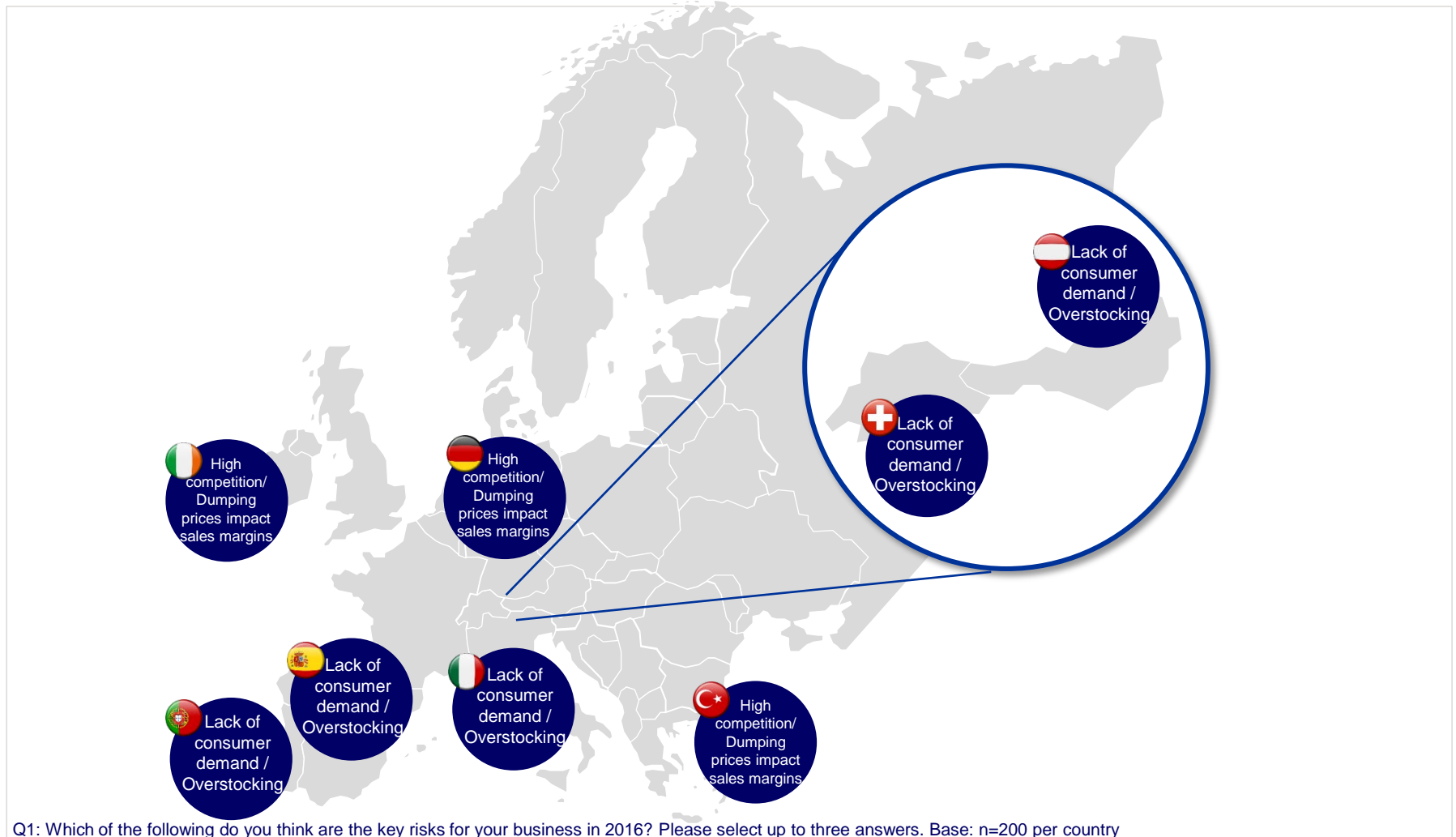


Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

# The key risk pattern in Europe is centered on “Lack of consumer demand” and “High competition”

Key risks for small and medium enterprises in 2016

Results: Rank one risks in European countries



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country



# Most countries show a homogenous risk perception among different SME segments

Key risks for small and medium enterprises in 2016

Results: Rank one risk in SME segments of European countries

Global Survey Report

Rank One Risk						
Revenue	Europe	Switzerland	Austria	Germany	Ireland	
Up to 2 Million EUR	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	
More than 2 Million EUR	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	
Employees	Europe	Switzerland	Austria	Germany	Ireland	
0 - 9	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	
10 - 49	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	
50 - 250	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

# Big Turkish companies with more than 50 employees rate “Cybercrime” as their major risk

Key risks for small and medium enterprises in 2016

Results: Rank one risk in SME segments of European countries

Global Survey Report

Rank One Risk					
Revenue	Europe	Italy	Portugal	Spain	Turkey
Up to 2 Million EUR	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins
More than 2 Million EUR	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins
Employees					
0 - 9	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins
10 - 49	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking / High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins
50 - 250	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking / High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Cybercrime (e.g. computer hacking, online fraud etc.)

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

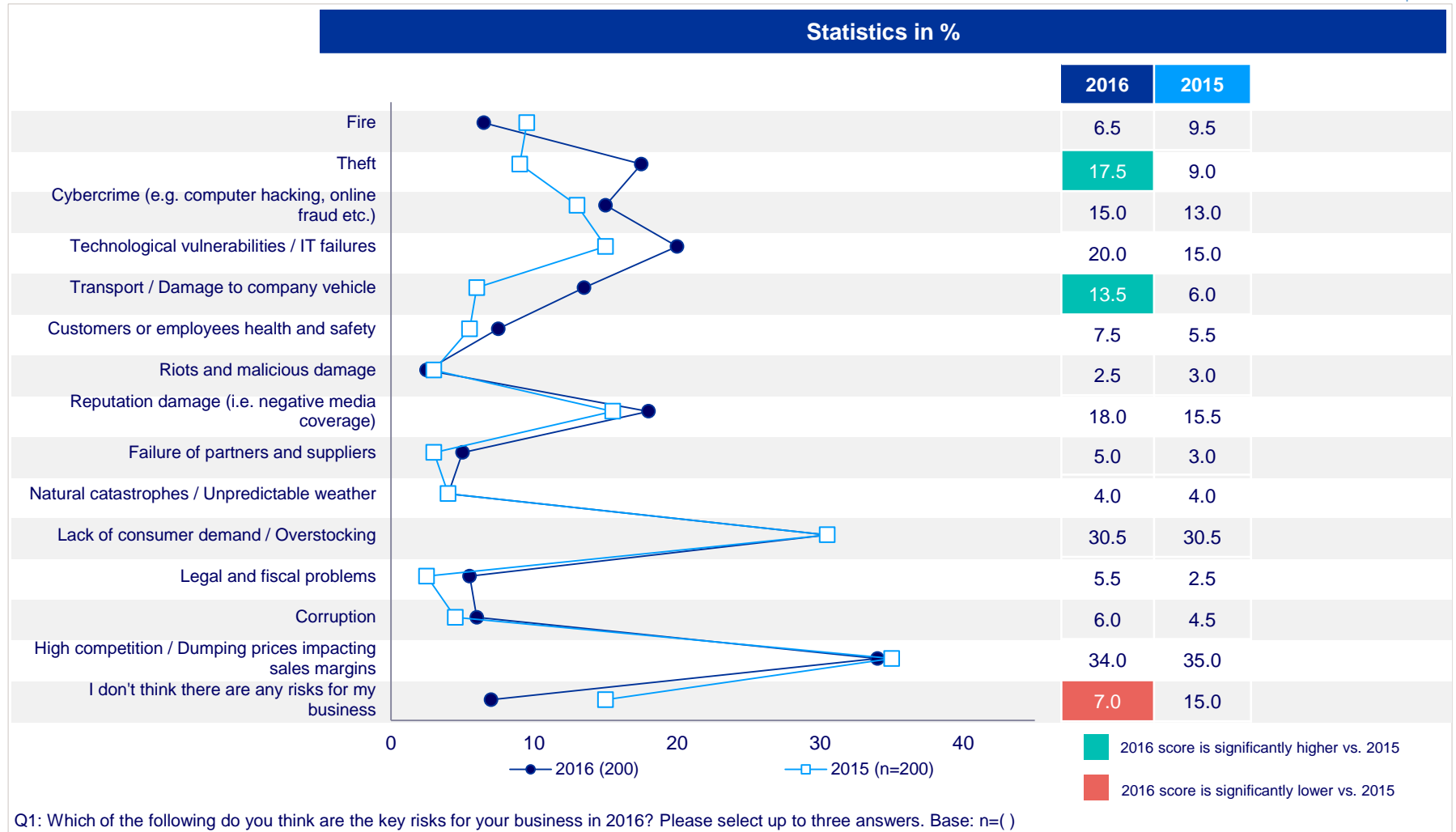
# “Theft” and “Transport / Damage to company vehicle” are perceived as significantly higher risks than in the previous year ZURICH®



Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison – North America

Global Survey Report



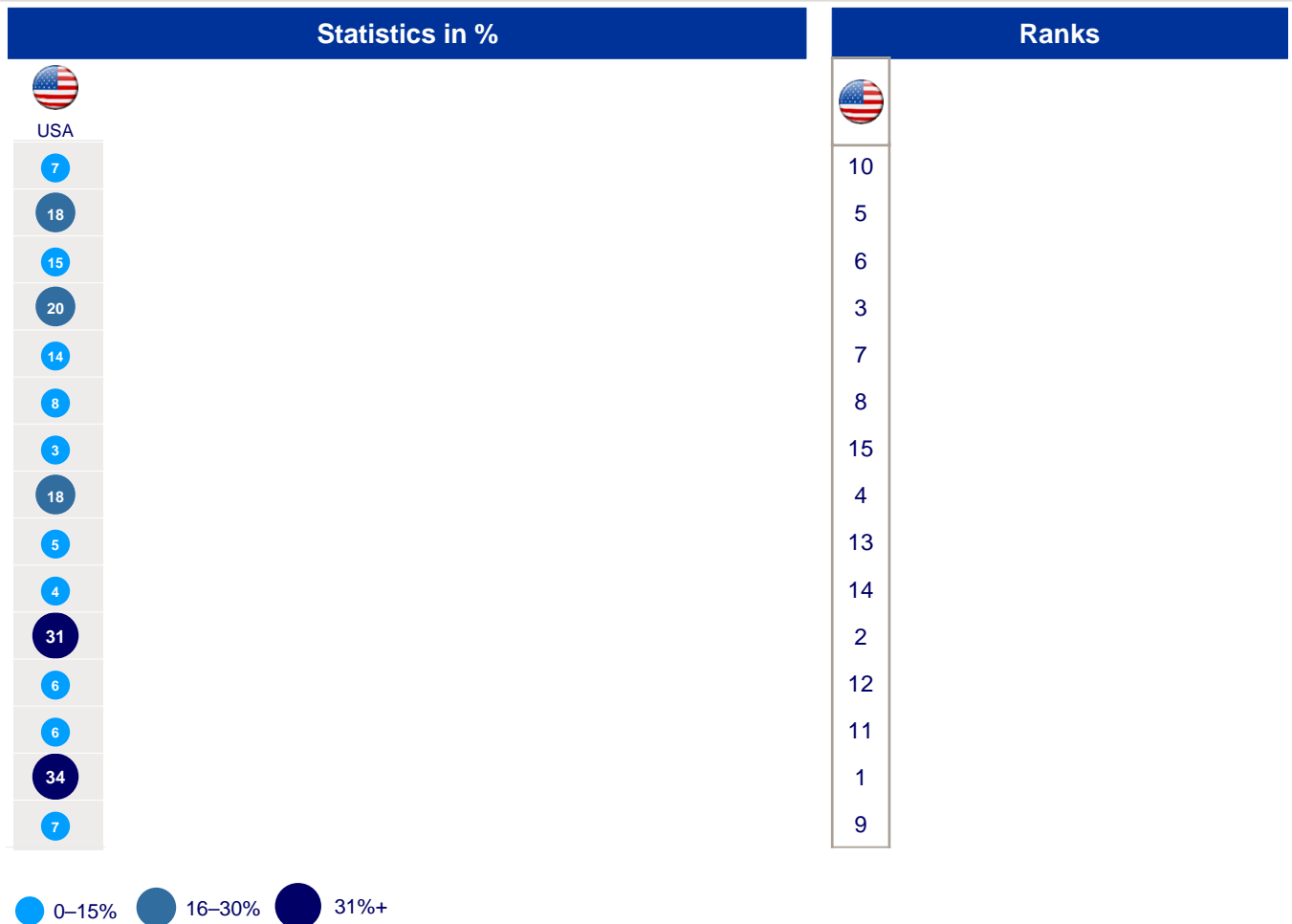
# “High competition” and “Lack of consumer demand” are by far the 2 highest risks in North America

Key risks for small and medium enterprises in 2016

Results: Comparison of countries in North America

Global Survey Report

Note: A fair country comparison requires to consider both, the chart on the left (bubbles) and the chart on the right (ranks).



