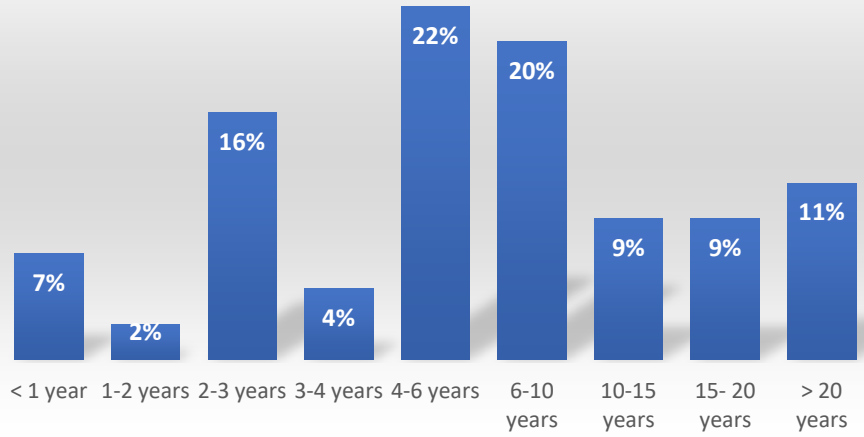


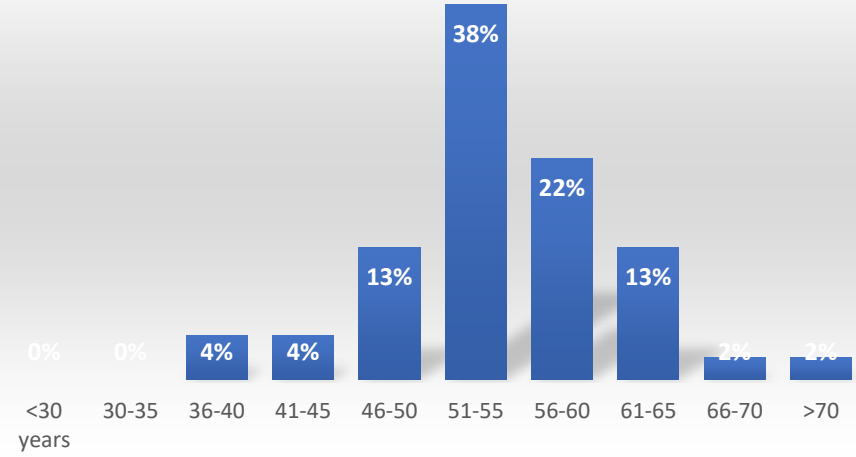
Inima Survey 2023 - Austria

Sent out:	18.01.2023
Closed:	28.01.2023
# of recipients:	136
# of participants:	45
return rate:	33%

