
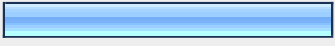
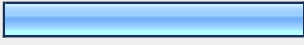
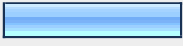



## Kradser krisen?

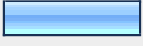
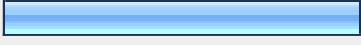
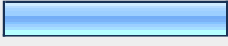
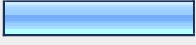

1. Inden for de sidste par måneder er der blevet fyret medarbejdere på min arbejdsplads, fordi krisen kradser.			Response Percent	Response Count
Meget enig			15.2%	30
Enig			14.7%	29
Uenig			25.4%	50
<b>Meget Uenig</b>			<b>41.1%</b>	<b>81</b>
Ved ikke			3.6%	7
			<b>answered question</b>	<b>197</b>
			<b>skipped question</b>	<b>3</b>

2. På min arbejdsplads oplever jeg, at der går rygter om snarlige fyringer af medarbejdere og store besparelser			Response Percent	Response Count
Meget enig			9.6%	19
Enig			26.4%	52
<b>Uenig</b>			<b>31.0%</b>	<b>61</b>
Meget Uenig			29.9%	59
Ved ikke			3.0%	6
			<b>answered question</b>	<b>197</b>
			<b>skipped question</b>	<b>3</b>

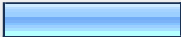
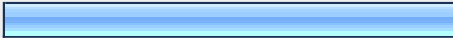
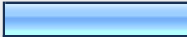


**3. Jeg oplever en nervøs stemning på min arbejdsplads, hvor medarbejdere virker usikre på deres fremtidige jobsituation.**

		Response Percent	Response Count
Meget enig		9.1%	18
<b>Enig</b>		<b>36.0%</b>	71
Uenig		33.0%	65
Meget Uenig		19.3%	38
Ved ikke		2.5%	5
		<b>answered question</b>	<b>197</b>
		<b>skipped question</b>	<b>3</b>


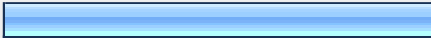
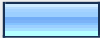


**4. Jeg er begyndt at kigge mig om efter andre mulige job – bare for en sikkerheds skyld.**

		Response Percent	Response Count
Meget enig		14.7%	29
<b>Enig</b>		<b>39.1%</b>	77
Uenig		24.4%	48
Meget Uenig		20.8%	41
Ved ikke		1.0%	2
		<b>answered question</b>	<b>197</b>
		<b>skipped question</b>	<b>3</b>

5. Vi har fået et større fokus på at spare, hvor spares kan, og arbejder hårdere nu end før krisen.

		Response Percent	Response Count
Meget enig		19.4%	27
<b>Enig</b>		<b>49.6%</b>	69
Uenig		20.1%	28
Meget uenig		7.2%	10
Ved ikke		3.6%	5
		<b>answered question</b>	<b>139</b>
		<b>skipped question</b>	<b>61</b>

6. Det er vores erfaring, at det er blevet sværere at få nye opgaver og sværere at få kunderne til at satse på store, dyre projekter.

		Response Percent	Response Count
Meget enig		20.3%	28
<b>Enig</b>		<b>47.1%</b>	65
Uenig		10.1%	14
Meget uenig		8.0%	11
Ved ikke		14.5%	20
		<b>answered question</b>	<b>138</b>
		<b>skipped question</b>	<b>62</b>


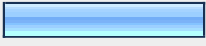
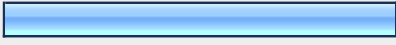
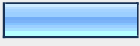
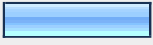
7. Vi oplever, at kunderne presser os på priserne, og vi giver i stigende omfang efter for deres krav.

		Response Percent	Response Count
Meget enig		8.7%	12
<b>Enig</b>		<b>37.0%</b>	51
Uenig		31.9%	44
Meget uenig		8.0%	11
Ved ikke		14.5%	20
		<b>answered question</b>	<b>138</b>
		<b>skipped question</b>	<b>62</b>

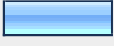
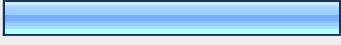
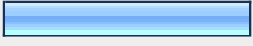

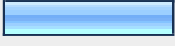
8. Vi føler os pressede til at kigge os om efter nye forretningsmodeller, som vi kan tjene penge på.

		Response Percent	Response Count
Meget enig		9.0%	12
<b>Enig</b>		<b>44.0%</b>	59
Uenig		26.1%	35
Meget uenig		6.7%	9
Ved ikke		14.2%	19
		<b>answered question</b>	<b>134</b>
		<b>skipped question</b>	<b>66</b>

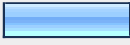
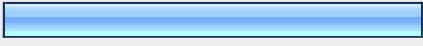
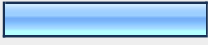

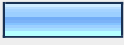
9. Vi har skåret ydelses-paletten ind til vores kerneforretning, som vi ved, vi altid kan tjene penge på.