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200

# “High competition / Dumping prices” is the major concern for SMEs in North America

Key risks for small and medium enterprises in 2016

Results: Rank one risk in North America



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200

# Uniform risk perception in all SME segments

Key risks for small and medium enterprises in 2016

Results: Rank one risk in SME segments of North America

Global Survey Report

Rank One Risk		
Revenue	North America	USA
Up to 2 Million EUR	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins
More than 2 Million EUR	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins
Employees		
0 - 9	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins
10 - 49	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins
50 - 250	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins

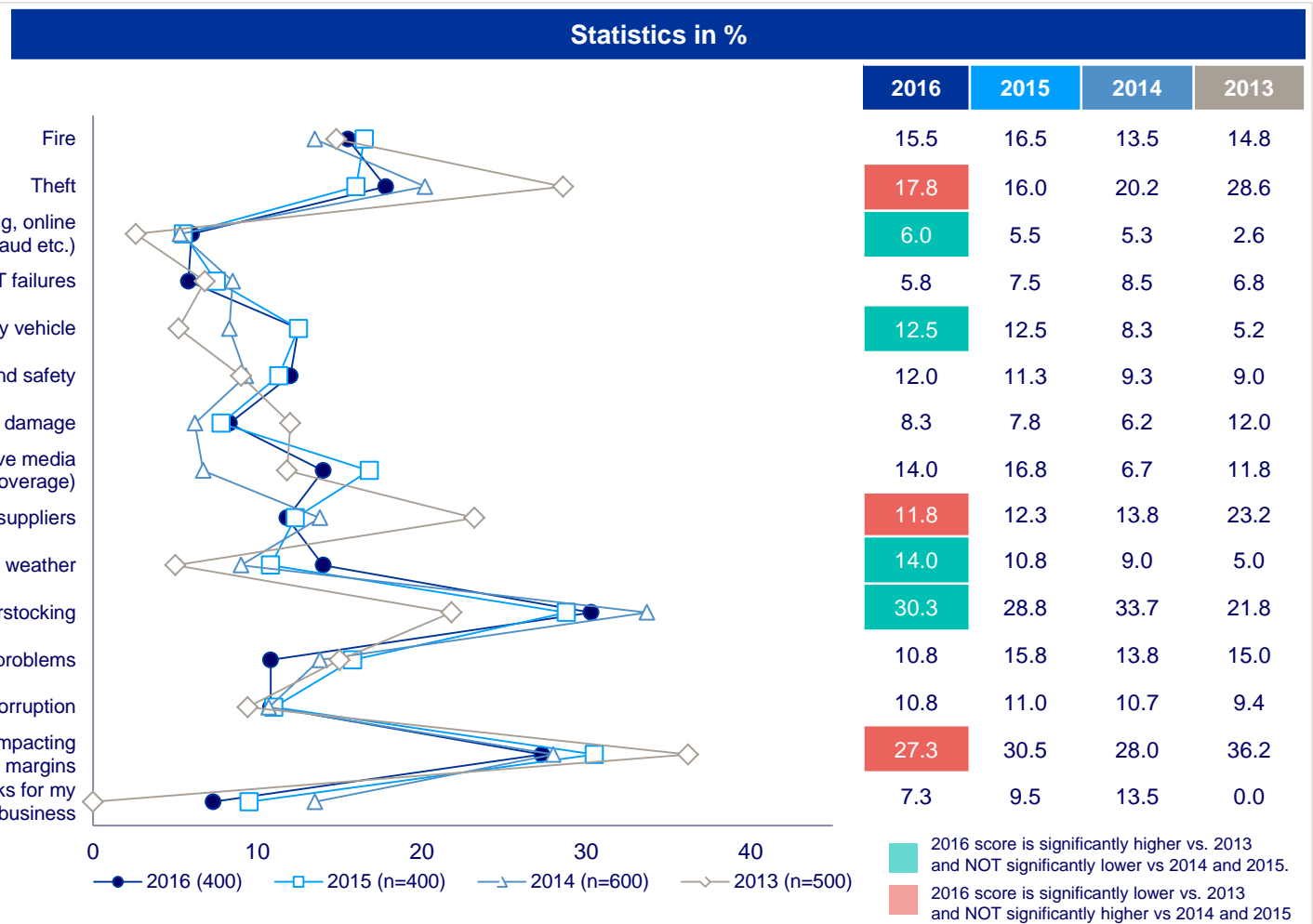
Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200

# Threat of natural catastrophes shows an incremental importance among Latin American SMEs

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison – Latin America

Global Survey Report



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=( )

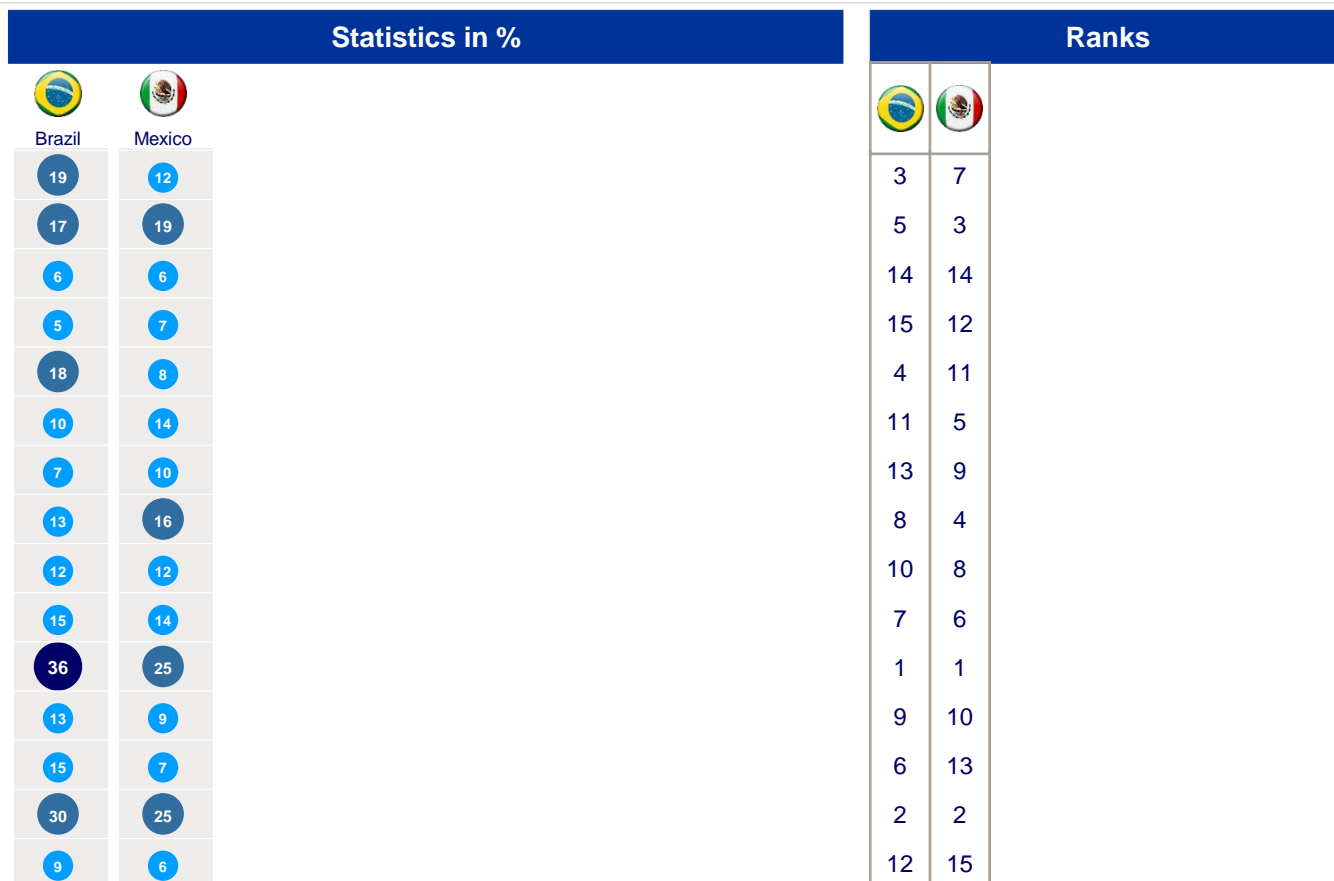
# “Corruption” is a bigger issue in Brazil, Mexican SMEs are more worried about “Customers and employees health”

Key risks for small and medium enterprises in 2016

Results: Comparison of countries in Latin America

Global Survey Report

Note: A fair country comparison requires to consider both, the chart on the left (bubbles) and the chart on the right (ranks).