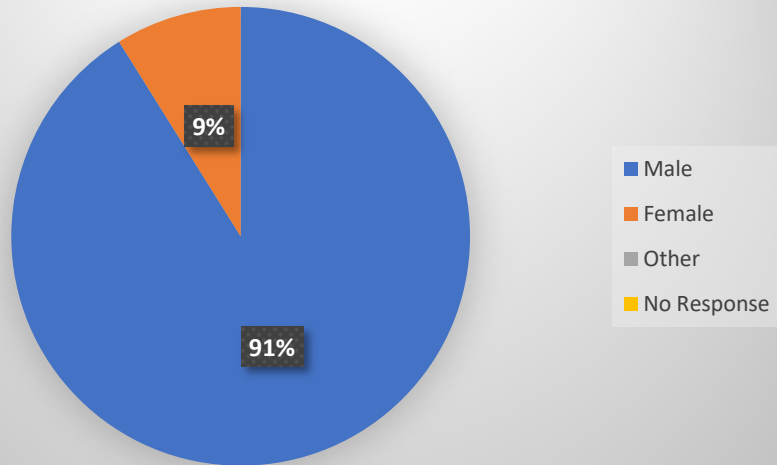
1. IM Experience Profile



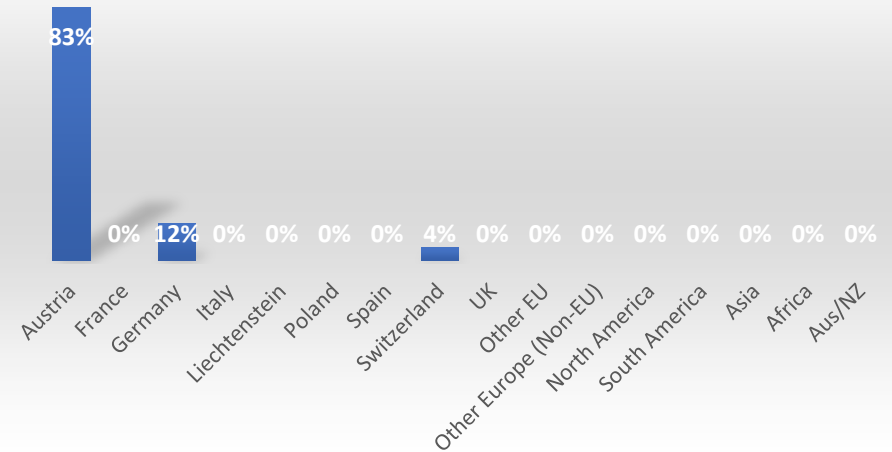
2. IM Age Profile



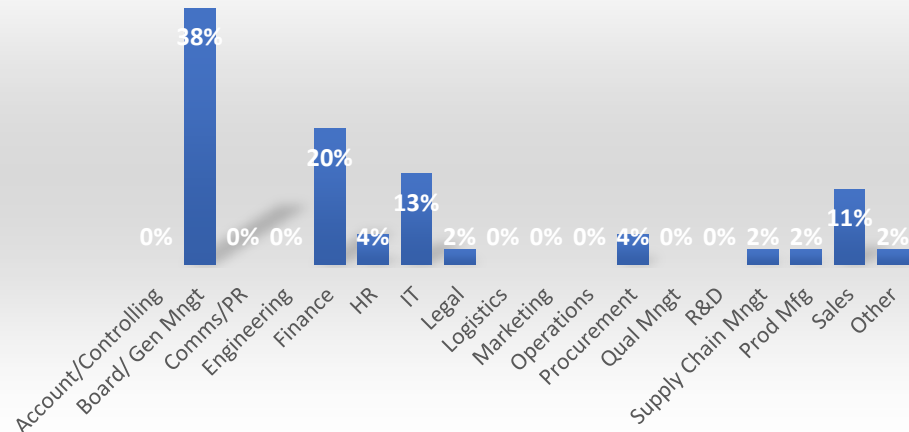
3. IM Gender Profile



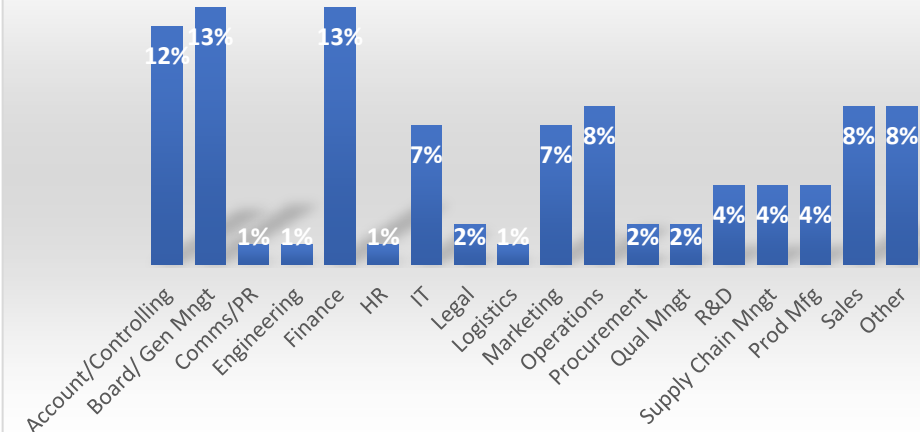
4. Where Do IMs Live



