UFI Global Exhibition

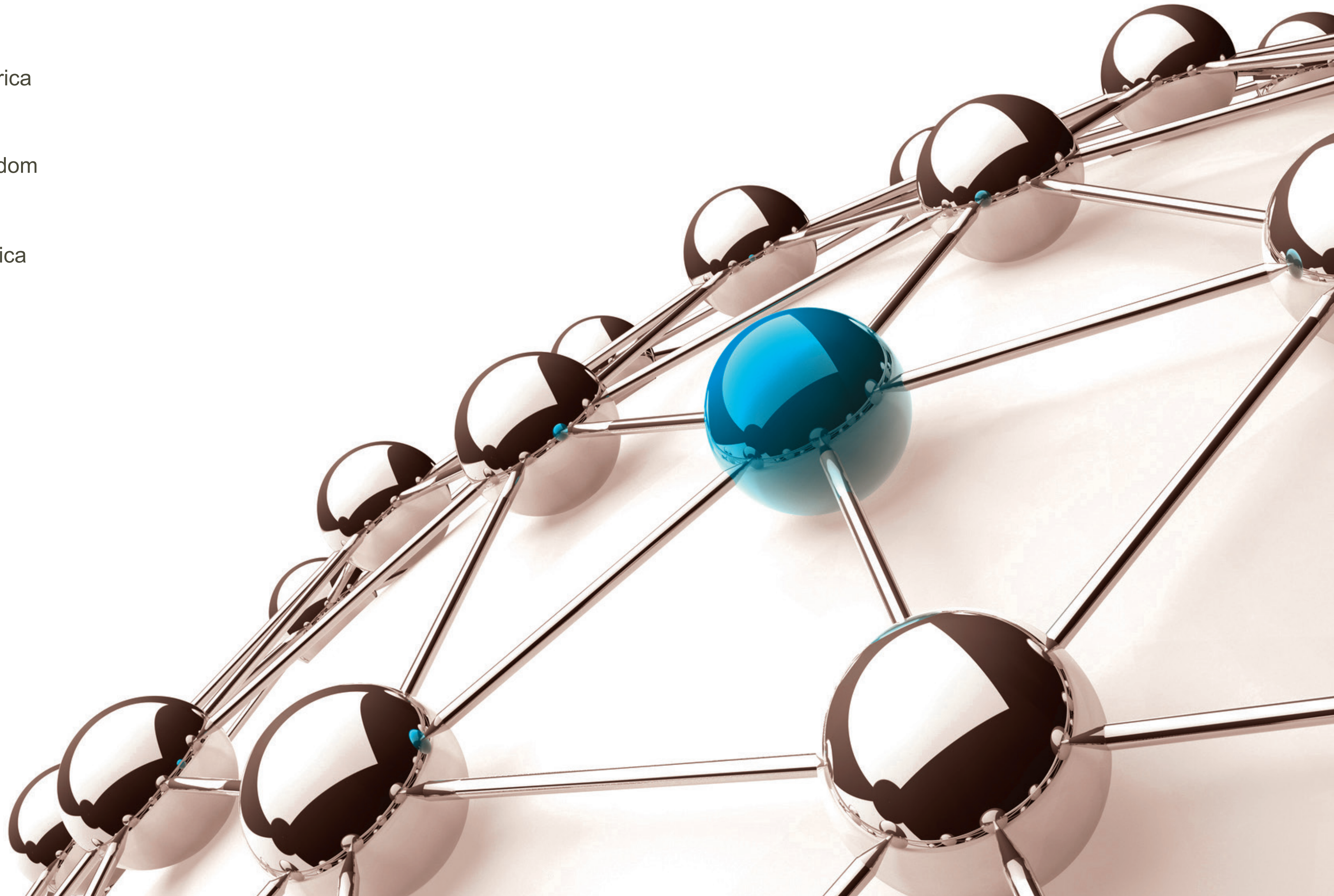
Barometer

ufi The Global Association of the Exhibition Industry

20th Edition

Report based on the results of a survey concluded in January 2018

ufi The Global Association of the Exhibition Industry	Global
AAXO Association of African Exhibition Organisers; EXSA Exhibition & Event Association of Southern Africa	Southern Africa
AEO Association of Event Organisers	United Kingdom
AFIDA	Central & South America
AMPROFEC	Mexico
ASPERAPI IECA	Indonesia
Exhibition & Event Association of Australasia	Australia
IEIA Indian Exhibition Industry Association – The Gateway To Indian Trade Shows	India
Macau Fair & Trade Association	Macau
SISO Society of Independent Show Organizers	US
TEA Thai Exhibition Association	Thailand
UBRAFE União Brasileira dos Promotores de Feiras	Brazil



Contents

Introduction

Welcome to the 20th edition of the “UFI Global Exhibition Barometer“ survey. This study is based on a global survey, concluded in January 2018. It represents up to date information on the development and the outlook of the global exhibition industry as well as on 17 specific countries and geographic zones.