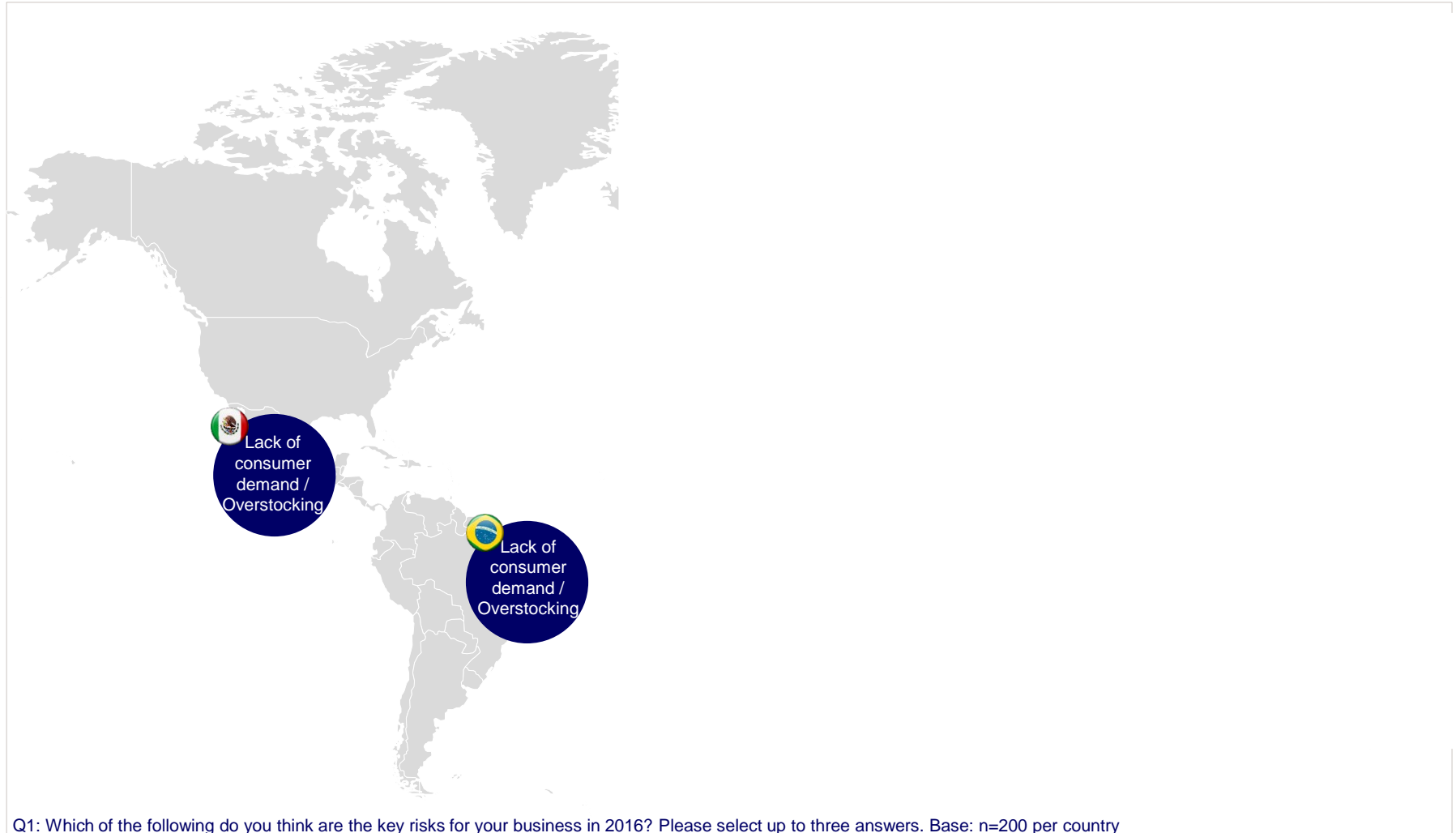
Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country



# “Lack of consumer demand” is the most essential concern in both countries

Key risks for small and medium enterprises in 2016

Results: Rank one risk in Latin America



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

# “Theft” is the major threat for Mexican companies with 10-49 employees

Key risks for small and medium enterprises in 2016

Results: Rank one risk in SME segments of Latin America

Global Survey Report

Rank One Risk			
Revenue	Latin America	Brazil	Mexico
Up to 2 Million EUR	High competition / Dumping prices	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins
More than 2 Million EUR	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking
Employees			
0 - 9	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins
10 - 49	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	Theft
50 - 250	High competition / Dumping prices	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

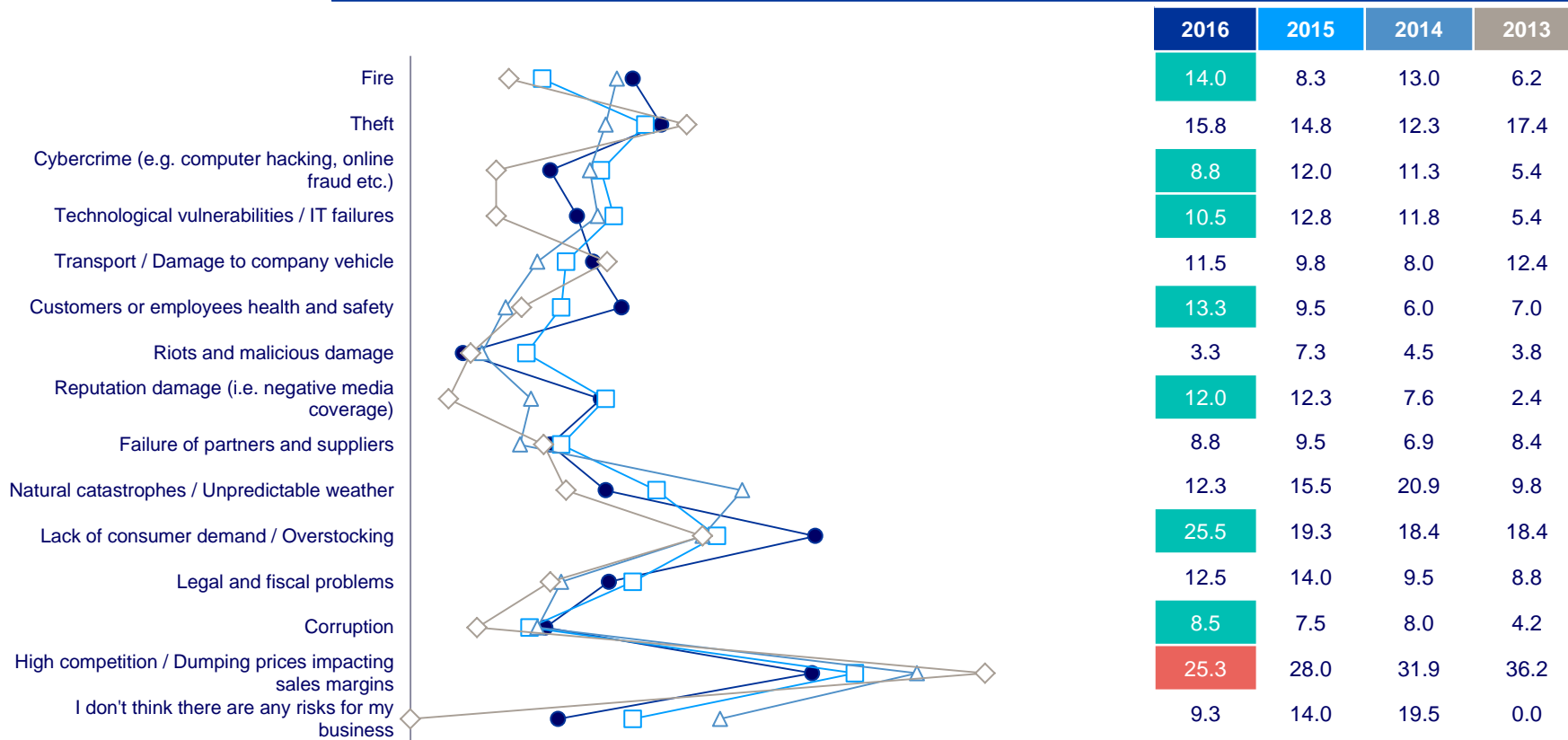
# “Lack of consumer demand / Overstocking” is the most critical risk and has increased significantly over time

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison – APAC

Global Survey Report

## Statistics in %



■ 2016 score is significantly higher vs. 2013 and NOT significantly lower vs 2014 and 2015.  
■ 2016 score is significantly lower vs. 2013 and NOT significantly higher vs 2014 and 2015

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=( )

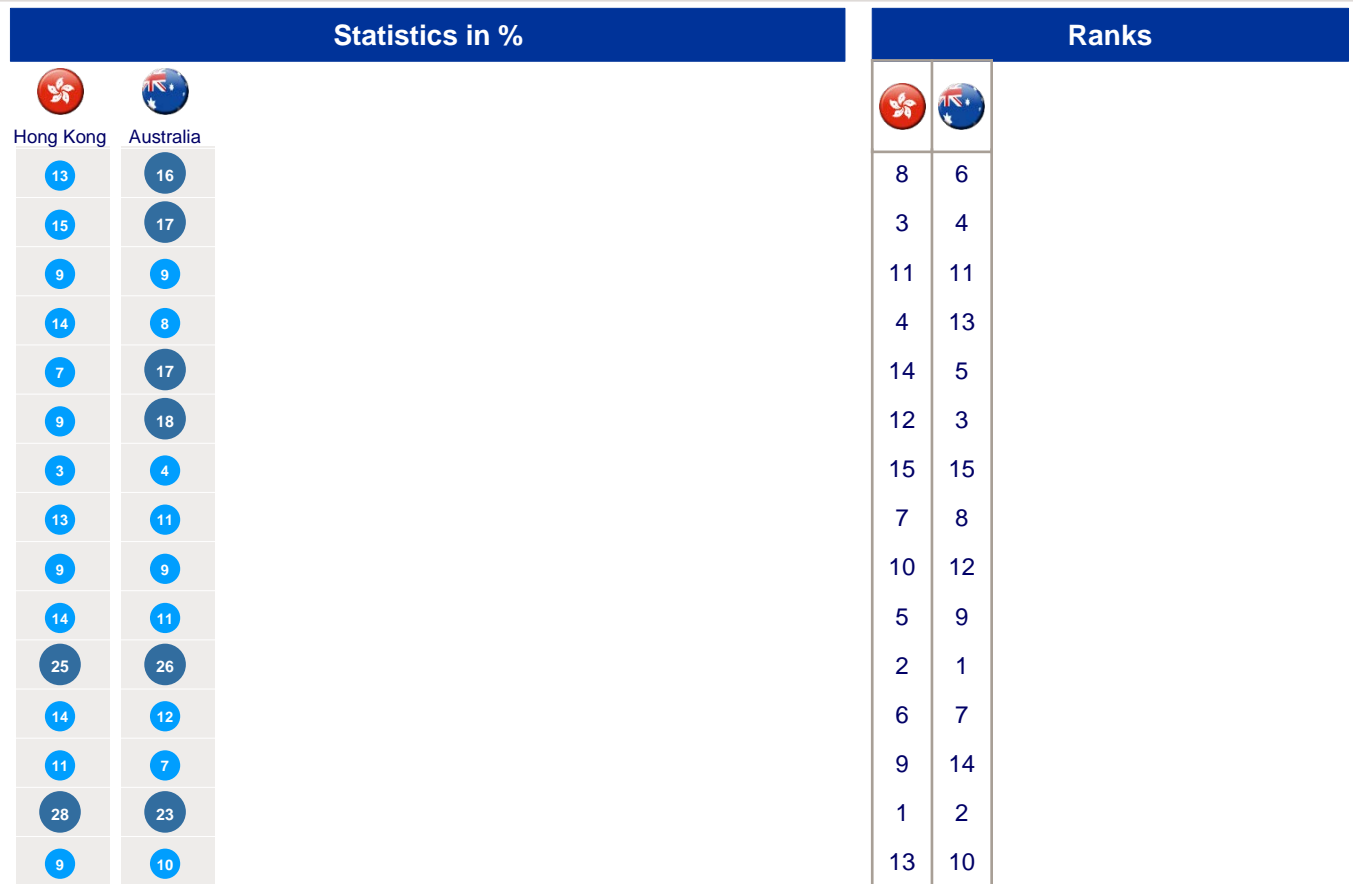
# Risk perception is spread out across more items in Australia than in Hong Kong

Key risks for small and medium enterprises in 2016

Results: Comparison of countries in APAC

Global Survey Report

Note: A fair country comparison requires to consider both, the chart on the left (bubbles) and the chart on the right (ranks).