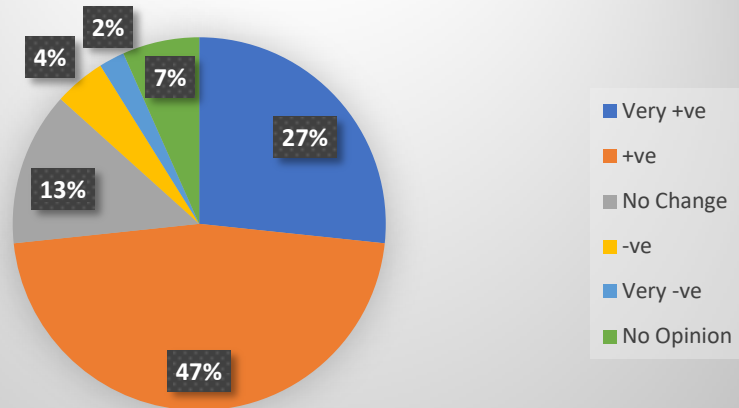
5. IM's Primary Expertise



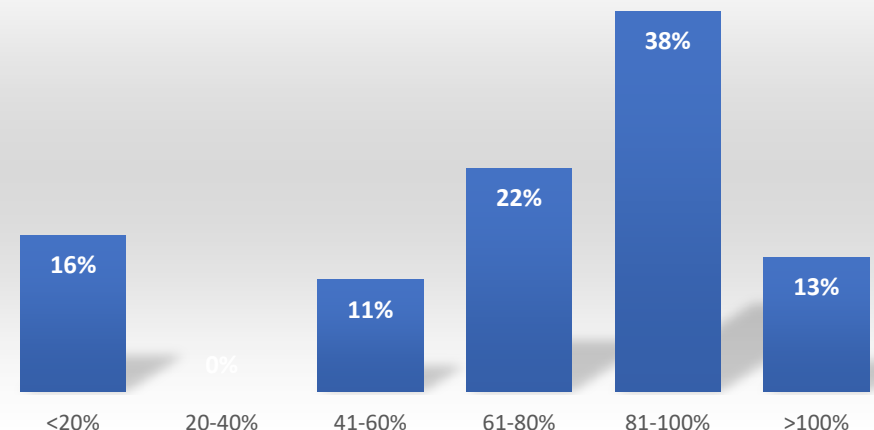
6. IM's Secondary Expertise



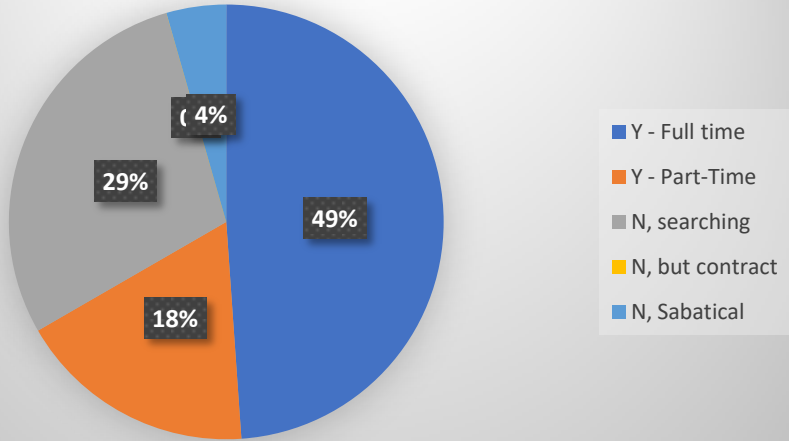
7. IM Market Development Last Year



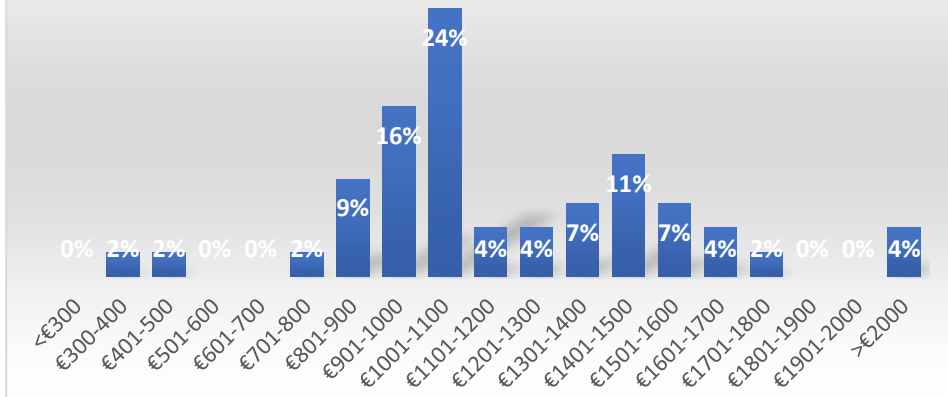
