

## Response statistics for 'SME panel questionnaire on tourism sector'

► Current search:

### Query definition


All data requested

### Result pages




► There are 2749 responses matching your criteria of a total of 2749 records in the current set of data.



## ABOUT YOUR BUSINESS



General information about your business



| In which country is your business located? -single choice reply- (compulsory)             |                             |                          |                                  |
|---|-----------------------------|--------------------------|----------------------------------|
|   | Number of requested records | Requested records (2749) | % of total number records (2749) |
| Italy   | 491                         | (17.9%)                  | (17.9%)                          |
| France  | 401                         | (14.6%)                  | (14.6%)                          |
| Spain   | 313                         | (11.4%)                  | (11.4%)                          |
| Germany   | 205                         | (7.5%)                   | (7.5%)                           |
| Hungary   | 192                         | (7%)                     | (7%)                             |
| Romania   | 181                         | (6.6%)                   | (6.6%)                           |
| Czech Republic  | 175                         | (6.4%)                   | (6.4%)                           |
| Poland  | 160                         | (5.8%)                   | (5.8%)                           |
| Belgium   | 129                         | (4.7%)                   | (4.7%)                           |
| Portugal  | 67                          | (2.4%)                   | (2.4%)                           |
| Sweden  | 64                          | (2.3%)                   | (2.3%)                           |
| Lithuania   | 62                          | (2.3%)                   | (2.3%)                           |
| Bulgaria  | 58                          | (2.1%)                   | (2.1%)                           |
|  Other | 39                          | (1.4%)                   | (1.4%)                           |
| Cyprus  | 34                          | (1.2%)                   | (1.2%)                           |
| Slovakia  | 32                          | (1.2%)                   | (1.2%)                           |
| Slovenia  | 31                          | (1.1%)                   | (1.1%)                           |
| United Kingdom  | 27                          | (1%)                     | (1%)                             |
| Finland   | 26                          | (0.9%)                   | (0.9%)                           |
| Austria   | 22                          | (0.8%)                   | (0.8%)                           |
| Estonia   | 10                          | (0.4%)                   | (0.4%)                           |
| Ireland   | 9                           | (0.3%)                   | (0.3%)                           |
| Greece  | 8                           | (0.3%)                   | (0.3%)                           |
| Denmark   | 6                           | (0.2%)                   | (0.2%)                           |
| Malta   | 5                           | (0.2%)                   | (0.2%)                           |
| Latvia  | 1                           | (0%)                     | (0%)                             |
| Luxembourg  | 1                           | (0%)                     | (0%)                             |
| Netherlands   | 0                           | (0%)                     | (0%)                             |

| In which area is your business situated? -single choice reply- (compulsory) |                                    |                                 |   |
|---|------------------------------------|---------------------------------|---|
|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| urban area  | 2040                               | (74.2%)                         | (74.2%)                                 |
| non-urban area  | 709                                | (25.8%)                         | (25.8%)                                 |

| In which sector is your business operating? -single choice reply- (compulsory)                 |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|  Accomodation | 1166                               | (42.4%)                         | (42.4%)                                 |
|  Gastronomy   | 615                                | (22.4%)                         | (22.4%)                                 |
| Travel agencies & tour operators   | 551                                | (20%)                           | (20%)                                   |
|  Transport    | 417                                | (15.2%)                         | (15.2%)                                 |

|  Please provide more details about your activity -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (1166)</b> | <b>% of total number records (2749)</b> |
| Hotel + Restaurant   | 566                                | (48.5%)                         | (20.6%)                                 |
| Hotels   | 279                                | (23.9%)                         | (10.1%)                                 |
| Other commercial accomodation (guest houses, campsites, etc)   | 230                                | (19.7%)                         | (8.4%)                                  |
|  Others  | 91                                 | (7.8%)                          | (3.3%)                                  |

|  Please provide more details about your activity -single choice reply- (compulsory) |                                    |                                |   |
|--|------------------------------------|--------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (615)</b> | <b>% of total number records (2749)</b> |
| Restaurants  | 424                                | (68.9%)                        | (15.4%)                                 |
| Cafè/Bars  | 99                                 | (16.1%)                        | (3.6%)                                  |
| Catering   | 49                                 | (8%)                           | (1.8%)                                  |
|  Others   | 43                                 | (7%)                           | (1.6%)                                  |

