


























# Changes in overall risk perception 2014

	2014		2013 Rank	%	% change	Rank change
	1 Business interruption, supply chain	43%	1	46%	-3%	—
	2 Natural catastrophes	33%	2	44%	-11%	—
	3 Fire, explosion	24%	3	31%	-7%	—
	4 Changes in legislation and regulation	21%	4	17%	+4%	—
	5 Market stagnation or decline	19%	8	12%	+7%	↗ Up 3
	6 Loss of reputation, brand value	15%	10	10%	+5%	↗ Up 4
	7 Intensified competition	14%	5	17%	-3%	↘ Down 2
	8 Cyber crime, IT failures	12%	15	6%	+6%	↗ Up 7
	9 Theft, fraud, corruption	10%	11	9%	+1%	↗ Up 2
	10 Quality deficiencies, serial defects	10%	6	13%	-3%	↘ Down 4
	11 Market fluctuations	8%	7	13%	-5%	↘ Down 4
	12 Austerity programs	7%	18	4%	+3%	↗ Up 6
	13 Commodity price increases	7%	14	7%	—	↗ Up 1
	14 Technological innovation	7%	13	8%	-1%	↘ Down 1
	15 Credit availability	6%	12	9%	-3%	↘ Down 3
	16 Talent shortage, aging workforce	6%	16	6%	—	—
	17 Pollution	5%	20	3%	+2%	↗ Up 3
	18 Political/social upheaval, war	4%	17	5%	-1%	↘ Down 1
	19 Power blackouts	3%	21	3%	—	↗ Up 2
	20 Health issues, pandemics	3%	19	3%	—	↘ Down 1
	21 Euro-zone breakdown	3%	9	12%	-9%	↘ Down 12
	22 Terrorism	3%	24	2%	+1%	↗ Up 2
	23 Environmental changes	3%	22	2%	+1%	↘ Down 1
	24 Inflation	2%	23	2%	—	↘ Down 1
	25 Protectionism	1%	25	1%	—	—
	26 Deflation	1%	26	0%	+1%	—

Figures represent the number of responses as a percentage of all survey responses (557)