UFI began assessing the impact of the global economic conditions on the exhibition industry twice a year in 2009. In 2010, this semi-annual survey became the “UFI Global Exhibition Barometer“.

This survey includes Members of EEAA (The Exhibition and Event Association of Australasia), IECA (Indonesia Exhibition Companies Association) and MFTA (Macau Fair Trade Association) as from this last survey.

These 3 Associations join the list of other associations which partner with UFI for this research: AEO (Association of Event Organisers, UK), AFIDA (Asociación Internacional de Ferias de América), AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones), AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, IEIA (Indian Exhibition Industry Association), SISO (Society of Independent Show Organizers), TEA (Thai Exhibition Association) and UBRAFE (União Brasileira dos Promotores Feiras) in Central and South America.

Important remarks

It should be noted that the number of replies to the current survey (290 from 53 countries - see full list at the end of the document) provides representative results. However, the consolidated regional results may not reflect the situation of specific countries in that region. This is why the report also includes a set of detailed results for the 17 countries or zones where a significant number of answers were obtained are included.

Questions related to this survey can be addressed to Christian Druart, UFI Research Manager, at chris@ufi.org.

This research is available online at www.ufi.org/research.

Gross Turnover Development

The 20th Barometer surveyed the evolution of participants' gross turnover expectations for the second half of 2017 and the two halves of 2018 compared to their turnover during the same period in the previous year (regardless of possible biennial effects).

The chart on the next page presents, at regional level, the percentage of companies declaring an increase in their turnover. It combines these results with those of previous surveys since 2008 and it does not take into account the "unknown" or "not applicable" answers.

These results show that in the Americas, Europe and Asia – Pacific, 70 to 80% of companies report an increase of their turnover in the 2nd half of 2017. The Middle East – Africa region reports around 50% of companies registering such growth. For 2018, the positive outlook needs to be looked in detail with the next series of results, due to the significant proportion of companies who were uncertain as to their future turnover.

The charts included in the second part of this report ("Detailed results for selected countries or zones") detail these regional results, adding the percentage of companies declaring decreases in their turnover and the percentage of "unknown" answers. They show a variety of situations:

- In the Americas, all 3 markets analysed (US, Mexico and Brazil) present a very positive and stable outlook for both halves of 2018, with around 80% of companies anticipating an increase respectively;

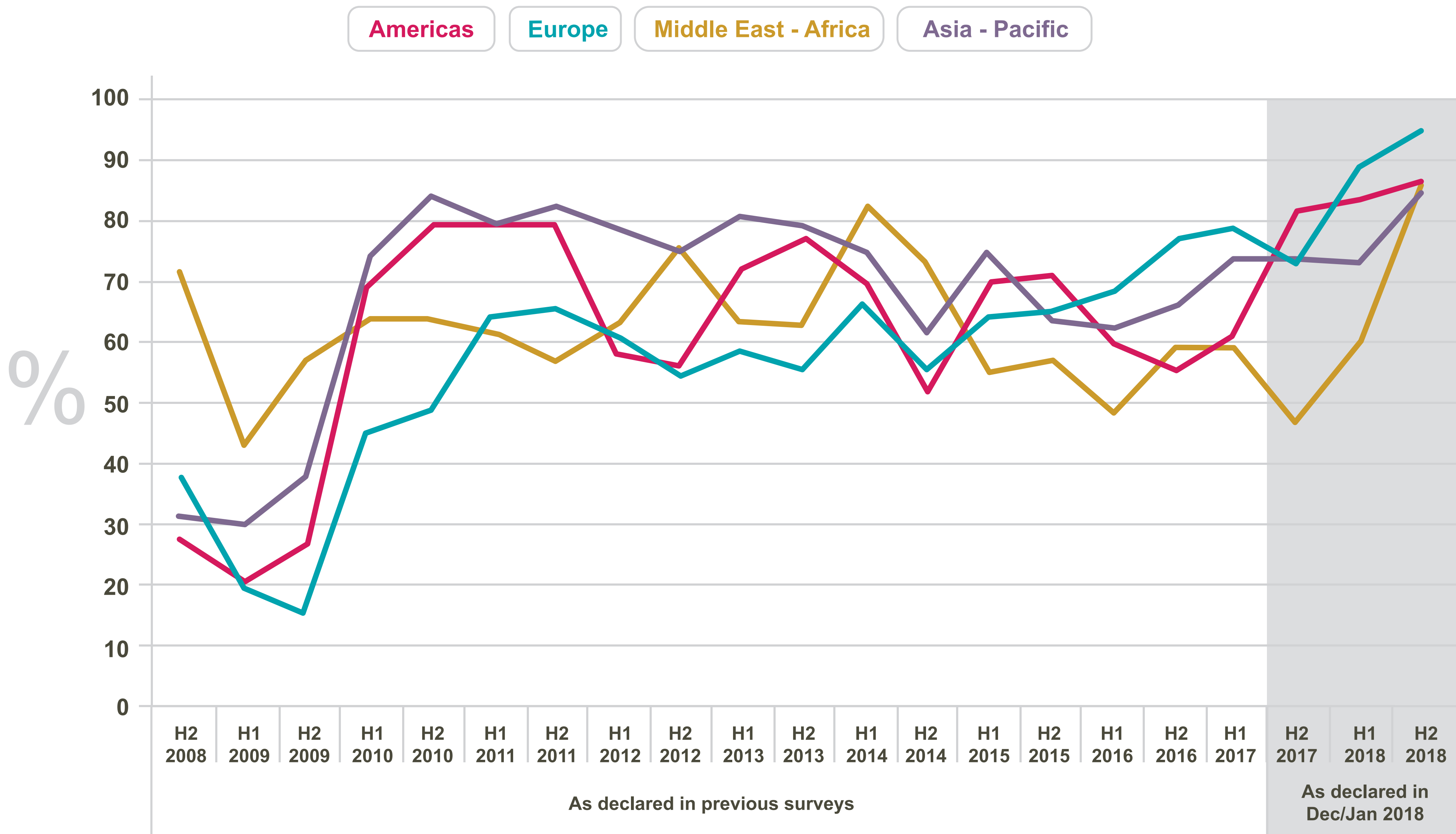
- In Europe, 80 to 90% of companies in Germany and in the UK anticipate an increase of their turnover for 2018; the outlook is also positive for the other 3 markets analysed (Italy, Russia and rest of Europe) despite a larger proportion of uncertainty (20 to 30% on average)