|  Please provide more details about your activity -single choice reply- (compulsory) |                                    |                                |   |
|--|------------------------------------|--------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (417)</b> | <b>% of total number records (2749)</b> |
| Coaches  | 189                                | (45.3%)                        | (6.9%)                                  |
| Taxi and car rental services   | 149                                | (35.7%)                        | (5.4%)                                  |
|  Others   | 67                                 | (16.1%)                        | (2.4%)                                  |
| Low cost & charter airlines  | 12                                 | (2.9%)                         | (0.4%)                                  |

| Is your business opened all year round or seasonally only? -single choice reply- (compulsory) |                                    |                                 |   |
|---|------------------------------------|---------------------------------|---|
|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| all year  | 2540                               | (92.4%)                         | (92.4%)                                 |
| seasonally  | 209                                | (7.6%)                          | (7.6%)                                  |

| For how long have you been operating your business? -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| more than 10 years   | 1570                               | (57.1%)                         | (57.1%)                                 |
| 4-10 years   | 852                                | (31%)                           | (31%)                                   |
| less than 3 years  | 327                                | (11.9%)                         | (11.9%)                                 |

| How many employees do you have? -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| less than 10   | 1428                               | (51.9%)                         | (51.9%)                                 |
| from 10 to 49  | 955                                | (34.7%)                         | (34.7%)                                 |
| from 50 to 249   | 366                                | (13.3%)                         | (13.3%)                                 |

## QUESTIONS ABOUT DEMAND/CONSUMPTION TRENDS AND CHANGES

### Question 1

In 2008, did you register, in general, increased or decreased demand for your services compared to the previous year? -single choice reply- (compulsory)

|                  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|------------------|------------------------------------|---------------------------------|---|
| Increased demand | 1024                               | (37.2%)                         | (37.2%)                                 |
| Decreased demand | 1013                               | (36.8%)                         | (36.8%)                                 |
| Equal            | 712                                | (25.9%)                         | (25.9%)                                 |

### Question 2

From which countries/country group have you specifically registered increased or decreased demand?

| Resident country (domestic) -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Increased  | 1157                               | (42.1%)                         | (42.1%)                                 |
| Decreased  | 927                                | (33.7%)                         | (33.7%)                                 |
| Don't know   | 665                                | (24.2%)                         | (24.2%)                                 |

EU15 countries (Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Ireland, Luxemburg, Portugal, Spain, Sweden, the Netherlands and United Kingdom) -single choice reply- (compulsory)

|            | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|------------|------------------------------------|---------------------------------|---|
| Don't know | 1142                               | (41.5%)                         | (41.5%)                                 |
| Decreased  | 815                                | (29.6%)                         | (29.6%)                                 |
| Increased  | 792                                | (28.8%)                         | (28.8%)                                 |



| New EU Member States (Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovenia and Slovakia) -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know   | 1925                               | (70%)                           | (70%)                                   |
| Increased  | 427                                | (15.5%)                         | (15.5%)                                 |
| Decreased  | 397                                | (14.4%)                         | (14.4%)                                 |

| North America (USA, Canada) -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know   | 2009                               | (73.1%)                         | (73.1%)                                 |
| Decreased  | 510                                | (18.6%)                         | (18.6%)                                 |
| Increased  | 230                                | (8.4%)                          | (8.4%)                                  |

| Latin America -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know                                       | 2302                               | (83.7%)                         | (83.7%)                                 |
| Decreased  | 330                                | (12%)                           | (12%)                                   |
| Increased  | 117                                | (4.3%)                          | (4.3%)                                  |

| Russia -single choice reply- (compulsory) |                                    |                                 |   |
|---|------------------------------------|---------------------------------|---|
|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know                                | 2155                               | (78.4%)                         | (78.4%)                                 |
| Decreased                                 | 299                                | (10.9%)                         | (10.9%)                                 |
| Increased                                 | 295                                | (10.7%)                         | (10.7%)                                 |

| Japan -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know                               | 2313                               | (84.1%)                         | (84.1%)                                 |
| Decreased                                | 317                                | (11.5%)                         | (11.5%)                                 |
| Increased                                | 119                                | (4.3%)                          | (4.3%)                                  |

| China -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know                               | 2346                               | (85.3%)                         | (85.3%)                                 |
| Decreased                                | 262                                | (9.5%)                          | (9.5%)                                  |
| Increased                                | 141                                | (5.1%)                          | (5.1%)                                  |

| India -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Don't know                               | 2412                               | (87.7%)                         | (87.7%)                                 |
| Decreased                                | 236                                | (8.6%)                          | (8.6%)                                  |
| Increased                                | 101                                | (3.7%)                          | (3.7%)                                  |