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

# The major concern in Hong Kong is “High competition” while Australian SMEs are more worried about “Lack of demand”

Key risks for small and medium enterprises in 2016

Results: Rank one risk in APAC



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

# “Customers or employees health” is a pressing concern for Australian companies with a revenue of more than 2 Million

Key risks for small and medium enterprises in 2016

Results: Rank one risk in SME segments of APAC

Global Survey Report

Rank One Risk			
Revenue	APAC	Hong Kong	Australia
Up to 2 Million EUR	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking
More than 2 Million EUR	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Customers or employees health and safety
Employees			
0 - 9	High competition / Dumping prices impacting sales margins	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking
10 - 49	Lack of consumer demand / Overstocking	Lack of consumer demand / Overstocking	Customers or employees health and safety
50 - 250	Lack of consumer demand / Overstocking	High competition / Dumping prices impacting sales margins	Lack of consumer demand / Overstocking

Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=200 per country

# Results by country

## Key risks for small and medium enterprises in 2016

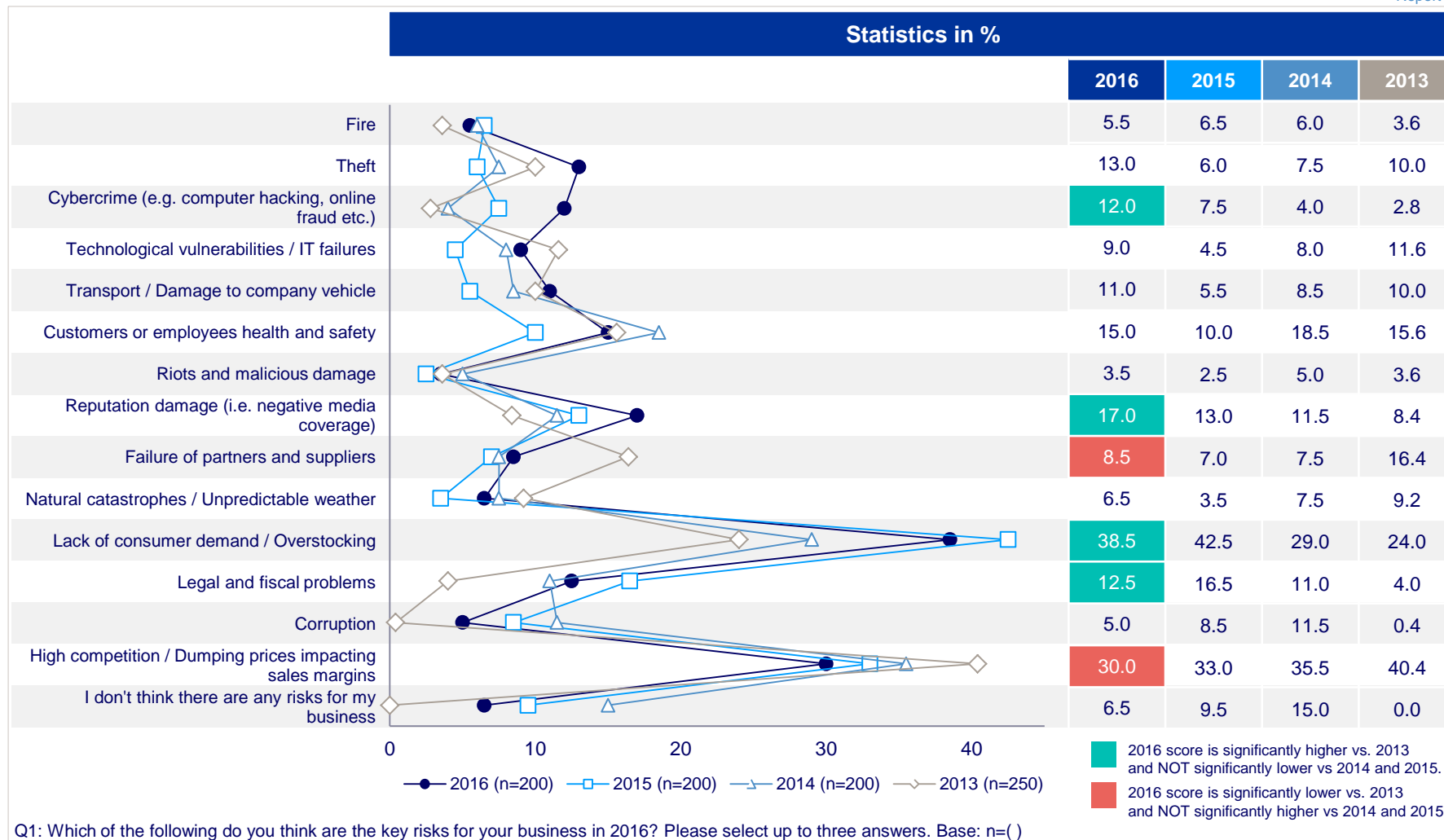


Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers.

# “High competition / Dumping prices” continuously decreased in importance over the past years

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison

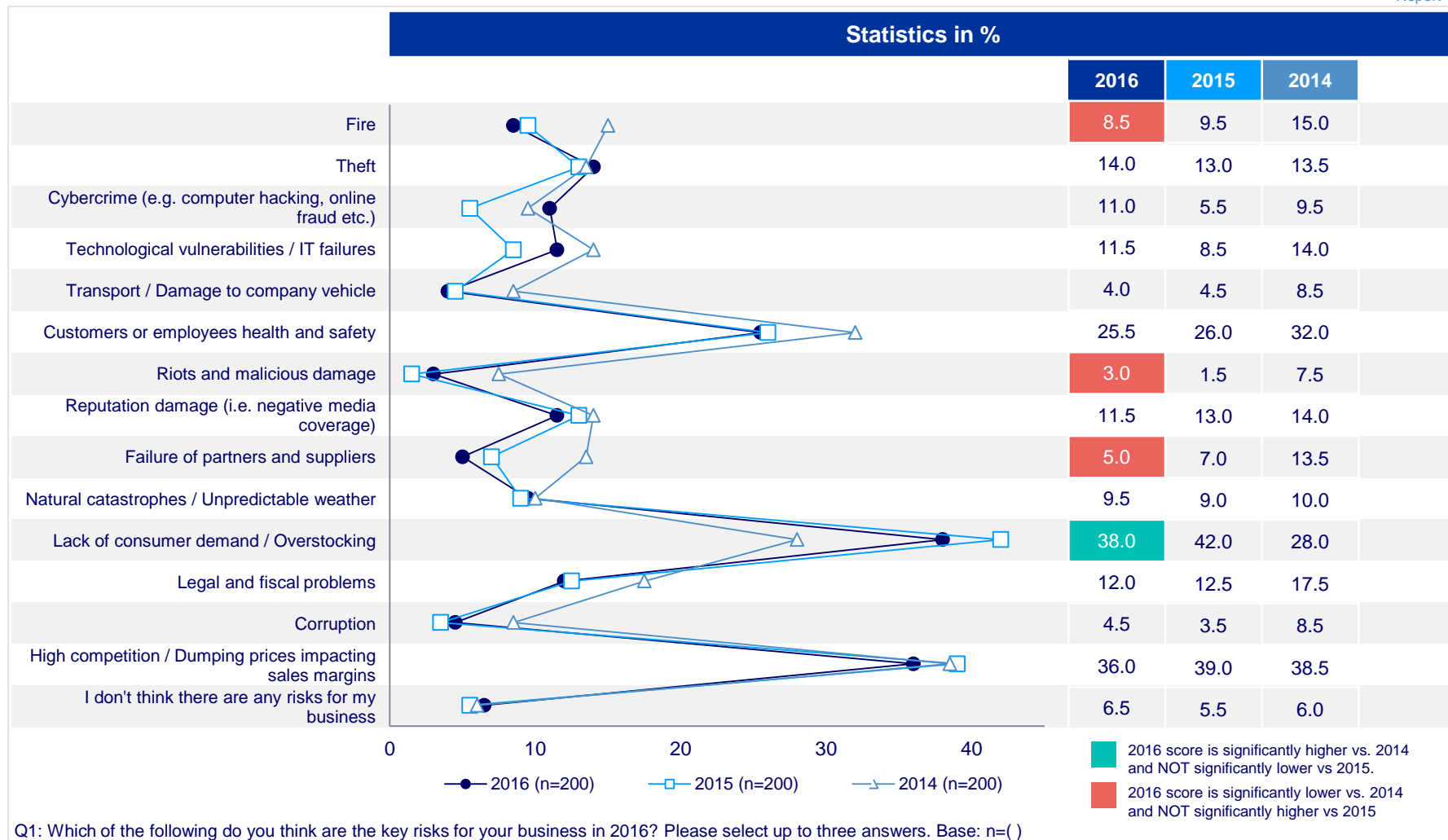




# “Lack of consumer demand / Overstocking” is still perceived as the most crucial risk for business

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison

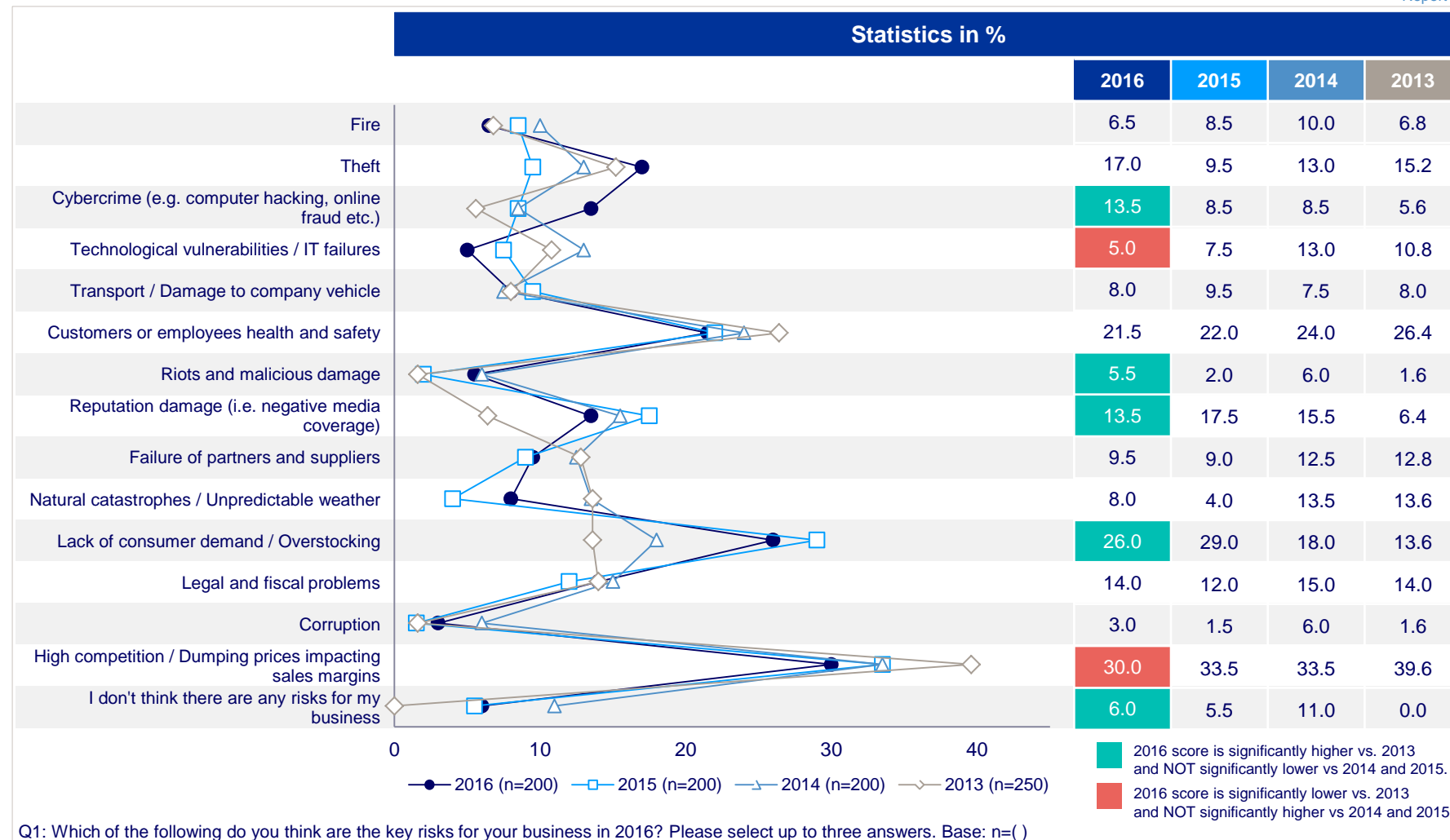


Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=( )