- In the Middle East, 84% of companies declared an increase of their turnover for the 2nd half of 2017 and the outlook remains rather positive for the two halves of 2018 (67% and 75%).

- In South Africa, only 25% of companies declared an increase in the second half of 2017 but the situation improves in 2018: 52% for the first half and 77% for the second.

- In Asia - Pacific, 73 to 83% of companies anticipate an increase of turnover, on average for the 2 halves of 2018. Australia, Macau and Thailand appear to anticipate higher levels of growth than in the other markets analysed; in China, India, Indonesia and the rest of Asia-Pacific, more companies report uncertainty.

% of companies declaring an increase in turnover when compared to their projections for the same period the year before (regardless of possible biennial effects)



Development of Operating Profits

The 20th Global Barometer survey questioned the evolution of operating profits for 2018 compared to the previous year.

The chart presented on the following page combines these results with those of previous surveys which track the development of operating profits since 2009. It highlights the results of companies declaring an increase of more than 10% and those declaring a result between -10% and +10%.

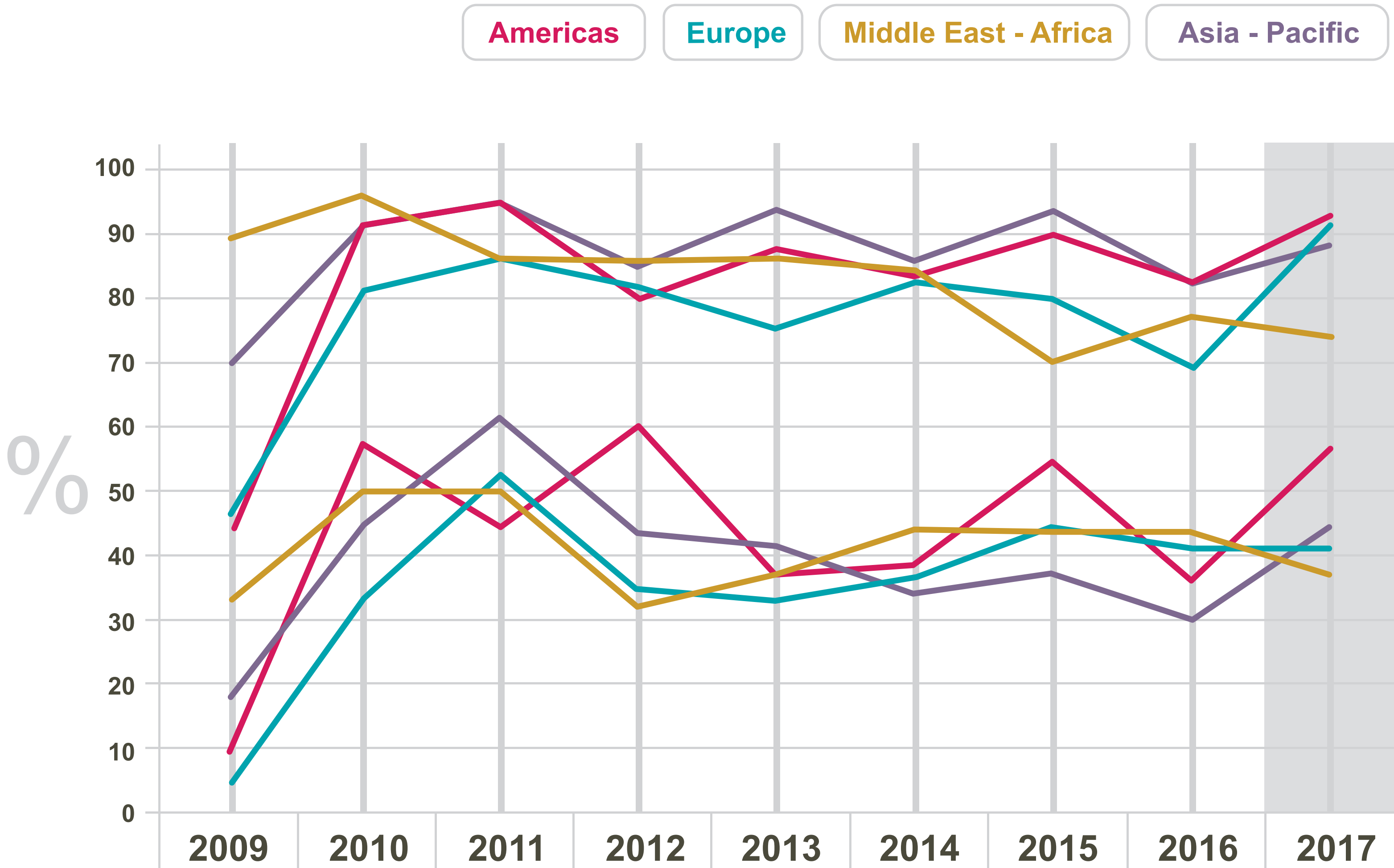
The charts included in the second part of this report ("Detailed results for selected countries or zones") detail these results, adding the percentage of companies with reductions in profits or losses.