**Question 3**

**How would you rate the criteria below in their importance for the consumption decision of your guests/clients?**

| Quality of service -single choice reply- (compulsory) |                                    |                                 |   |
|---|------------------------------------|---------------------------------|---|
|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Very important  | 2016                               | (73.3%)                         | (73.3%)                                 |
| Important   | 658                                | (23.9%)                         | (23.9%)                                 |
| Less important  | 75                                 | (2.7%)                          | (2.7%)                                  |

| Price -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Very important                           | 1611                               | (58.6%)                         | (58.6%)                                 |
| Important                                | 1038                               | (37.8%)                         | (37.8%)                                 |
| Less important                           | 100                                | (3.6%)                          | (3.6%)                                  |

| Value for money -single choice reply- (compulsory) |                                    |                                 |   |
|--|------------------------------------|---------------------------------|---|
|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Very important                                     | 1615                               | (58.7%)                         | (58.7%)                                 |
| Important  | 904                                | (32.9%)                         | (32.9%)                                 |
| Less important                                     | 230                                | (8.4%)                          | (8.4%)                                  |

| Environmental considerations -single choice reply- (compulsory) |                                    |                                 |   |
|---|------------------------------------|---------------------------------|---|
|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Less important  | 1213                               | (44.1%)                         | (44.1%)                                 |
| Important   | 1149                               | (41.8%)                         | (41.8%)                                 |
| Very important  | 387                                | (14.1%)                         | (14.1%)                                 |


| Social considerations -single choice reply- (compulsory) |                                    |                          |                          |
|--|------------------------------------|--------------------------|--------------------------|
|  | <b>Number of requested records</b> | <b>Requested records</b> | <b>% of total number</b> |

|                | <b>records</b> | <b>(2749)</b> | <b>records</b> |
|----------------|----------------|---------------|----------------|
|                |                |               | <b>(2749)</b>  |
| Less important | 1450           | (52.7%)       | (52.7%)        |
| Important      | 1006           | (36.6%)       | (36.6%)        |
| Very important | 293            | (10.7%)       | (10.7%)        |

| Safety/security issues -single choice reply- (compulsory) |                                    |                                 |   |
|---|------------------------------------|---------------------------------|---|
|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
| Important   | 1172                               | (42.6%)                         | (42.6%)                                 |
| Less important  | 808                                | (29.4%)                         | (29.4%)                                 |
| Very important  | 769                                | (28%)                           | (28%)                                   |

## Question 4


Have you noticed among your guests/clients any changes in their consumption patterns in the last six months? -single choice reply- (compulsory)

|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|---|------------------------------------|---------------------------------|---|
|  Yes | 2108                               | (76.7%)                         | (76.7%)                                 |
| No  | 641                                | (23.3%)                         | (23.3%)                                 |



## Question 4a

If yes: of which nature? (max 2 choices) -multiple choices reply- (optional)

|  | <b>Number of requested records</b> | <b>Requested records (2108)</b> | <b>% of total number records (2749)</b> |
|--|------------------------------------|---------------------------------|---|
| Clients became more price conscious  | 1401                               | (66.5%)                         | (51%)                                   |
| Clients were spending less money   | 1355                               | (64.3%)                         | (49.3%)                                 |
| Clients became more quality conscious  | 465                                | (22.1%)                         | (16.9%)                                 |
| Clients were spending more money   | 108                                | (5.1%)                          | (3.9%)                                  |
|  Others | 96                                 | (4.6%)                          | (3.5%)                                  |
| Clients became less quality conscious  | 56                                 | (2.7%)                          | (2%)                                    |
| Clients became less price conscious  | 55                                 | (2.6%)                          | (2%)                                    |

## Question 5

In 2008, did your guests/clients spend more or less money compared to 2007 (full year)? -single choice reply- (compulsory)

|            | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|------------|------------------------------------|---------------------------------|---|
| Less       | 1078                               | (39.2%)                         | (39.2%)                                 |
| Same       | 797                                | (29%)                           | (29%)                                   |
| More       | 673                                | (24.5%)                         | (24.5%)                                 |
| Don't know | 201                                | (7.3%)                          | (7.3%)                                  |