# “Lack of consumer demand / Overstocking” is still perceived as the most crucial risk for business

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



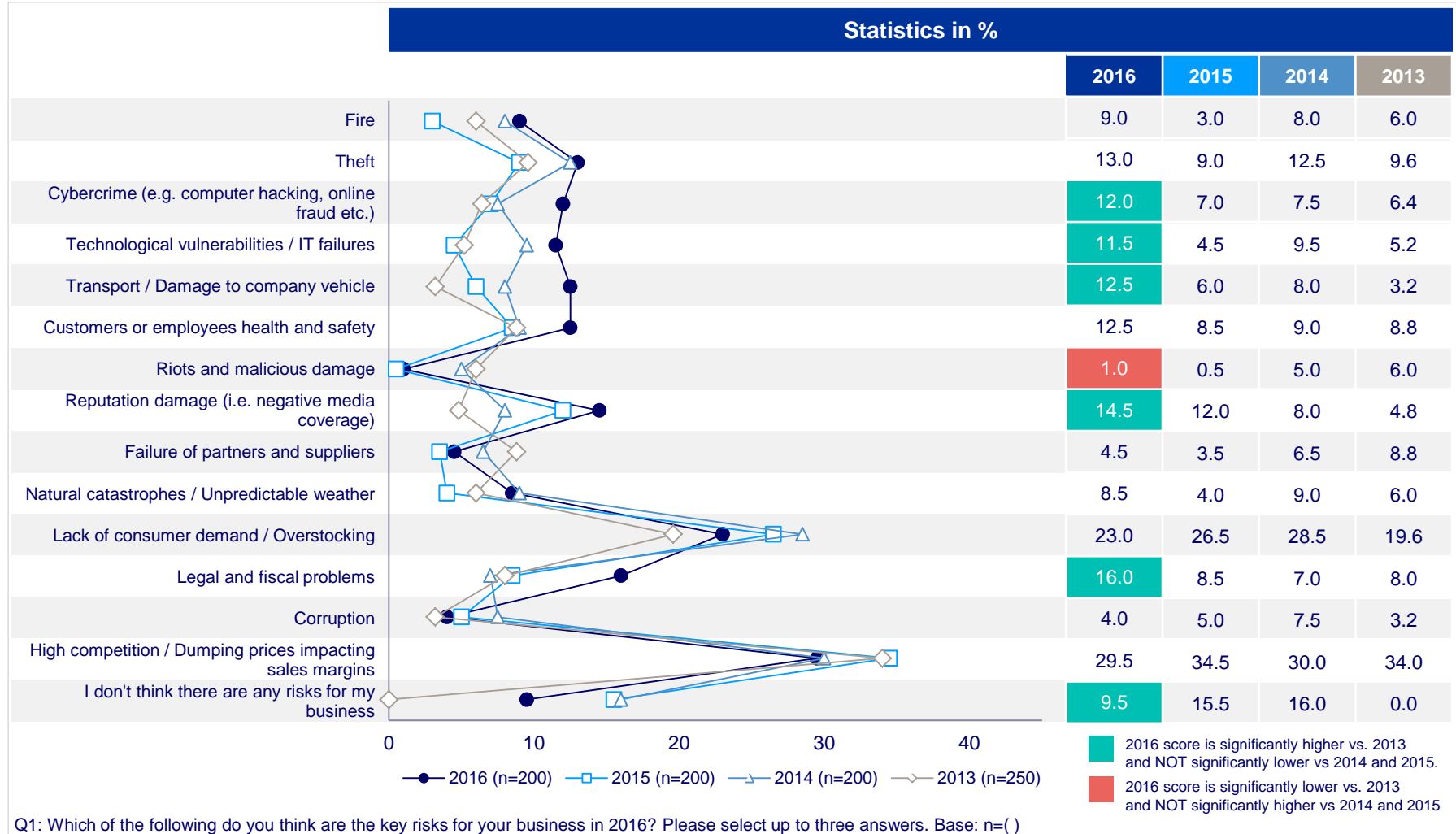
# Many risks perceived as more crucial than in the past, especially “Legal and fiscal problems”

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Global Survey Report



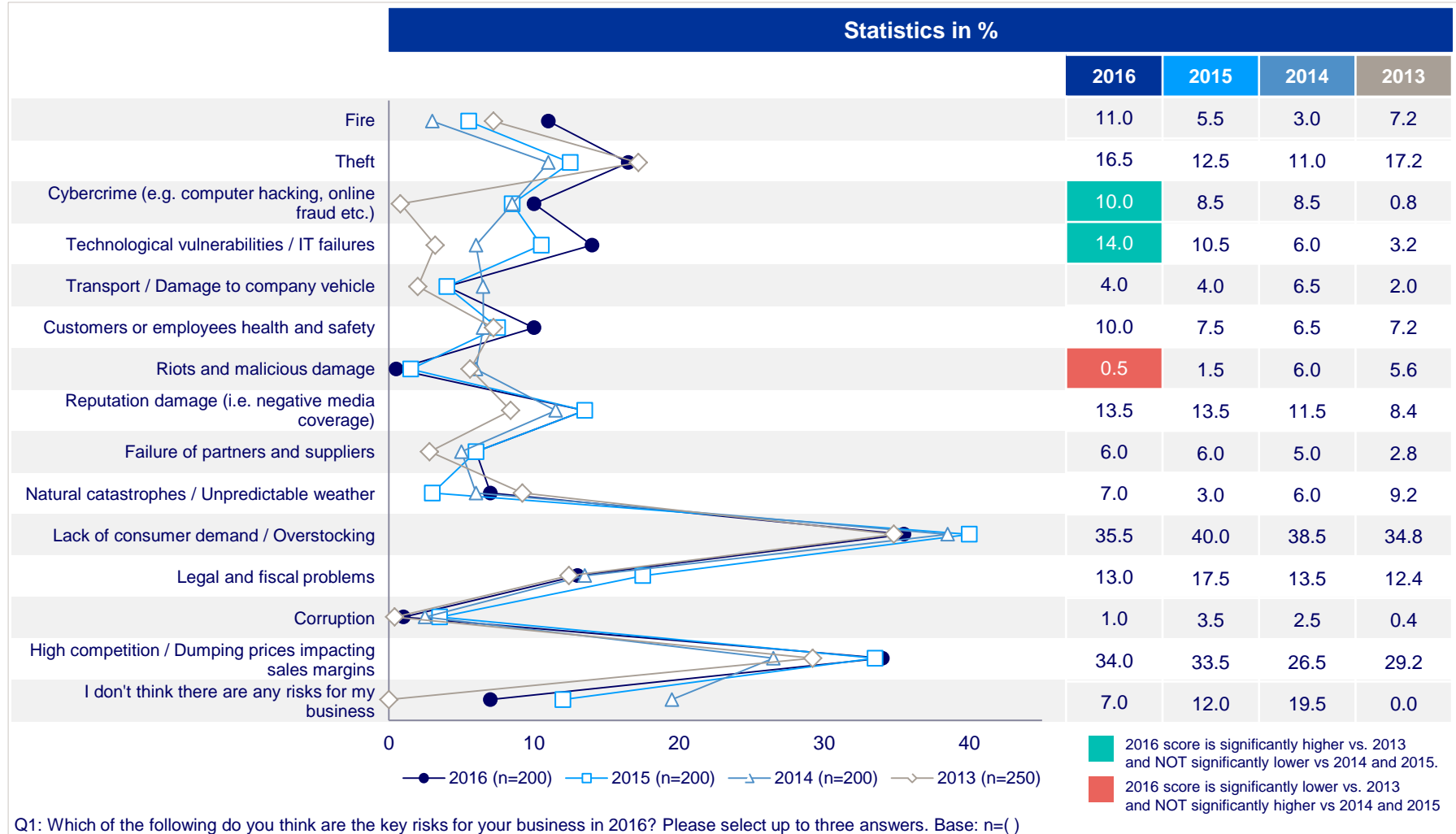
# Technological vulnerabilities / IT failures” is perceived as being much more essential for the business than in the past

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Global Survey Report



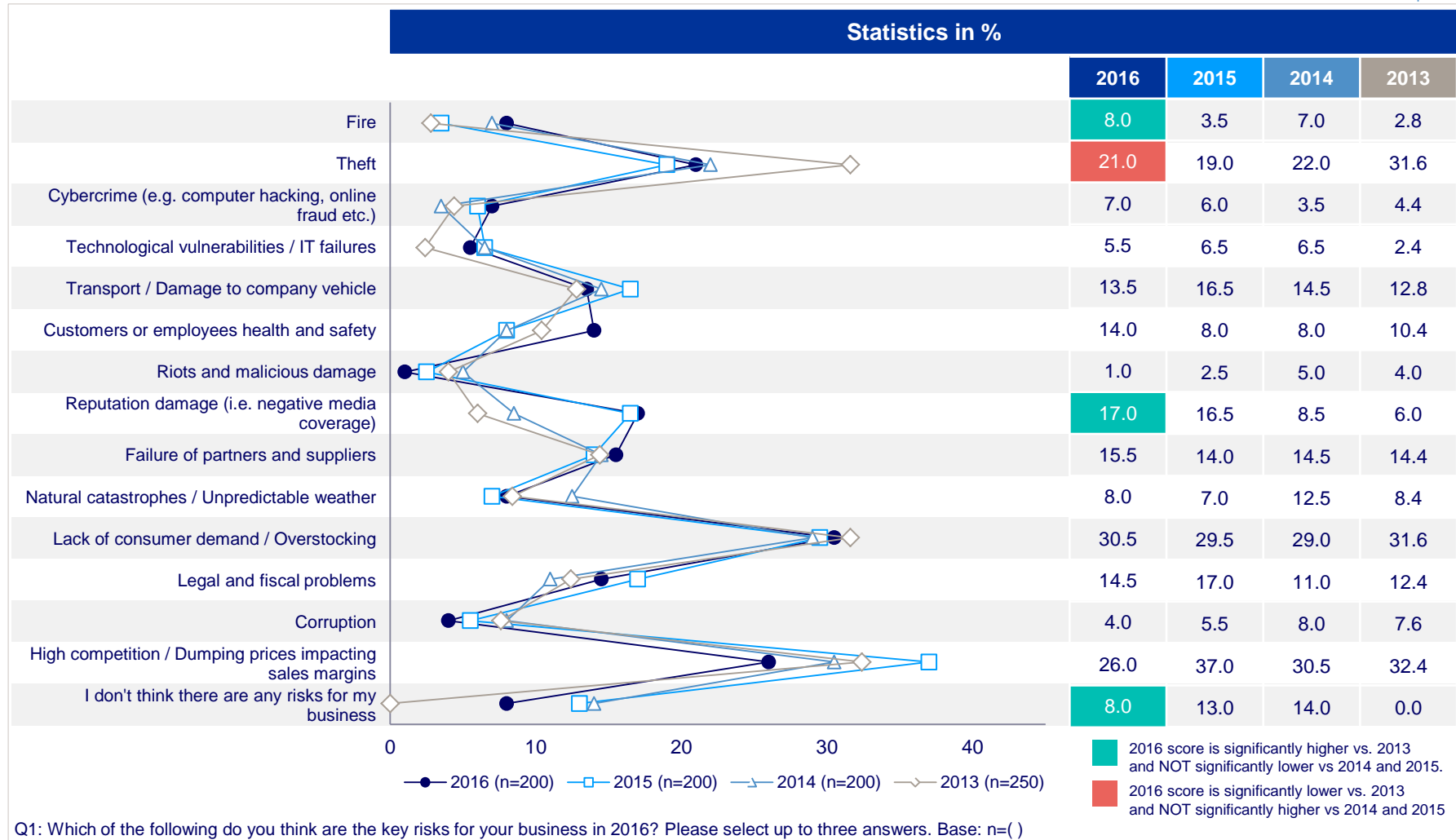
# The perception of fire and reputation damage as key risks has increased significantly over the years