The detailed results show that most regions maintained or improved a good level of performance in 2017:

- For the following 9 markets analysed, a majority of companies declared an **increase of their operating profit in 2017: Mexico (69% of companies), the US (67%), Middle East (62%), Indonesia (57%), Brazil (55%), the UK (54%), China (53%), Macau (50%) and Germany (40%);**

- For these 8 other markets, the operating profit remains **between -10% and +10%: Russia (75%), Italy (54%), India (53%), rest of Europe (50%), Thailand (45%), rest of Asia – Pacific (44%), Australia (43%) and South Africa (42%).**

Operating Profits compared to the previous year



% of companies declaring:

- stable profits (between -10% and +10%)

- or increases of more than 10%

% of companies declaring

- profitor increases of more than 10%

Revenue Share Expected from New Business Models

Many companies around the world state that one of their strategic priorities is to develop revenue from new business models. Different event formats, digital revenues, or marketing services are listed as opportunities among others. Companies were asked to share what percentages of their annual revenue they expect to generate from these different event formats in the future.

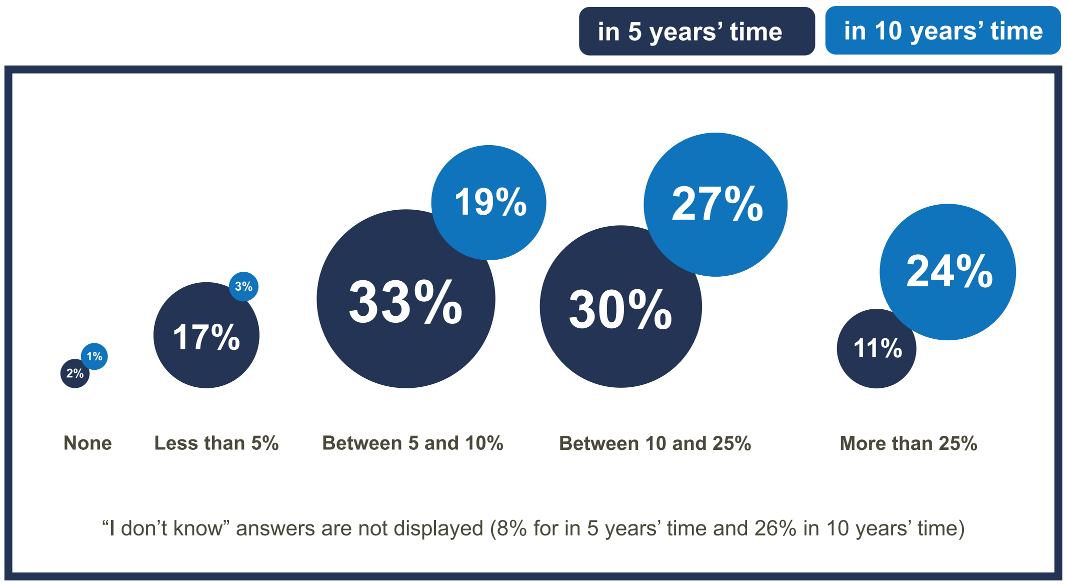
Globally, the 63% of participating companies expect between 5% and 25% of their future revenue share to come from new business models 5 years from now. 11% even expect this share to be higher than 25%, while 19% expect it to be between 0% and 5%. 8% of the participating companies did not share their expectation.