		Response Percent	Response Count
Meget enig		4.4%	6
Enig		21.9%	30
<b>Uenig</b>		<b>43.1%</b>	59
Meget uenig		14.6%	20
Ved ikke		16.1%	22
		<b>answered question</b>	<b>137</b>
		<b>skipped question</b>	<b>63</b>


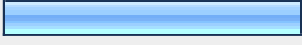
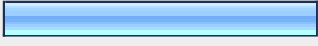

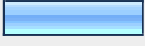
10. Vores budget er blevet reduceret, og vi har fået besked på at købe færre ydelser hos bureauer.

		Response Percent	Response Count
Meget enig		11.8%	14
<b>Enig</b>		<b>37.0%</b>	44
Uenig		26.9%	32
Meget uenig		5.9%	7
Ved ikke		18.5%	22
		<b>answered question</b>	<b>119</b>
		<b>skipped question</b>	<b>81</b>

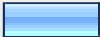
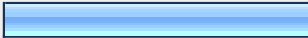
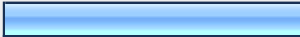


11. Vi har fået et større fokus på at spare, hvor spares kan, og arbejder hårdere nu end før krisen.

		Response Percent	Response Count
Meget enig		13.7%	16
<b>Enig</b>		<b>46.2%</b>	54
Uenig		22.2%	26
Meget uenig		5.1%	6
Ved ikke		12.8%	15
		<b>answered question</b>	<b>117</b>
		<b>skipped question</b>	<b>83</b>

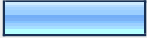




12. Vi tør ikke sætte nye ting i værk, der måske, måske ikke, bliver en succes. Vi satser på det sikre.

		Response Percent	Response Count
Meget enig		9.7%	11
Enig		32.7%	37
<b>Uenig</b>		<b>34.5%</b>	39
Meget uenig		8.0%	9
Ved ikke		15.0%	17
		<b>answered question</b>	<b>113</b>
		<b>skipped question</b>	<b>87</b>

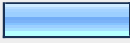
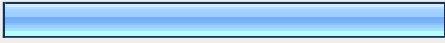



13. Vi tør ikke sætte nye ting i værk, der måske, måske ikke, bliver en succes. Vi satser på det sikre.

		Response Percent	Response Count
Meget enig		10.3%	12
<b>Enig</b>		<b>33.6%</b>	39
Uenig		32.8%	38
Meget uenig		6.9%	8
Ved ikke		16.4%	19
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>84</b>

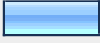
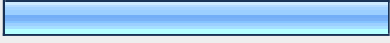
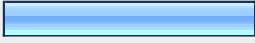

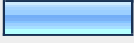
14. Jeg tror, at det bliver meget sværere at være reklamebureau. Deres produkt er mere konjunkturfølsomt.

		Response Percent	Response Count
Meget enig		15.4%	18
<b>Enig</b>		<b>51.3%</b>	60
Uenig		20.5%	24
Meget uenig		3.4%	4
Ved ikke		9.4%	11
		<b>answered question</b>	<b>117</b>
		<b>skipped question</b>	<b>83</b>

15. Jeg tror, kommunikationsafdelinger vil overleve og blive stærkere, fordi kommunikationen er kommet på direktionsniveau.

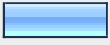
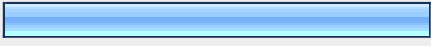
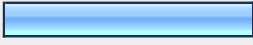

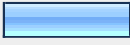
		Response Percent	Response Count
Meget enig		13.7%	16
<b>Enig</b>		<b>48.7%</b>	57
Uenig		22.2%	26
Meget uenig		6.0%	7
Ved ikke		9.4%	11
		<b>answered question</b>	<b>117</b>
		<b>skipped question</b>	<b>83</b>

16. Jeg tror, mange små PR-bureauer vil få det svært, fordi kunderne vil satse på de store, sikre fullhouse bureauer.

		Response Percent	Response Count
Meget enig		10.3%	12
<b>Enig</b>		<b>42.2%</b>	49
Uenig		27.6%	32
Meget uenig		6.0%	7
Ved ikke		13.8%	16
		<b>answered question</b>	<b>116</b>
		<b>skipped question</b>	<b>84</b>



17. Jeg tror, 2009 bliver et år med mange fyringer og konkurser. Specielt inden for kommunikationsbranchen.

		Response Percent	Response Count
Meget enig		11.1%	13
<b>Enig</b>		<b>47.0%</b>	55
Uenig		27.4%	32
Meget uenig		0.9%	1
Ved ikke		13.7%	16
		<b>answered question</b>	<b>117</b>
		<b>skipped question</b>	<b>83</b>