## QUESTIONS ABOUT IMPACTS ON BUSINESSES

## Question 6

What are the most important challenges your business is facing? (max 3 choices) -multiple choices reply- (compulsory)

|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|--|------------------------------------|---------------------------------|---|
| Taxation   | 1338                               | (48.7%)                         | (48.7%)                                 |
| Administrative and regulatory burden   | 1291                               | (47%)                           | (47%)                                   |
| Increased competition  | 1290                               | (46.9%)                         | (46.9%)                                 |
| Access to finance  | 835                                | (30.4%)                         | (30.4%)                                 |
| Lack of skills   | 463                                | (16.8%)                         | (16.8%)                                 |
| Access to international markets  | 414                                | (15.1%)                         | (15.1%)                                 |
| Environmental challenges   | 216                                | (7.9%)                          | (7.9%)                                  |
|  Others | 216                                | (7.9%)                          | (7.9%)                                  |
| Access to information and know-how   | 158                                | (5.7%)                          | (5.7%)                                  |

## Question 7

Does your business face any impacts due to the current economic situation? -single choice reply-



(compulsory)

|          | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|----------|------------------------------------|---------------------------------|---|
| Yes      | 1924                               | (70%)                           | (70%)                                   |
| Possibly | 519                                | (18.9%)                         | (18.9%)                                 |
| No       | 306                                | (11.1%)                         | (11.1%)                                 |

Question 7a  
If yes: of which nature? (max 2 choices) -multiple choices reply- (compulsory)

|                             | <b>Number of requested records</b> | <b>Requested records (1924)</b> | <b>% of total number records (2749)</b> |
|-----------------------------|------------------------------------|---------------------------------|---|
| Increased overall costs     | 1121                               | (58.3%)                         | (40.8%)                                 |
| Additional financial burden | 390                                | (20.3%)                         | (14.2%)                                 |
| Reduced access to finance   | 376                                | (19.5%)                         | (13.7%)                                 |
| Higher labour costs         | 368                                | (19.1%)                         | (13.4%)                                 |
| Increased purchase costs    | 367                                | (19.1%)                         | (13.4%)                                 |
| Others                      | 331                                | (17.2%)                         | (12%)                                   |
| Higher production costs     | 211                                | (11%)                           | (7.7%)                                  |

Question 7b  
If possibly: of which nature? (max 2 choices) -multiple choices reply- (compulsory)

|                             | <b>Number of requested records</b> | <b>Requested records (519)</b> | <b>% of total number records (2749)</b> |
|-----------------------------|------------------------------------|--------------------------------|---|
| Increased overall costs     | 262                                | (50.5%)                        | (9.5%)                                  |
| Higher labour costs         | 107                                | (20.6%)                        | (3.9%)                                  |
| Increased purchase costs    | 102                                | (19.7%)                        | (3.7%)                                  |
| Others                      | 98                                 | (18.9%)                        | (3.6%)                                  |
| Reduced access to finance   | 88                                 | (17%)                          | (3.2%)                                  |
| Additional financial burden | 86                                 | (16.6%)                        | (3.1%)                                  |
| Higher production costs     | 50                                 | (9.6%)                         | (1.8%)                                  |

Question 8  
Have you already undertaken major actions in order to be able to address impacts of the current economic situation? -single choice reply- (compulsory)

|     | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|-----|------------------------------------|---------------------------------|---|
| Yes | 1981                               | (72.1%)                         | (72.1%)                                 |
| No  | 768                                | (27.9%)                         | (27.9%)                                 |

Question 8a  
If yes: of which nature? (max 2 choices) -multiple choices reply- (compulsory)

|                                      | <b>Number of requested records</b> | <b>Requested records (1981)</b> | <b>% of total number records (2749)</b> |
|--------------------------------------|------------------------------------|---------------------------------|---|
| Cut costs                            | 1191                               | (60.1%)                         | (43.3%)                                 |
| Reduce labour force                  | 694                                | (35%)                           | (25.2%)                                 |
| Postpone investments                 | 661                                | (33.4%)                         | (24%)                                   |
| Others                               | 267                                | (13.5%)                         | (9.7%)                                  |
| Increase prices of services provided | 220                                | (11.1%)                         | (8%)                                    |

|                 |     |        |        |
|-----------------|-----|--------|--------|
| Take loans      | 170 | (8.6%) | (6.2%) |
| Reduce services | 141 | (7.1%) | (5.1%) |

## Question 9

Which additional support action to be taken at European level would you consider most important? (max 2 choices) -multiple choices reply- (compulsory)

|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|--|------------------------------------|---------------------------------|---|
| Measures to strengthen demand  | 1326                               | (48.2%)                         | (48.2%)                                 |
| Measures to encourage investments and innovation   | 1105                               | (40.2%)                         | (40.2%)                                 |
| Measures to overcome seasonality in demand   | 814                                | (29.6%)                         | (29.6%)                                 |
| Promotion of best-practices  | 485                                | (17.6%)                         | (17.6%)                                 |
| Producing and sharing knowledge between businesses                                       | 402                                | (14.6%)                         | (14.6%)                                 |
|  Others | 223                                | (8.1%)                          | (8.1%)                                  |
| Don't know   | 114                                | (4.1%)                          | (4.1%)                                  |