8. Utilization in the Last Year



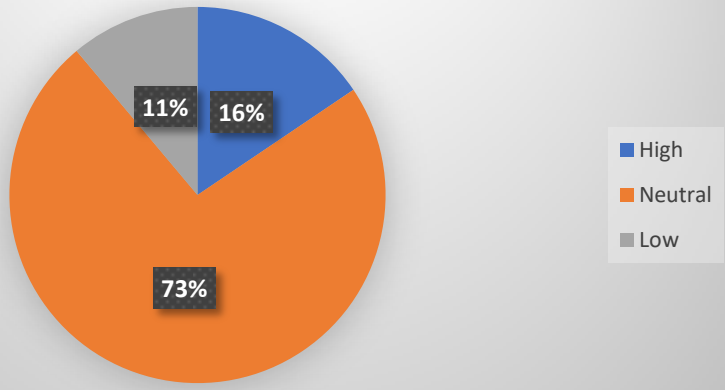
9. Currently on Assignment



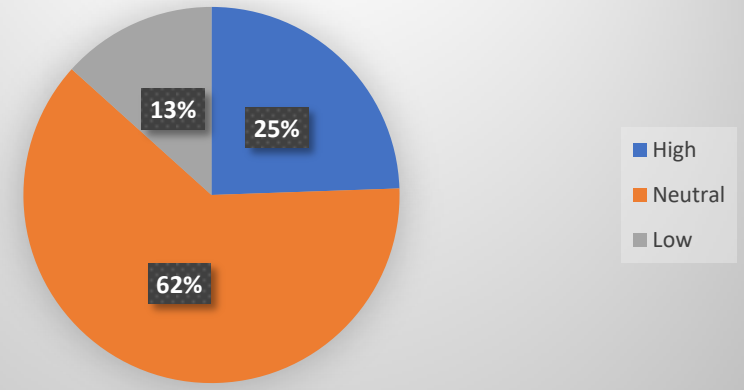
10. Day Rate of Last Assignment



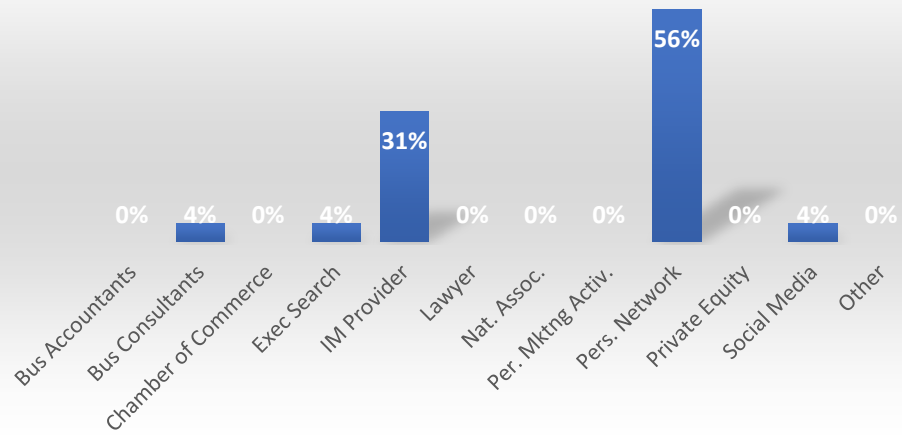
11. Pressure on Day Rate in Last 6 months



