

Selected results of the trade visitor survey

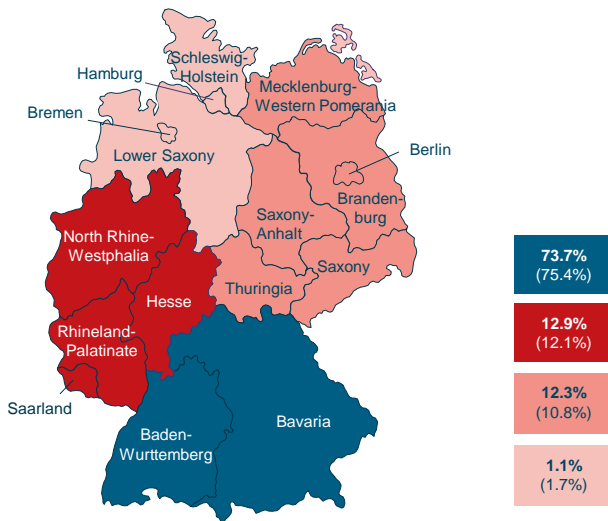
Base: Nuremberg 2017 (Nuremberg 2015)

Structural Data 2017	Total	Germany	Inter-national
Exhibitor	652	609	43
Net exhibition area in sqm incl. special show	19,345	18,592	753
Visitor	26,800	26,136	864

Share of trade visitors: 98.9% (2015: 98.6%)

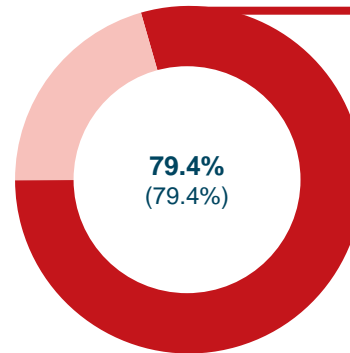
Origin

(the %-figures concerning the Federal States relate to German trade visitors)

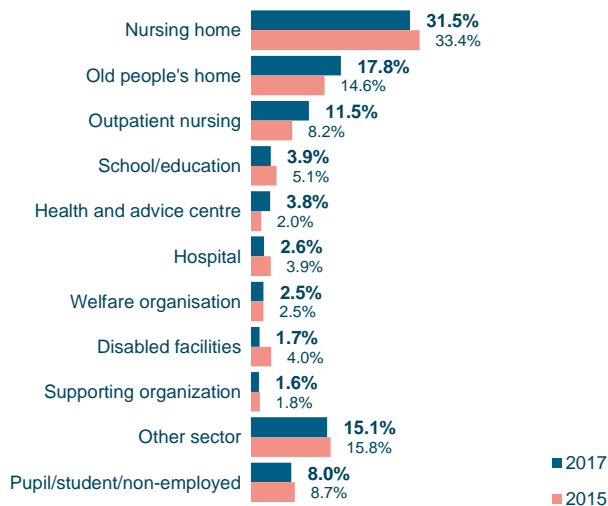


Purchasing and procurement decisions

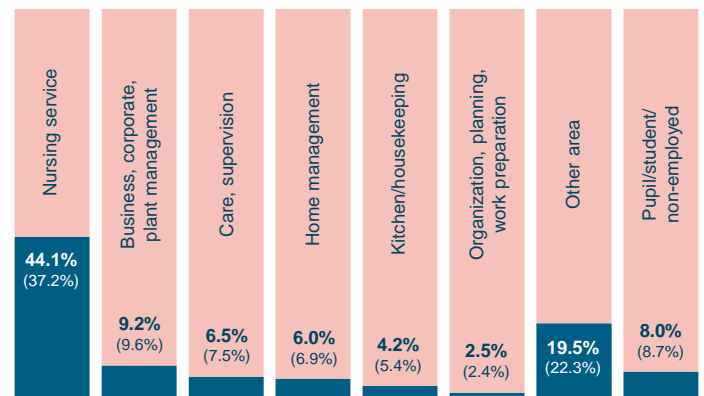
influence procurement decisions in their company



Sectors of economy



Range of duties in the company

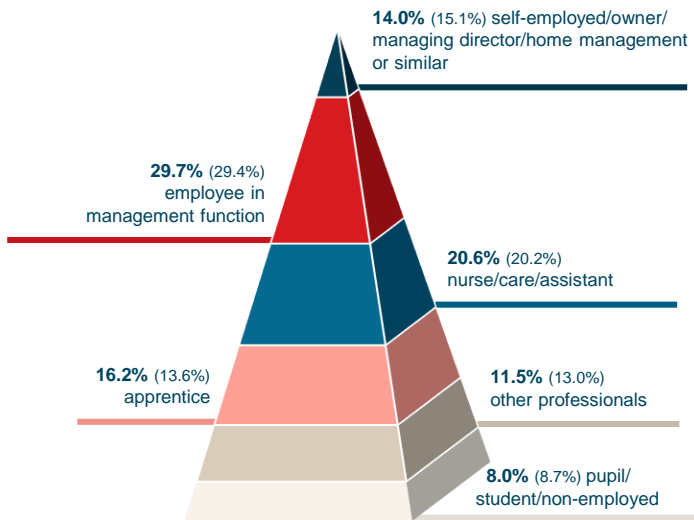


Gathered and analysed by:

