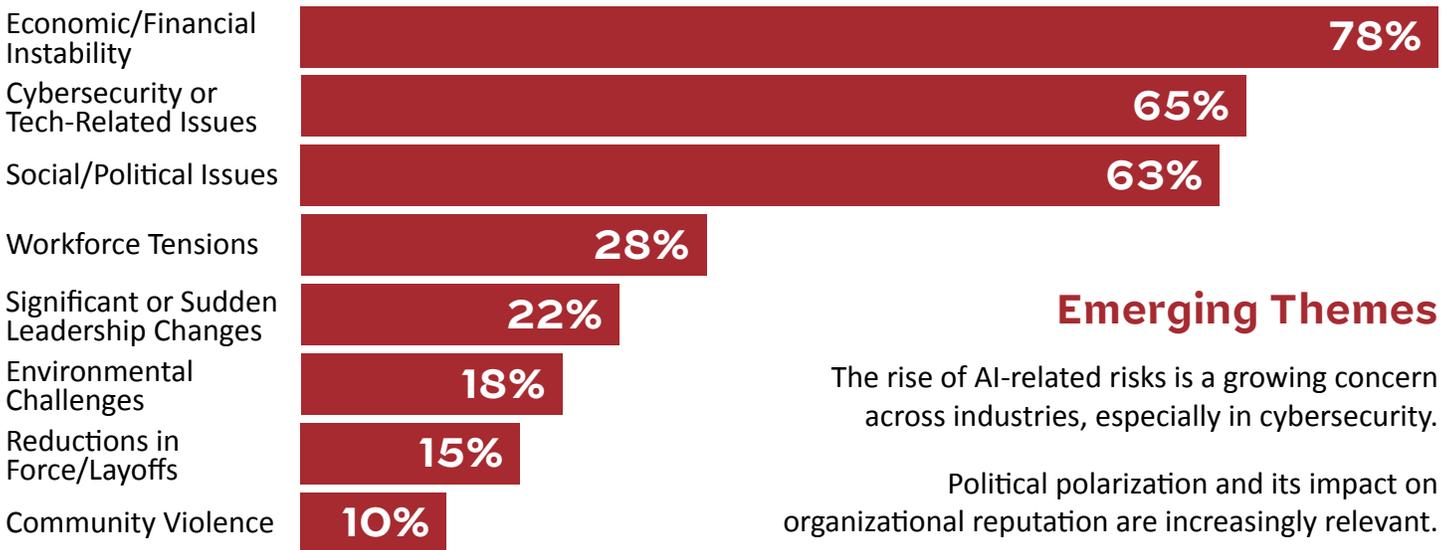


# Crisis Communications Concerns in 2025

Based on a collected survey data, this analysis identifies consistent trends across industries and provides an overview of the most common crisis communication concerns for 2025.

## Top Crisis Concerns Across Industries



## Emerging Themes

The rise of AI-related risks is a growing concern across industries, especially in cybersecurity.

Political polarization and its impact on organizational reputation are increasingly relevant.

Environmental challenges, including weather-related crises, are gaining attention in industries like manufacturing and consumer goods.

## Industry-Specific Concerns

### EDUCATION

Economic instability, cybersecurity, social or political issues and layoffs

### HEALTHCARE

Economic instability, cybersecurity concerns and workforce tensions

### MANUFACTURING

Cybersecurity and aging infrastructure concerns

### CONSUMER GOODS

Workforce tensions and environmental challenges

### FINANCE

Cybersecurity concerns, economic instability and social or political issues

### SERVICE SECTOR

Cybersecurity concerns, economic instability and workforce tensions

## Organizational Preparedness

54%

respondents indicated they have a crisis communications plan reviewed in the last 12 months.

organizations with <50 employees are less likely to have a reviewed plan compared to larger organizations (>1000 employees).