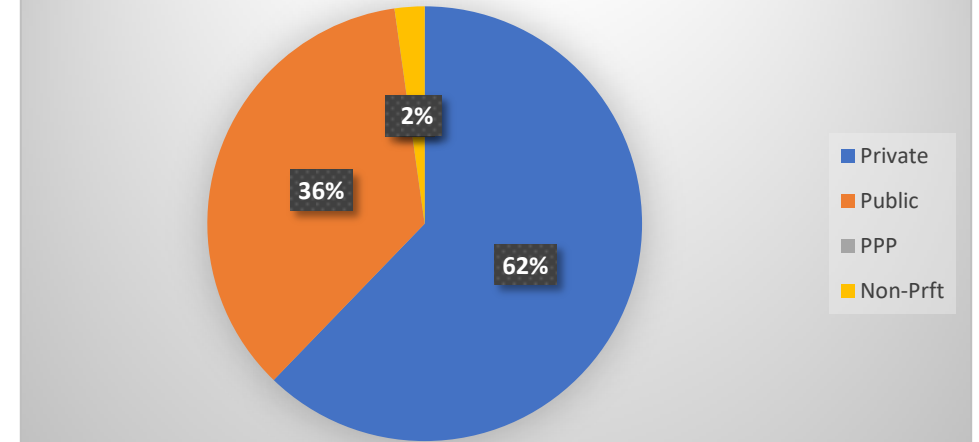
12. Pressure on Day Rate in Next 6 months