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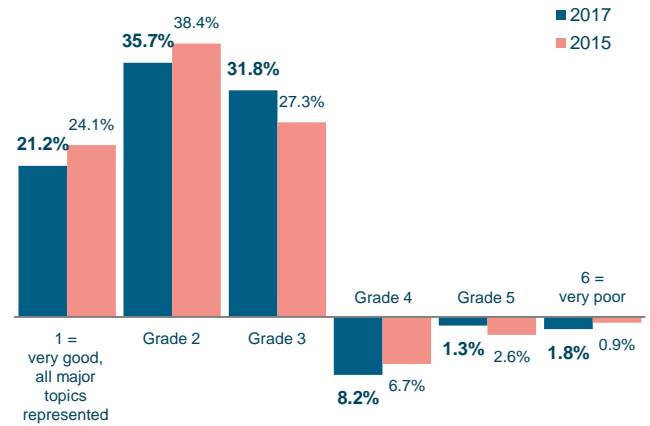
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Occupational status



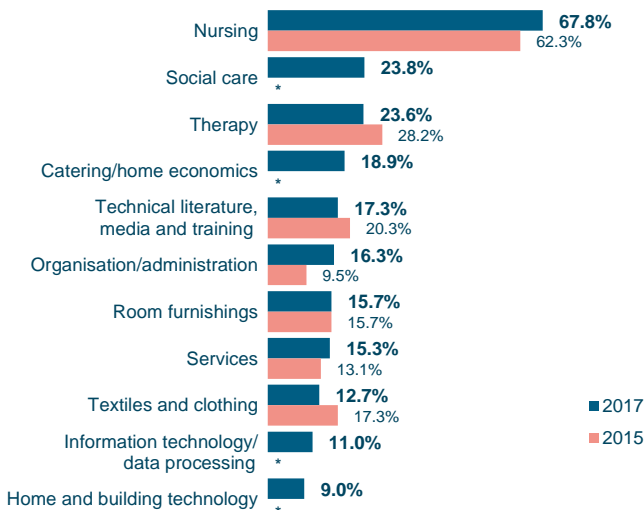
Rating of offerings

(Scale from 1 = very good, all major topics represented to 6 = very poor)



Interest of offer

(Multiple answers/abstract >=9%)



* = No comparison possible

Reasons for visiting

(Multiple answers/abstract >5%)

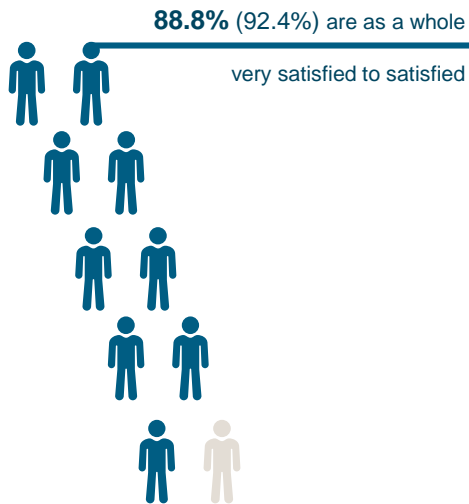
Information on new products	58.0%	(61.9%)
Further education/extending knowledge	33.6%	(36.9%)
Experience/exchange of information	28.4%	(26.8%)
General market orientation	23.1%	(25.7%)
Information on education/further training	22.9%	(22.4%)
Maintaining business contacts	16.2%	(15.3%)
Preparation of investment and purchasing decisions	12.4%	(13.0%)
Setting up new business contacts	11.9%	(9.7%)
Participation in the conference	5.2%	(4.0%)

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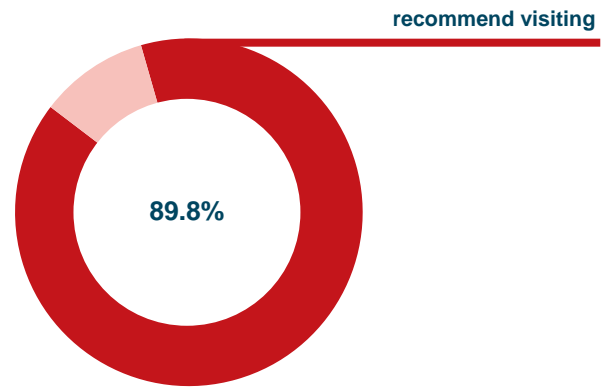
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Overall impression of the ALTENPFLEGE

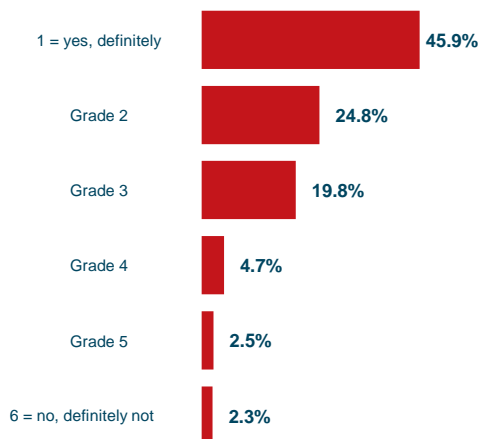


Recommendation intention



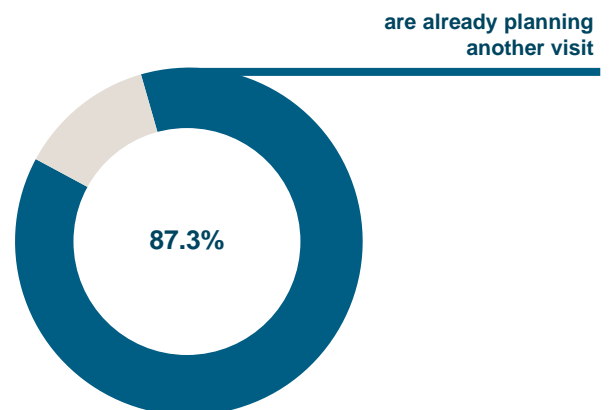
No comparison to 2015 possible

Success/trade fair benefit



No comparison to 2015 possible

Intention to visit again



No comparison to 2015 possible

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