## QUESTIONS ON FUTURE OUTLOOK (2009)

## Question 10

Do you expect any impacts of the current economic situation on your business in the near future? -single choice reply- (compulsory)

|                                       | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|---------------------------------------|------------------------------------|---------------------------------|---|
| I expect rather negative impacts      | 1257                               | (45.7%)                         | (45.7%)                                 |
| I expect substantial negative impacts | 764                                | (27.8%)                         | (27.8%)                                 |
| Don't know                            | 305                                | (11.1%)                         | (11.1%)                                 |
| I expect rather positive impacts      | 242                                | (8.8%)                          | (8.8%)                                  |
| I expect no impacts at all            | 181                                | (6.6%)                          | (6.6%)                                  |



## Question 10a

In case of negative impacts, what kind of impacts do you expect? (max 2 choices) -multiple choices reply- (compulsory)

|   | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|---|------------------------------------|---------------------------------|---|
| Decrease in demand (number of guests)       | 1917                               | (69.7%)                         | (69.7%)                                 |
| Guests will spend less                      | 1502                               | (54.6%)                         | (54.6%)                                 |
| Don't know                                  | 440                                | (16%)                           | (16%)                                   |
| Financial services will be harder to obtain | 252                                | (9.2%)                          | (9.2%)                                  |
| Inflation of prices                         | 210                                | (7.6%)                          | (7.6%)                                  |
| Grants and loans will become more expensive | 166                                | (6%)                            | (6%)                                    |

## Question 11


In the near future (in 2009), will you have to undertake major actions in order to be able to address impacts of the current economic situation? -single choice reply- (compulsory)

|  | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|--|------------------------------------|---------------------------------|---|
|  Yes      | 1435                               | (52.2%)                         | (52.2%)                                 |
|  Possibly | 750                                | (27.3%)                         | (27.3%)                                 |
| No   | 295                                | (10.7%)                         | (10.7%)                                 |
| Don't know   | 269                                | (9.8%)                          | (9.8%)                                  |



## Question 11a


If yes: of which nature? (max 2 choices) -multiple choices reply- (compulsory)

|  | <b>Number of requested records</b> | <b>Requested records (1435)</b> | <b>% of total number records (2749)</b> |
|--|------------------------------------|---------------------------------|---|
| Cut costs  | 865                                | (60.3%)                         | (31.5%)                                 |
| Reduce labour force  | 494                                | (34.4%)                         | (18%)                                   |
| Postpone investments   | 476                                | (33.2%)                         | (17.3%)                                 |
|  Others | 182                                | (12.7%)                         | (6.6%)                                  |
| Increase prices of services provided   | 155                                | (10.8%)                         | (5.6%)                                  |
| Take loans   | 140                                | (9.8%)                          | (5.1%)                                  |
| Reduce services  | 113                                | (7.9%)                          | (4.1%)                                  |



## Question 11b

If possibly: of which nature? (max 2 choices) -multiple choices reply- (compulsory)

|  | <b>Number of requested records</b> | <b>Requested records (750)</b> | <b>% of total number records (2749)</b> |
|--|------------------------------------|--------------------------------|---|
| Cut costs  | 421                                | (56.1%)                        | (15.3%)                                 |
| Postpone investments   | 263                                | (35.1%)                        | (9.6%)                                  |
| Reduce labour force  | 211                                | (28.1%)                        | (7.7%)                                  |
| Increase prices of services provided   | 121                                | (16.1%)                        | (4.4%)                                  |
|  Others | 71                                 | (9.5%)                         | (2.6%)                                  |
| Take loans   | 53                                 | (7.1%)                         | (1.9%)                                  |
| Reduce services  | 47                                 | (6.3%)                         | (1.7%)                                  |

## Question 12

What is your business outlook for 2009? -single choice reply- (compulsory)

|               | <b>Number of requested records</b> | <b>Requested records (2749)</b> | <b>% of total number records (2749)</b> |
|---------------|------------------------------------|---------------------------------|---|
| Negative      | 1073                               | (39%)                           | (39%)                                   |
| Positive      | 879                                | (32%)                           | (32%)                                   |
| Don't know    | 554                                | (20.2%)                         | (20.2%)                                 |
| Very negative | 188                                | (6.8%)                          | (6.8%)                                  |
| Very positive | 55                                 | (2%)                            | (2%)                                    |