

Selected results of the visitor survey

Base: Hanover 2016 (Hanover 2014)

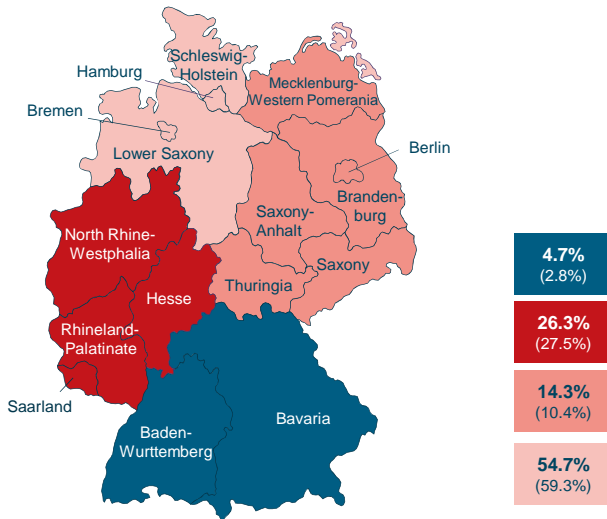
| Structural Data 2016 | Total | Germany | Inter-national |
|---|--------|---------|----------------|
| Exhibitor | 582 | 542 | 40 |
| Net exhibition area in sqm incl. special show | 18,500 | 17,929 | 571 |
| Visitor | 27,600 | 27,296* | 304* |

* Source: trade visitor survey

Share of trade visitors: 98.8% (2014: 98.8%)

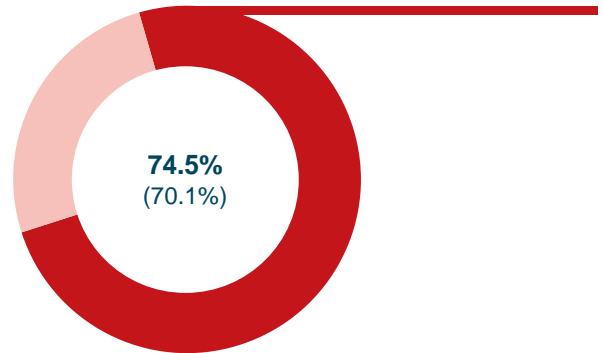
Origin

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

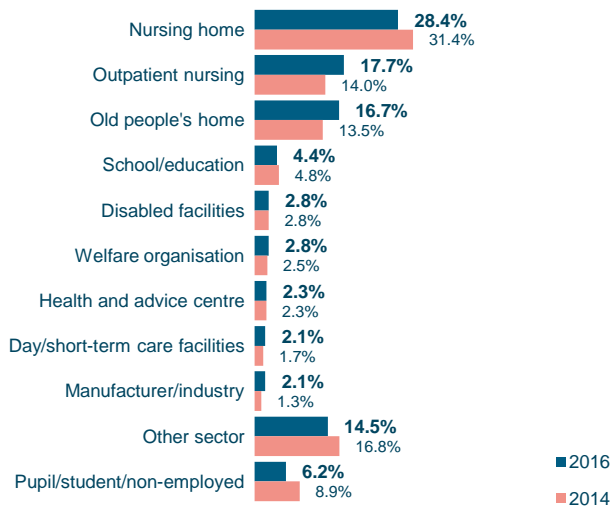


Purchasing and procurement decisions

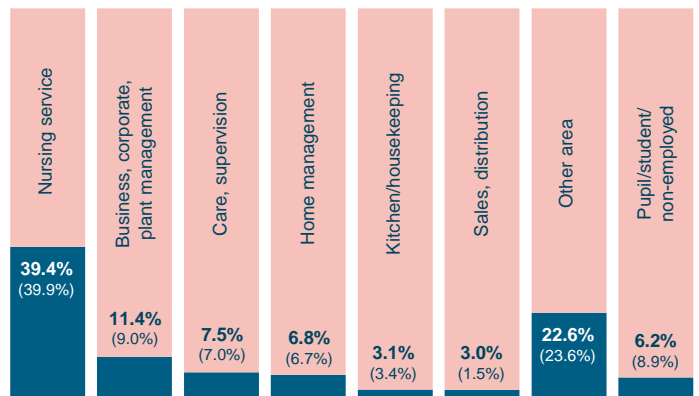
influence procurement decisions in their company