Looking ten years ahead, 51% of companies expect this share from new business models to be 10% and more, with 24% expecting more than one quarter of future revenue growth to come from new business models. Only 21% of participating companies expect the share to be below 10%. For this timeframe, however, 26% said that they cannot make a projection yet.

Out of the 17 markets analysed :

- 7 forecast a bigger impact than the global average, with more companies expecting more than 10% revenue share in 5 years' time already: the US and India (73%), Macau (69%), Thailand (67%), Australia (63%), Mexico (55%), Indonesia (54%)
- And the following 3 additional markets have a stronger proportion of companies than the rest of the world who believe that the revenue share in 10 years' time will be higher than 10%: China (71%), the UK (56%) and rest of Asia - Pacific (53%).

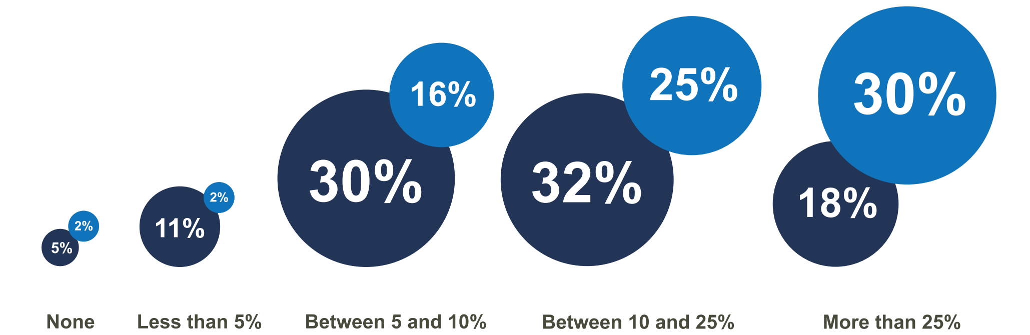
When looking at the results by company type, there are no significant differences between organisers and service providers. For venues however, this kind of revenue share is lower than for the other 2 segments: 71% consider that it will represent less than 10% in 5 years' time.



Revenue Share Expected from New Business Models: by region

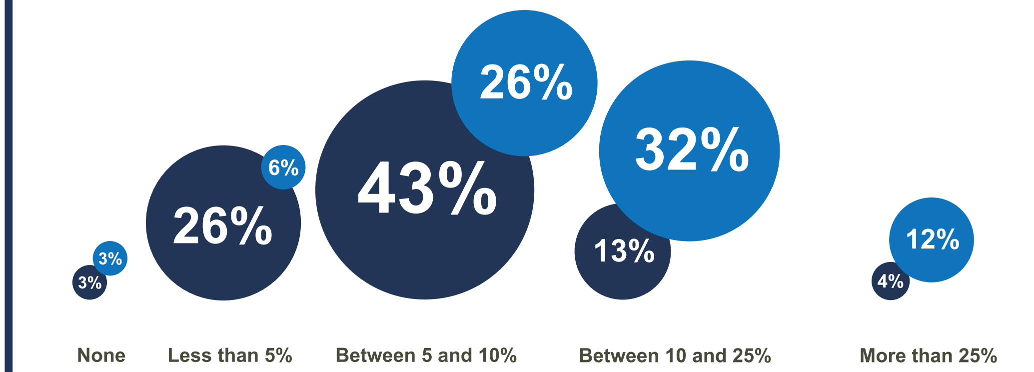
in 5 years' time | in 10 years' time

Americas



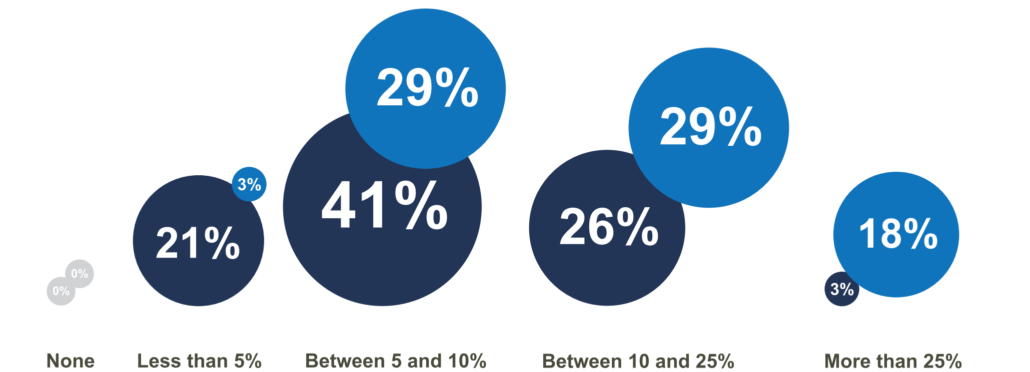
"I don't know" answers are not displayed (5% for in 5 years' time and 25% in 10 years' time)