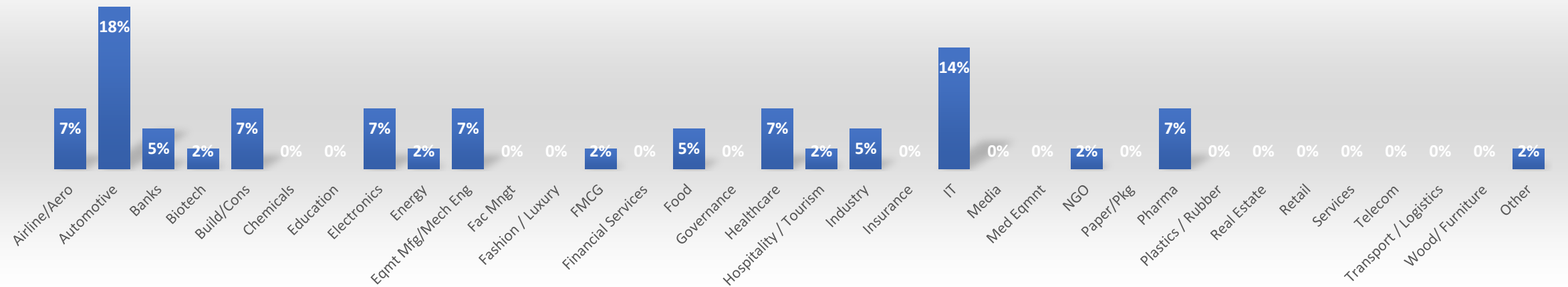
13. Sales Channel of Last Assignment



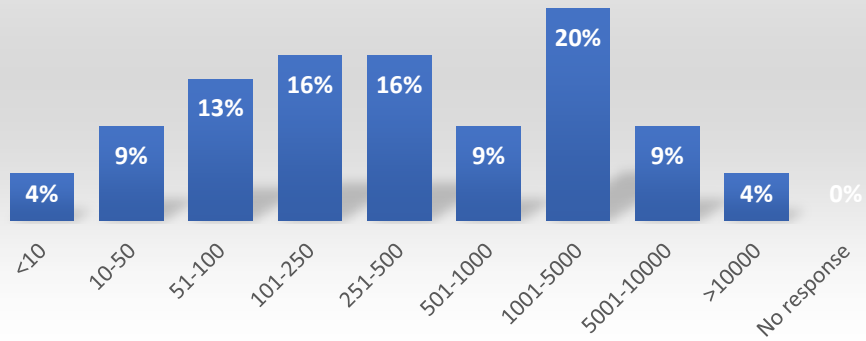
14. Sector of Last Assignment



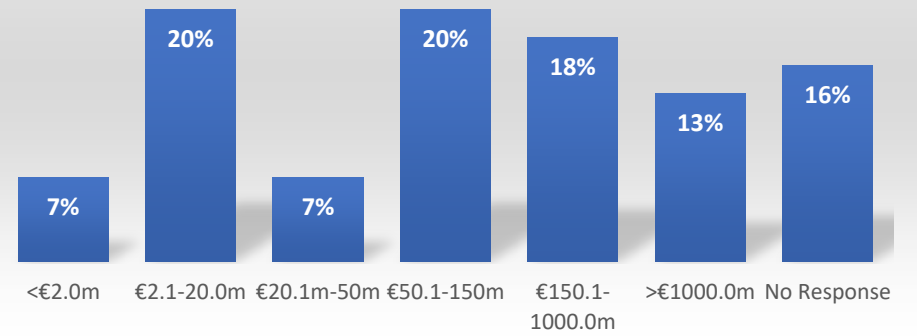
15. Business Sector of Last Assignment



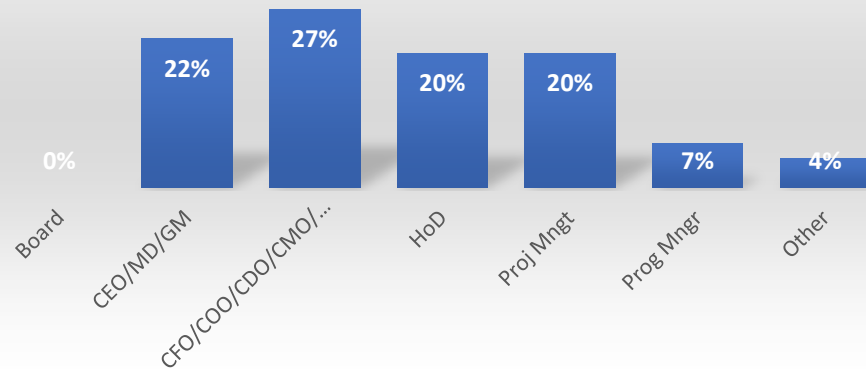
16. Company Size Contracted with
(no. of employees)



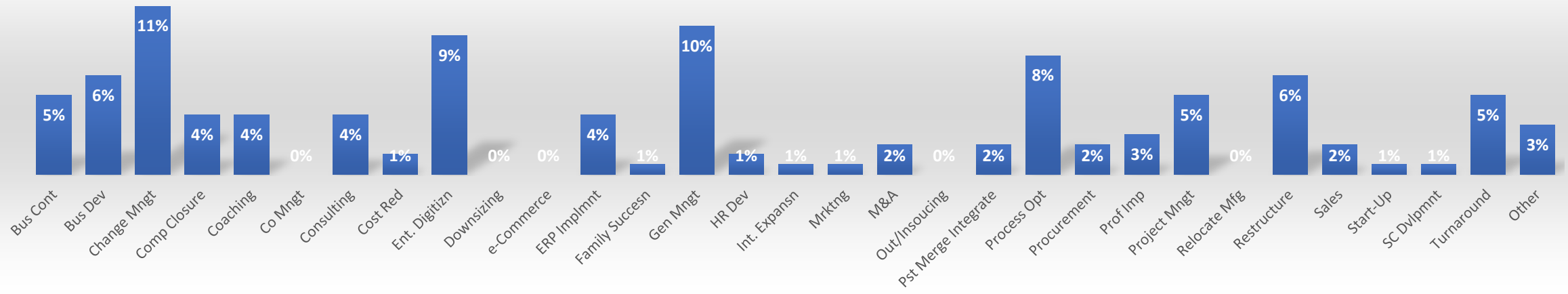
17. Company Size Contracted with
(revenue p.a. in €)