Sectors of economy



Range of duties in the company

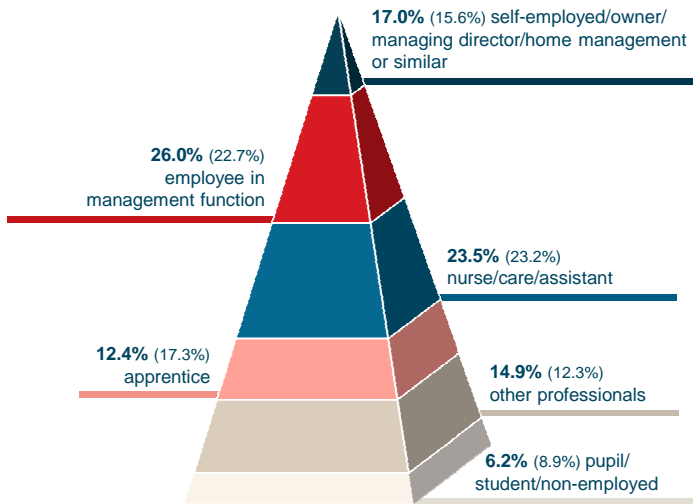


Gathered and analysed by:

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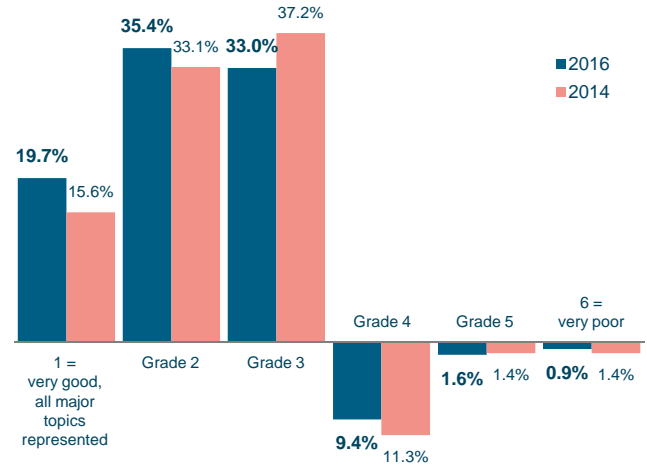
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Occupational status



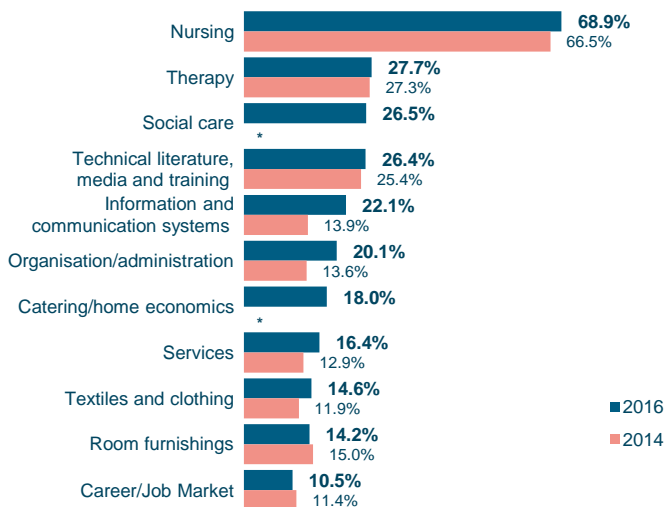
Rating of offerings

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



Interest of offer

(Multiple answers/selected >10%)