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Global Survey Report



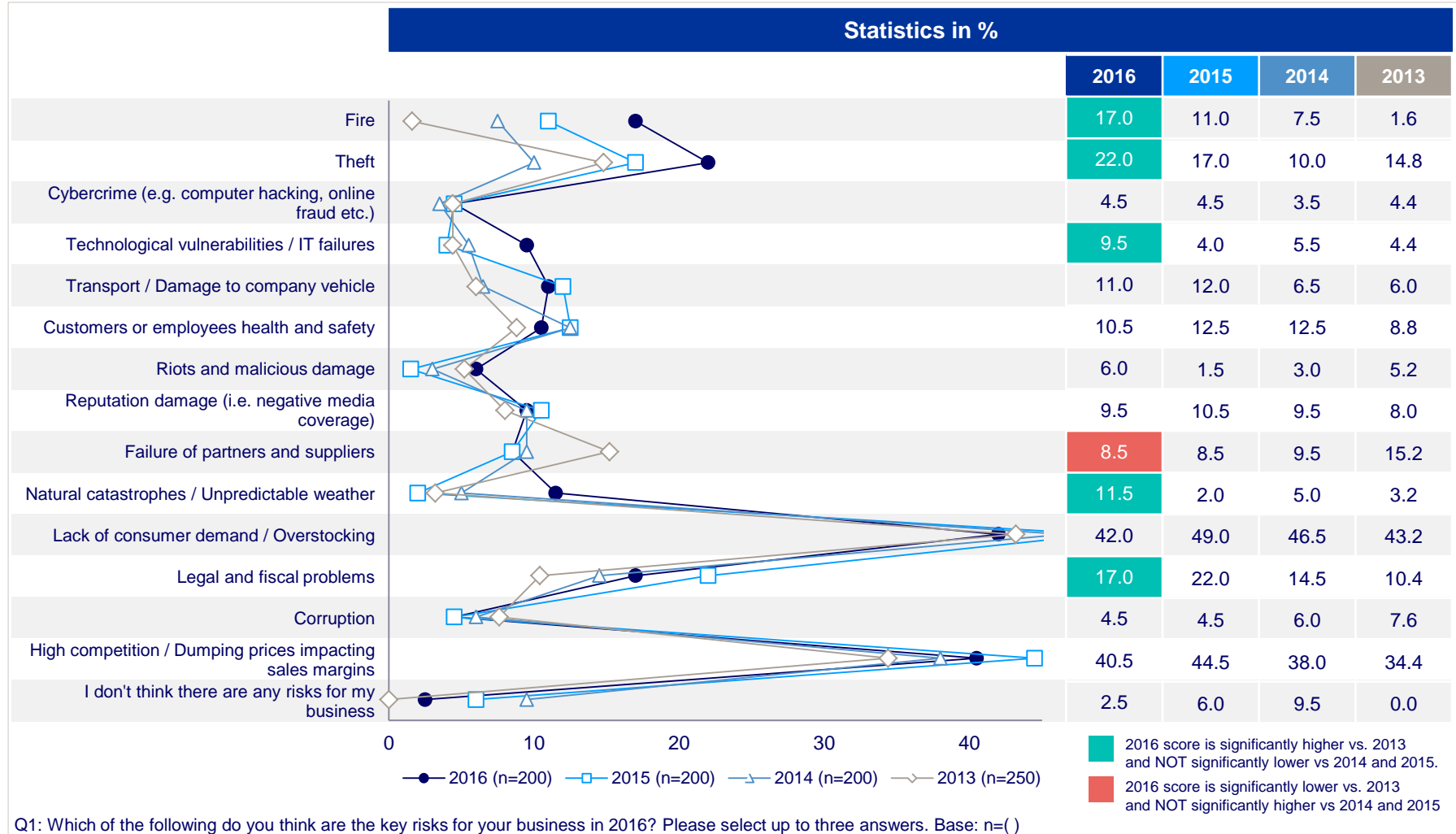
# Threat of fire, theft, and natural catastrophes increased significantly over past four years

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Global Survey Report



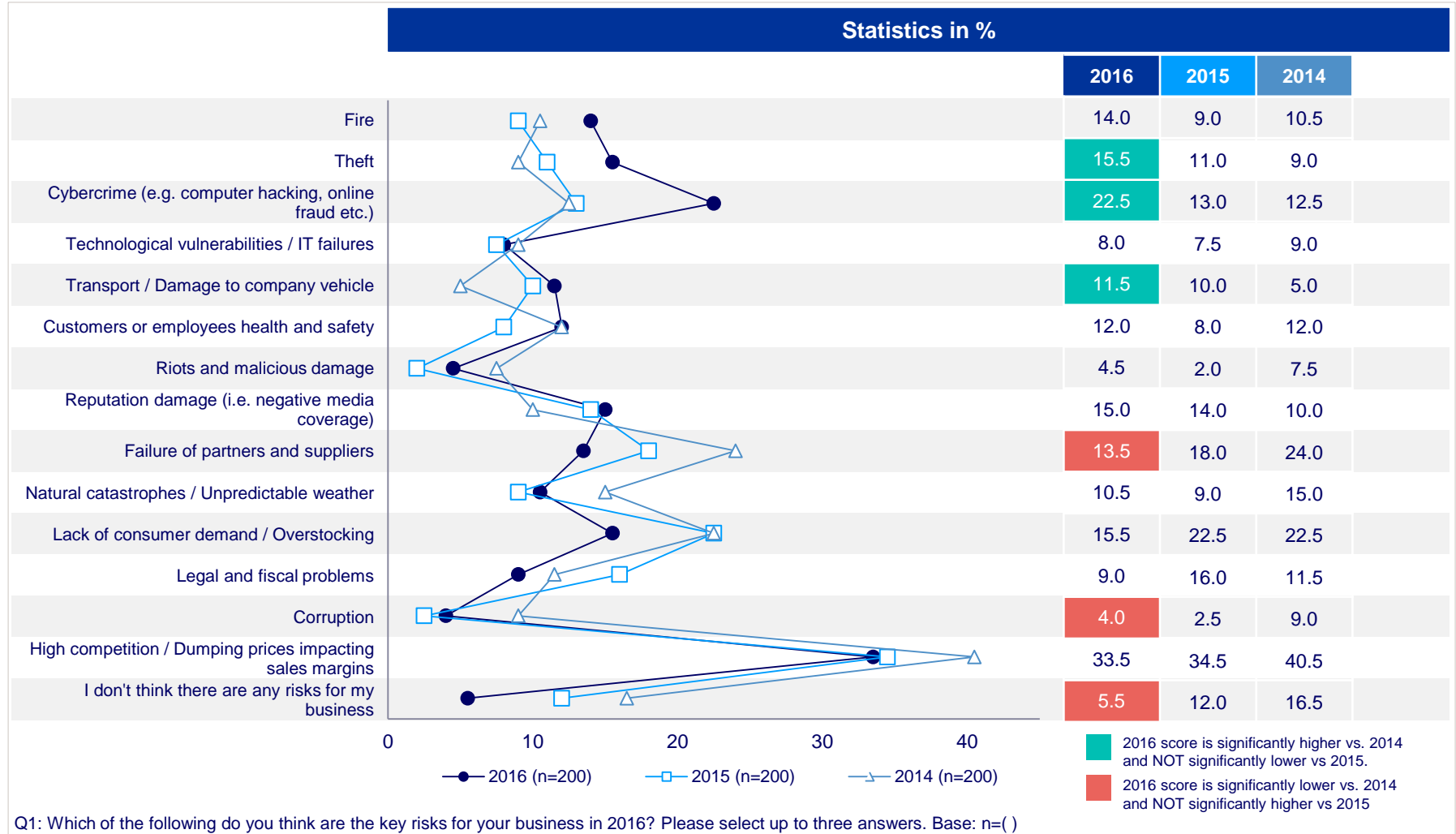
# Tremendous increase in the perception of cybercrime as key risk for Turkish SMEs

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Global Survey Report

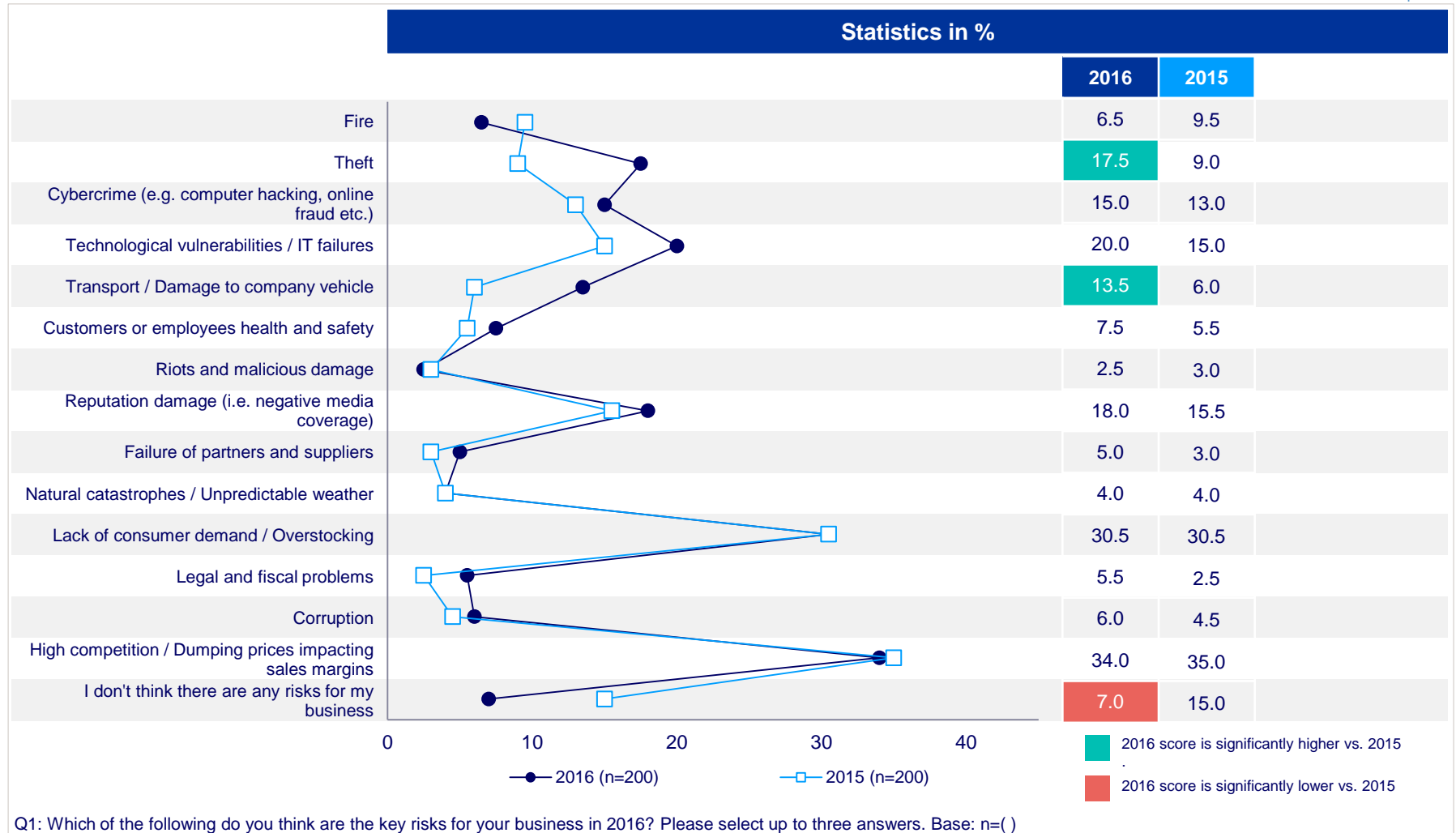


Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=( )