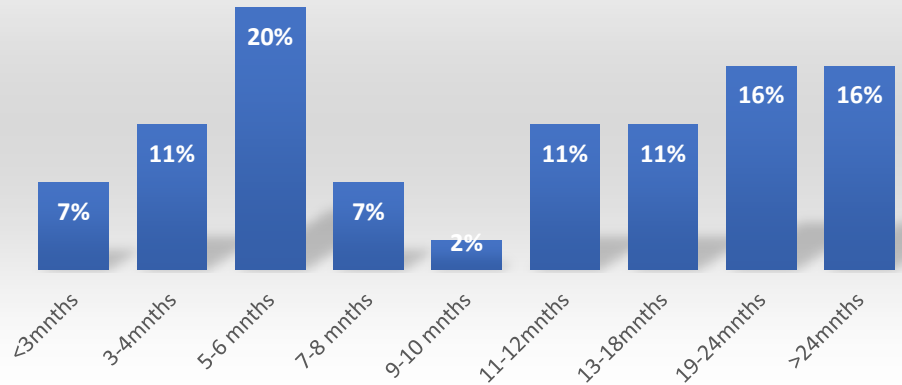
18. Management Level of Last Assignment



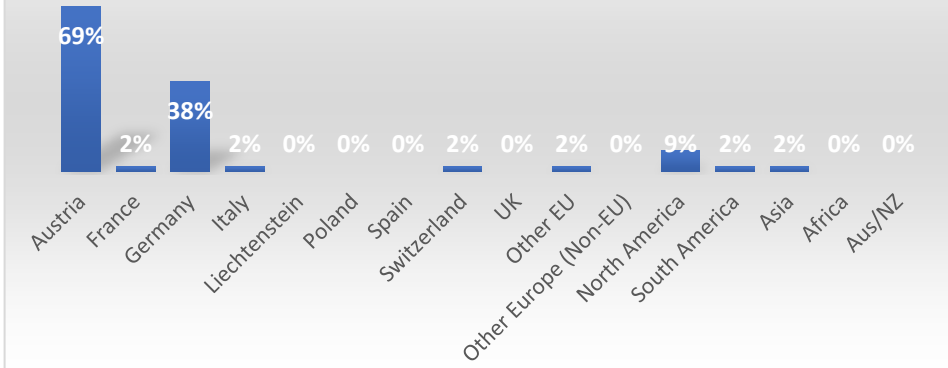
19. 'Business Issues' in Last Assignment



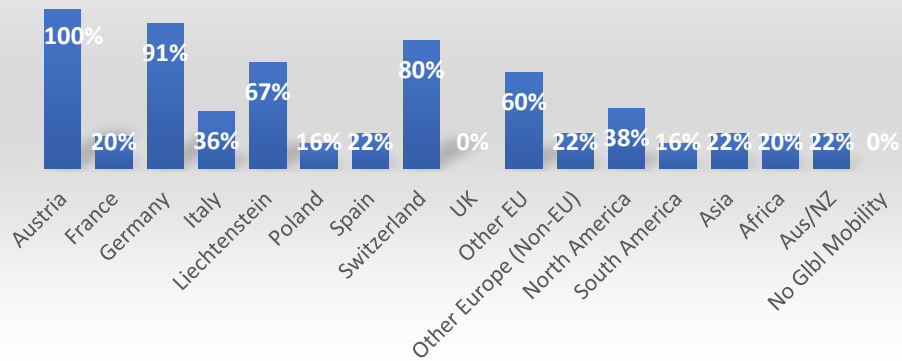
20. Duration of Last Assignment



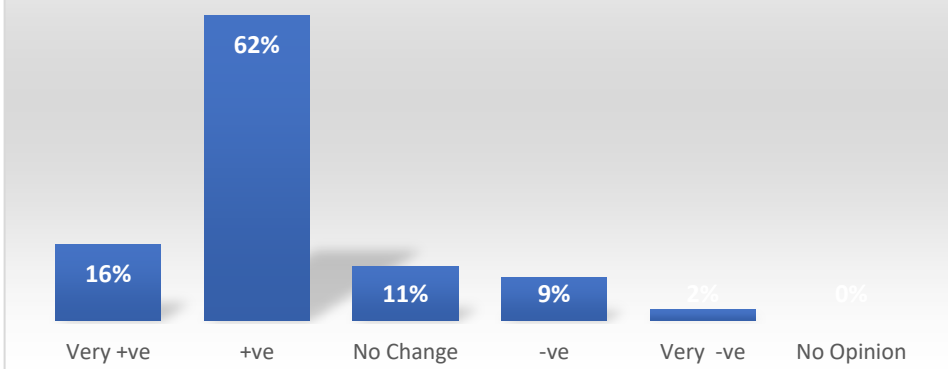
21. Country / Region of Last Assignment



22. Global Mobility for a New Assignment



23. IM Market Development Next Year



24. Biggest Challenges in Next Business Year

Topic 1	After successful project fast new IM mandate
Topic 2	Developing of own network for leads
Topic 3	Increasing pricing by minimum 10%
Topic 4	Increase of capacity utilization - more balance
Topic 5	Client Awareness
Topic 6	Increasing of references
Topic 7	Transformation, Digitalization, Cost Reduction
Topic 8	Resilience
Topic 9	Acquisition of new projects
Topic 10	Self-Marketing