* = No comparison possible

Reasons for visiting

(Multiple answers/selected >9%)

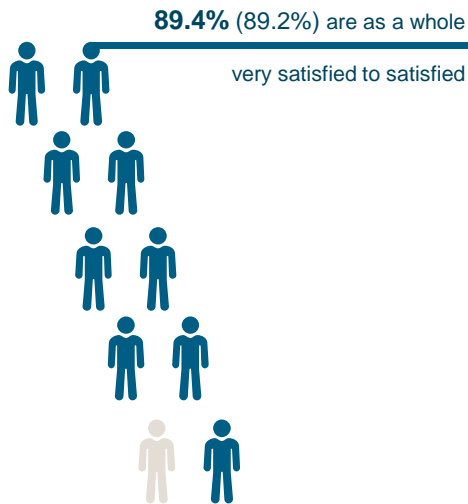
| | | |
|--|-------|---------|
| Information on new products | 57.6% | (58.5%) |
| Further education/extending knowledge | 34.5% | (37.6%) |
| Experience/exchange of information | 28.6% | (26.1%) |
| General market orientation | 28.4% | (22.2%) |
| Information on education/further training | 22.8% | (23.7%) |
| Maintaining business contacts | 17.6% | (11.5%) |
| Setting up new business contacts | 12.3% | (10.1%) |
| Preparation of investment and purchasing decisions | 11.8% | (10.7%) |
| Influence on product development | 9.4% | (8.9%) |

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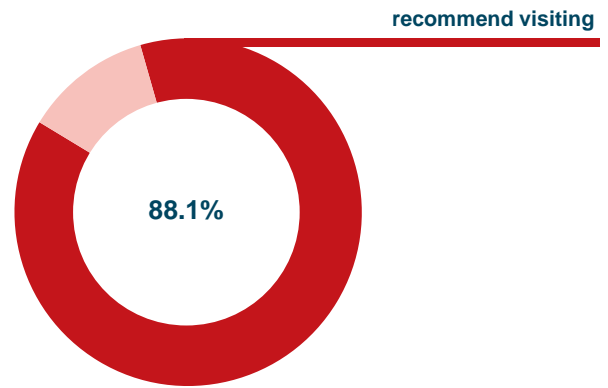
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Overall impression of the ALTENPFLEGE

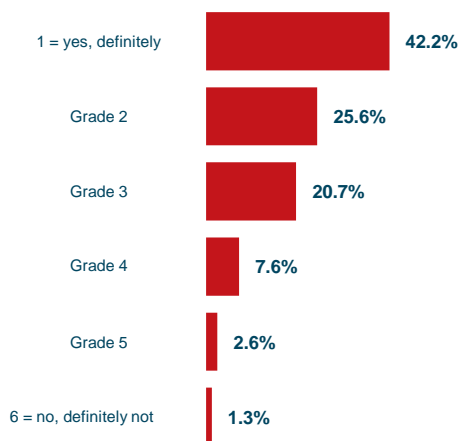


Recommendation intention



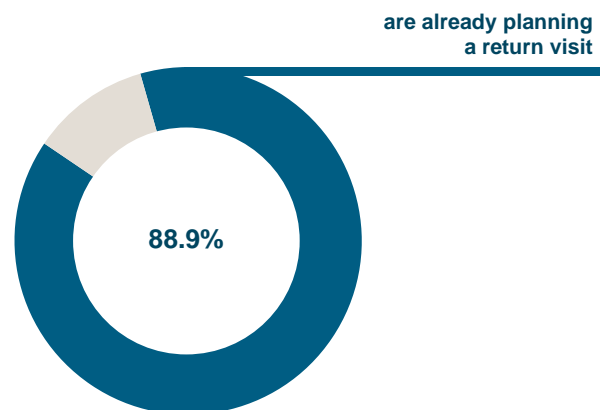
No comparison to 2014 possible

Success/trade fair benefit



No comparison to 2014 possible

Intention to visit again



No comparison to 2014 possible

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