Europe



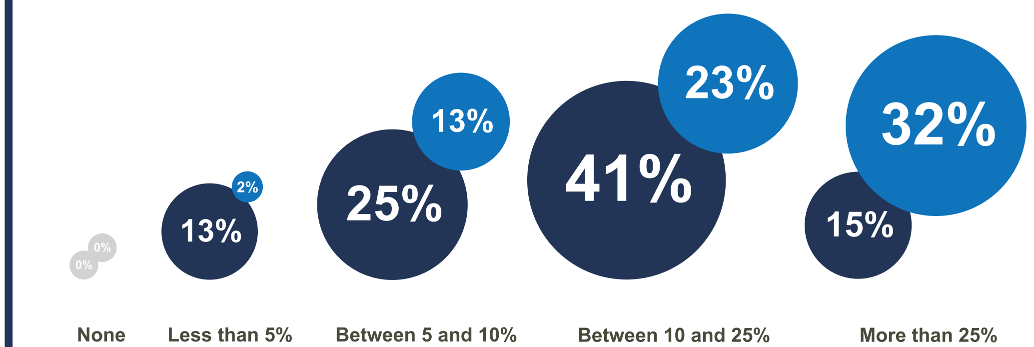
"I don't know" answers are not displayed (10% for in 5 years' time and 21% in 10 years' time)

Middle East - Africa



"I don't know" answers are not displayed (9% for in 5 years' time and 21% in 10 years' time)

Asia - Pacific



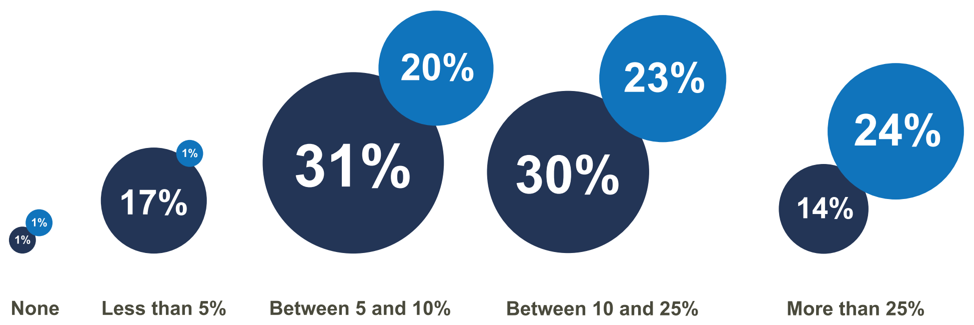
"I don't know" answers are not displayed (7% for in 5 years' time and 31% in 10 years' time)

Revenue Share Expected from New Business Models: by type of activity

The Global Association of the Exhibition Industry

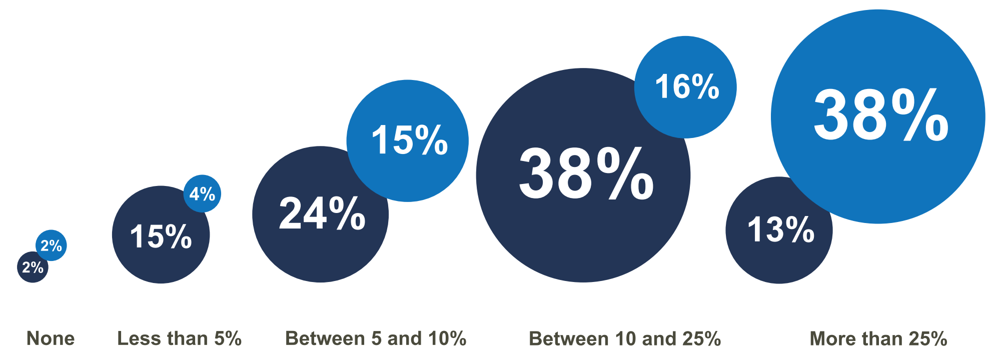
in 5 years' time | in 10 years' time

Organiser



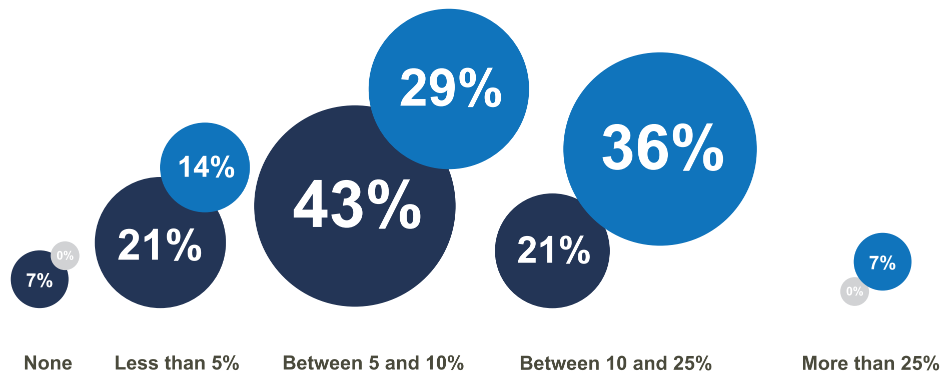
"I don't know" answers are not displayed (7% for in 5 years' time and 29% in 10 years' time)