# “Theft” and “Transport / Damage to company vehicle” perceived as significantly higher risks than in the previous year

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison

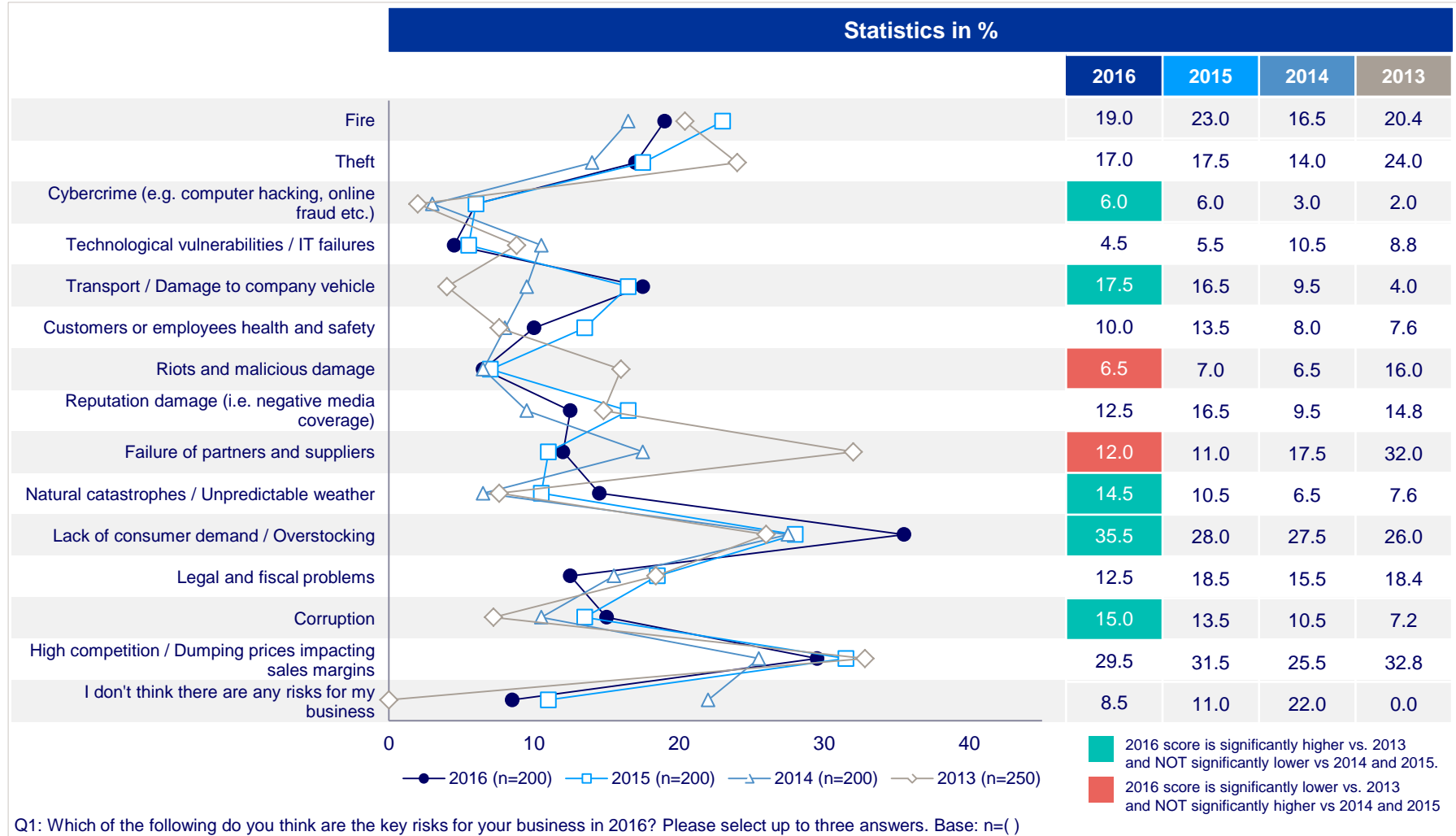




# “Lack of consumer demand / Overstocking” is perceived as the major risk for business, continuously increasing over time

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



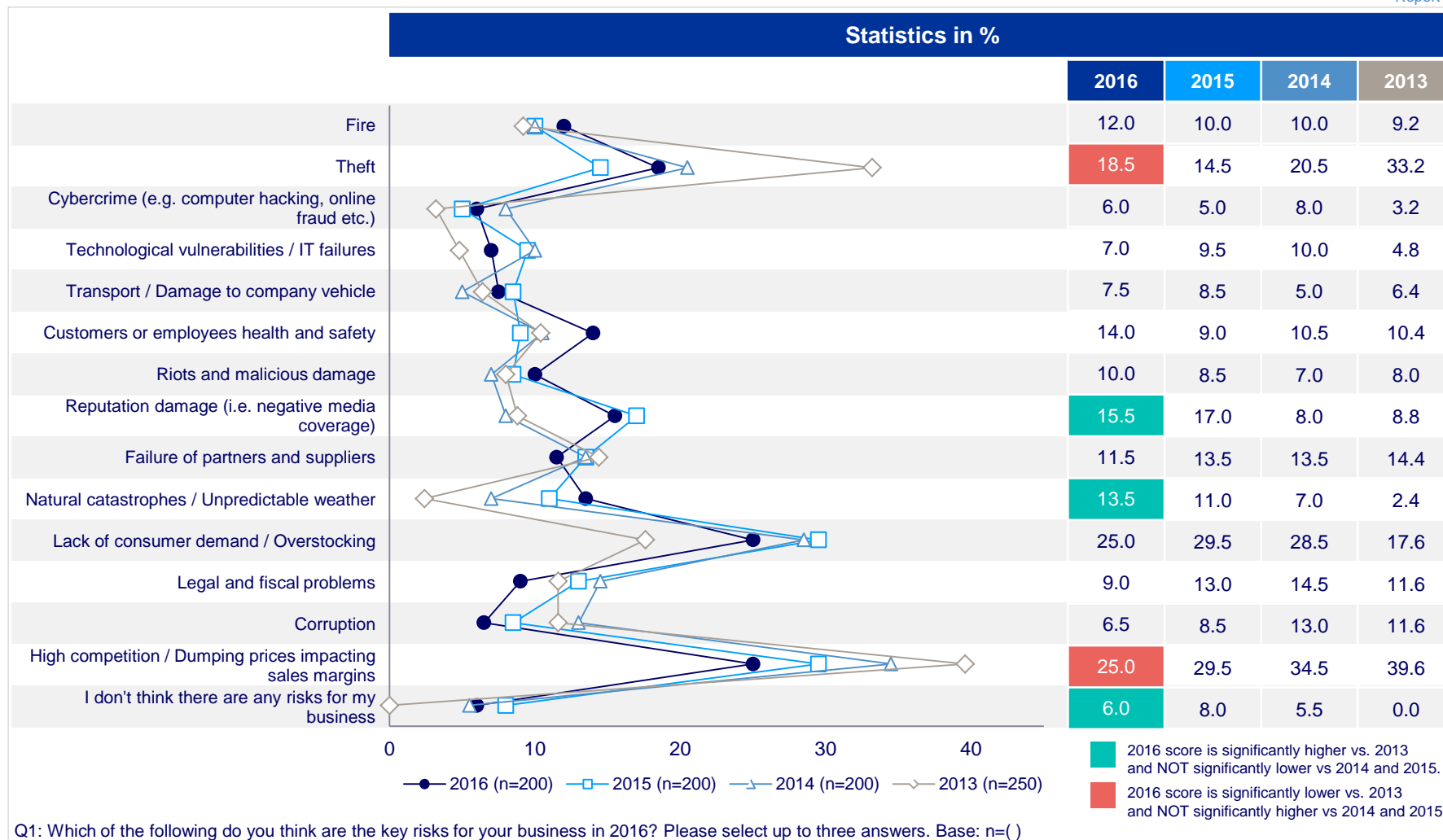
# “High competition / Dumping prices” perceived as a crucial risk but less critical than in the past

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



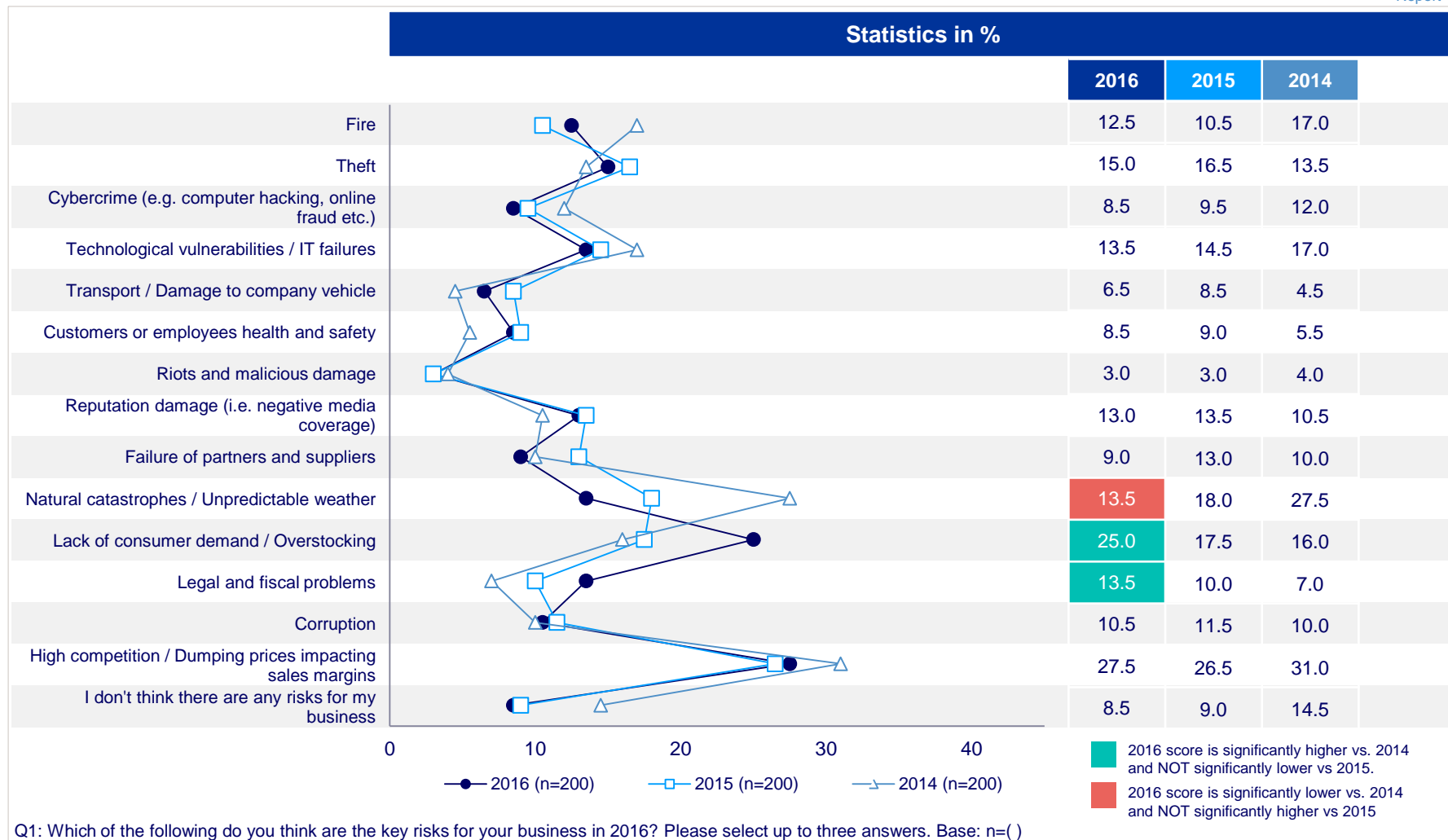
Global Survey Report



# “Lack of consumer demand / Overstocking” and “Legal and fiscal problems” are bigger concerns than in the past

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers. Base: n=( )