Service provider only



"I don't know" answers are not displayed (9% for in 5 years' time and 25% in 10 years' time)

Venue only



"I don't know" answers are not displayed (7% for in 5 years' time and 14% in 10 years' time)

Most Important Business Issues

Companies were asked to identify the three most important issues for their business in the coming year from a pre-defined list of seven issues. Multiples choices were proposed to get further insight for some answers.

As in previous surveys, around 80% of all answers relate to the following 4 issues:

- **"State of the economy in home market" (25% in the current survey, same as 6 months ago);**
- **"Competition from within the industry" (21% in the current survey, same as 6 months ago);**
- **"Global economic developments" (16% in the current survey, down 4% compared to 6 months ago);**
- **"Internal challenges" (16% in the current survey, up 1% compared to 6 months ago), where "Human resources" are named as the most important aspect.**

It can be noted that **"Global economic developments" has become significantly less important in the last year:** "Competition from within the industry" ranks as the second most important issue for this survey and the last one, and "Internal challenges" appears at the same level.

"Impact of digitisation" ("Responding to customer digitisation needs", "New digital products" or "Internal processes"), "Competition with other media" ("Internet", "Social media", "Virtual trade shows" or "Other") and "Regulatory / Stakeholders issues" ("Sustainability", "Health & safety" or "Other) keep the same levels as in the recent surveys.

The next slide shows the consolidated global results, including further insights. The following page details those results by region and by type of activity (for 3 main segments: "Organiser", "Venue only" and "Service provider only"). Results show that **all regions and industry segments share the same 4 most important business issues.**

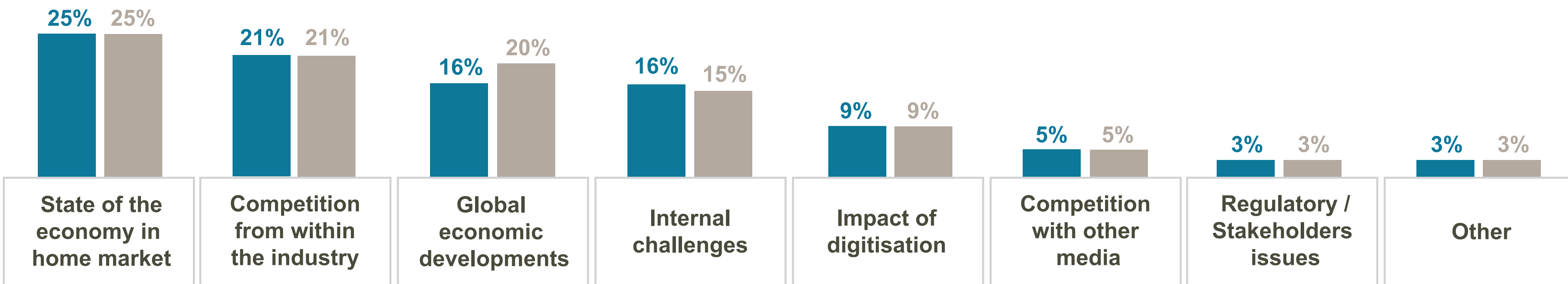
At the same time, the 17 market profiles show more variation in their most important business issues than in previous editions of this survey.