# Several risks rated as being more critical than in the past, with “Reputation damage” showing the biggest jump over the years



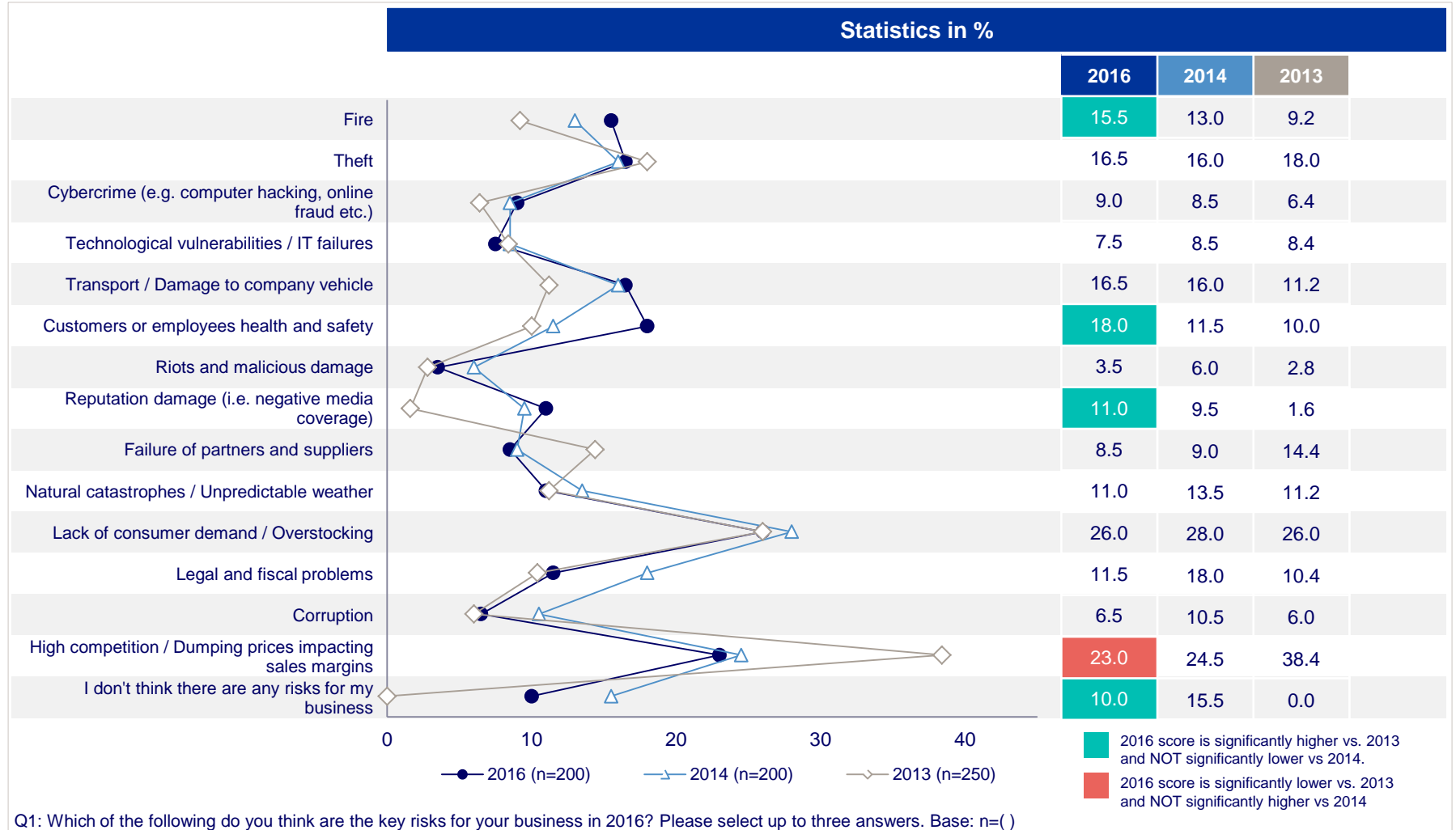
ZURICH®

Key risks for small and medium enterprises in 2016

Results: Year-on-year comparison



Global Survey Report



# Sample composition

## Key risks for small and medium enterprises in 2016



Q1: Which of the following do you think are the key risks for your business in 2016? Please select up to three answers.





# Sample Composition 1/2

Key risks for small and medium enterprises in 2016

Function and full-time employees



Survey Report  
Switzerland

	Statistics in %							
	Europe							
								
Function	Switzerland	Austria	Germany	Ireland	Italy	Portugal	Spain	Turkey
CEO/Owner	47.0	60.5	59.0	42.0	60.0	43.5	52.0	44.0
CFO/Treasurer	20.5	13.5	16.5	14.0	14.5	15.5	16.0	15.5
COO/Head of operations	18.5	16.0	16.0	13.0	16.0	22.0	15.5	24.5
General Manager	14.0	10.0	8.5	31.0	9.5	19.0	16.5	16.0
Full-time employees								
0 employees	4.5	3.5	3.0	2.0	7.0	1.0	8.0	0.5
1 to 9 employees	45.5	56.5	27.0	33.0	48.0	49.0	41.5	59.5
10 to 19 employees	22.5	17.0	25.5	28.0	22.5	20.5	23.5	17.0
20 to 49 employees	7.5	8.0	14.5	7.0	7.5	9.5	7.0	13.0
50 to 99 employees	15.0	10.0	23.0	24.0	13.5	16.5	15.5	7.5
100 to 250 employees	5.0	5.0	7.0	6.0	1.5	3.5	4.5	2.5









# Sample Composition 2/2

## Key risks for small and medium enterprises in 2016

### Revenue and Industry



Survey Report  
Switzerland



	Statistics in %							
	Europe							
								
Revenue*	Switzerland	Austria	Germany	Ireland	Italy	Portugal	Spain	Turkey
Up to 2 Million EUR	32.5	60.5	35.0	38.0	45.0	29.0	48.5	52.0
More than 2 to 5 Million EUR	17.0	13.0	21.0	14.5	17.5	10.0	14.0	8.5
More than 5 to 10 Million EUR	10.0	6.0	9.0	9.5	9.0	9.5	3.5	3.5
More than 10 to 50 Million EUR	9.5	4.0	7.0	6.0	1.0	4.0	1.0	2.0
More than 50 Million EUR	0.0	0.0	2.0	0.0	1.5	1.0	0.0	1.5
Industry								
Agriculture	2.5	1.5	5.5	4.5	4.5	4.5	9.5	3.5
Manufacturing and construction	10.0	8.5	14.0	11.5	6.5	8.5	10.5	10.0
Wholesale and retail trade	15.5	13.5	14.5	12.5	8.5	9.5	11.0	13.5
Information and communication	6.5	9.0	8.5	6.0	4.5	2.5	4.0	16.0
Financial activities (including insurance)	4.0	9.5	13.0	8.0	13.5	6.0	4.0	8.0
Administrative and support service	6.0	6.0	3.0	4.5	2.5	3.0	4.0	2.5
Public administration	5.5	4.0	3.5	2.0	3.0	1.0	4.0	1.5
Transport and storage	7.5	4.0	5.0	7.0	3.5	14.5	4.5	17.5
Accommodation and food service	9.5	27.0	9.5	19.0	23.5	17.5	12.0	21.5
Consumer services	22.0	8.5	7.0	15.5	15.0	8.0	24.5	2.5
Other service activities	11.0	8.5	16.5	9.5	15.0	25.0	12.0	3.5

\*Figures don't sum up to 100% due to "DK / No Answer"

# Sample Composition

Biggest opportunities for small and medium enterprises in 2016

Function and full-time employees

	Statistics in %				
	North America	Latin America		APAC	
					
Function	USA	Brazil	Mexico	Hong Kong	Australia
CEO/Owner	39.0	43.5	36.0	47.0	39.0
CFO/Treasurer	11.0	25.5	18.0	15.0	12.0
COO/Head of operations	12.0	12.5	26.0	20.0	16.0
General Manager	38.0	18.5	20.0	18.0	33.0
Full-time employees					
0 employees	1.5	2.5	0.0	0.5	4.0
1 to 9 employees	33.5	32.5	30.0	34.5	44.0
10 to 19 employees	28.0	31.0	18.0	26.0	13.5
20 to 49 employees	12.0	9.0	12.0	14.0	8.5
50 to 99 employees	11.0	22.0	26.5	16.5	22.0
100 to 250 employees	14.0	3.0	13.5	8.5	8.0



# Sample Composition

## Key risks for small and medium enterprises in 2016 Revenue and Industry

	Statistics in %				
	North America	Latin America		APAC	
					
Revenue*	USA	Brazil	Mexico	Hong Kong	Australia
Up to 2 Million EUR	28.0	29.5	40.0	30.5	39.5
More than 2 to 5 Million EUR	19.0	15.0	13.0	25.0	9.0
More than 5 to 10 Million EUR	8.5	9.0	5.5	7.5	8.5
More than 10 to 50 Million EUR	6.5	4.0	7.0	1.5	4.5
More than 50 Million EUR	1.0	0.0	0.0	1.0	0.0
Industry					
Agriculture	3.0	11.0	7.0	0.0	10.5
Manufacturing and construction	18.0	7.0	11.5	10.5	12.5
Wholesale and retail trade	20.0	18.5	17.5	5.5	20.0
Information and communication	8.0	6.5	2.5	3.0	2.0
Financial activities (including insurance)	12.0	3.0	3.5	21.0	3.5
Administrative and support service	2.0	2.0	4.0	8.5	2.0
Public administration	2.0	1.5	2.0	11.0	4.5
Transport and storage	10.0	10.0	4.5	7.5	15.0
Accommodation and food service	11.0	16.0	25.5	9.5	11.5
Consumer services	5.0	12.0	18.0	1.5	11.5
Other service activities	9.0	12.5	4.0	22.0	7.0

\*Figures don't sum up to 100% due to "DK / No Answer"