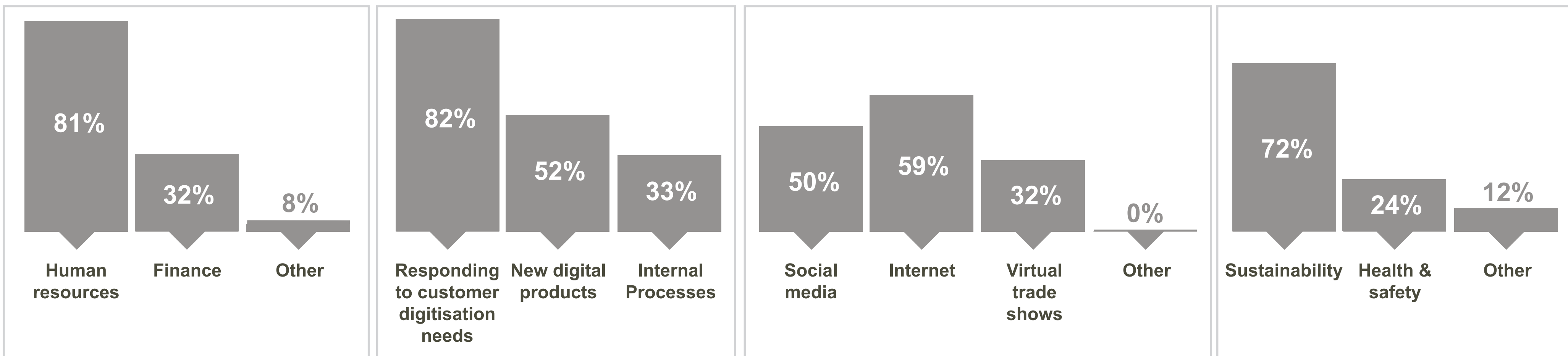
Top Issues: Global Results

The Global Association of the Exhibition Industry

Results from current survey – January 2018

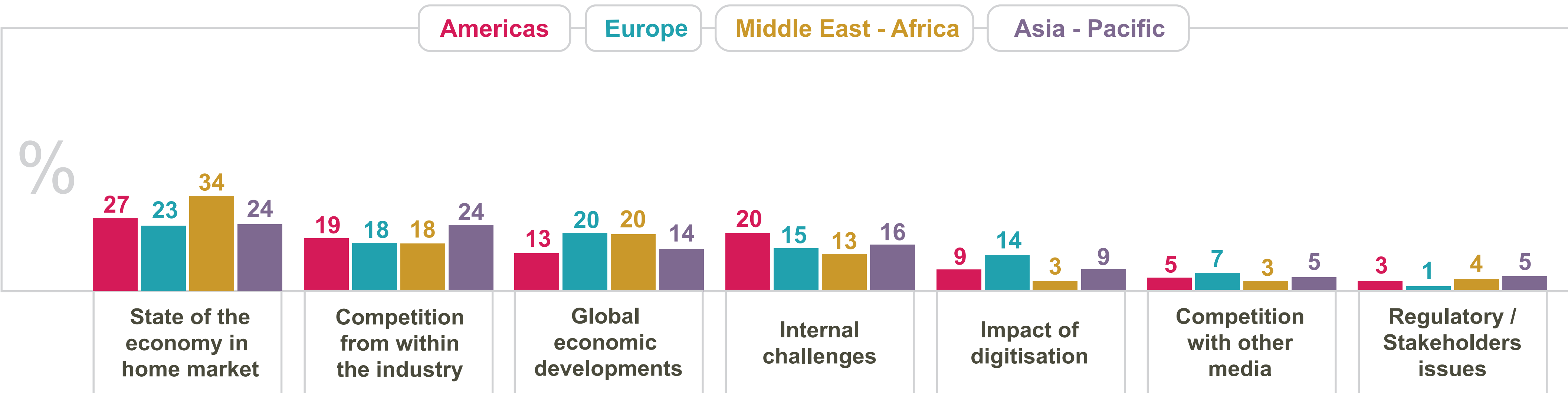
Results from last survey – July 2017

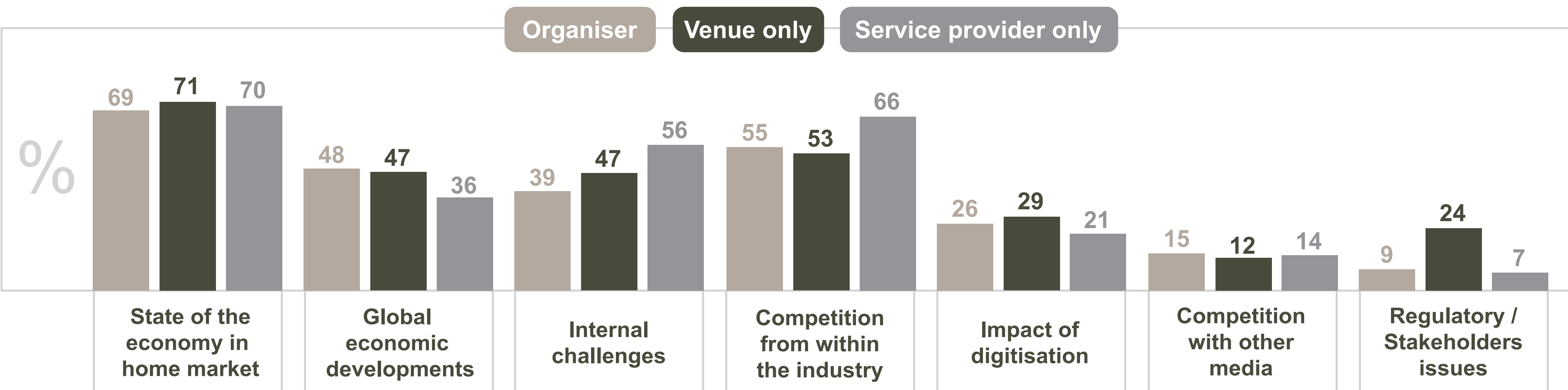




(multiple answers possible)

Most important issues: detail by region and type of activity





Priorities in terms of strategy

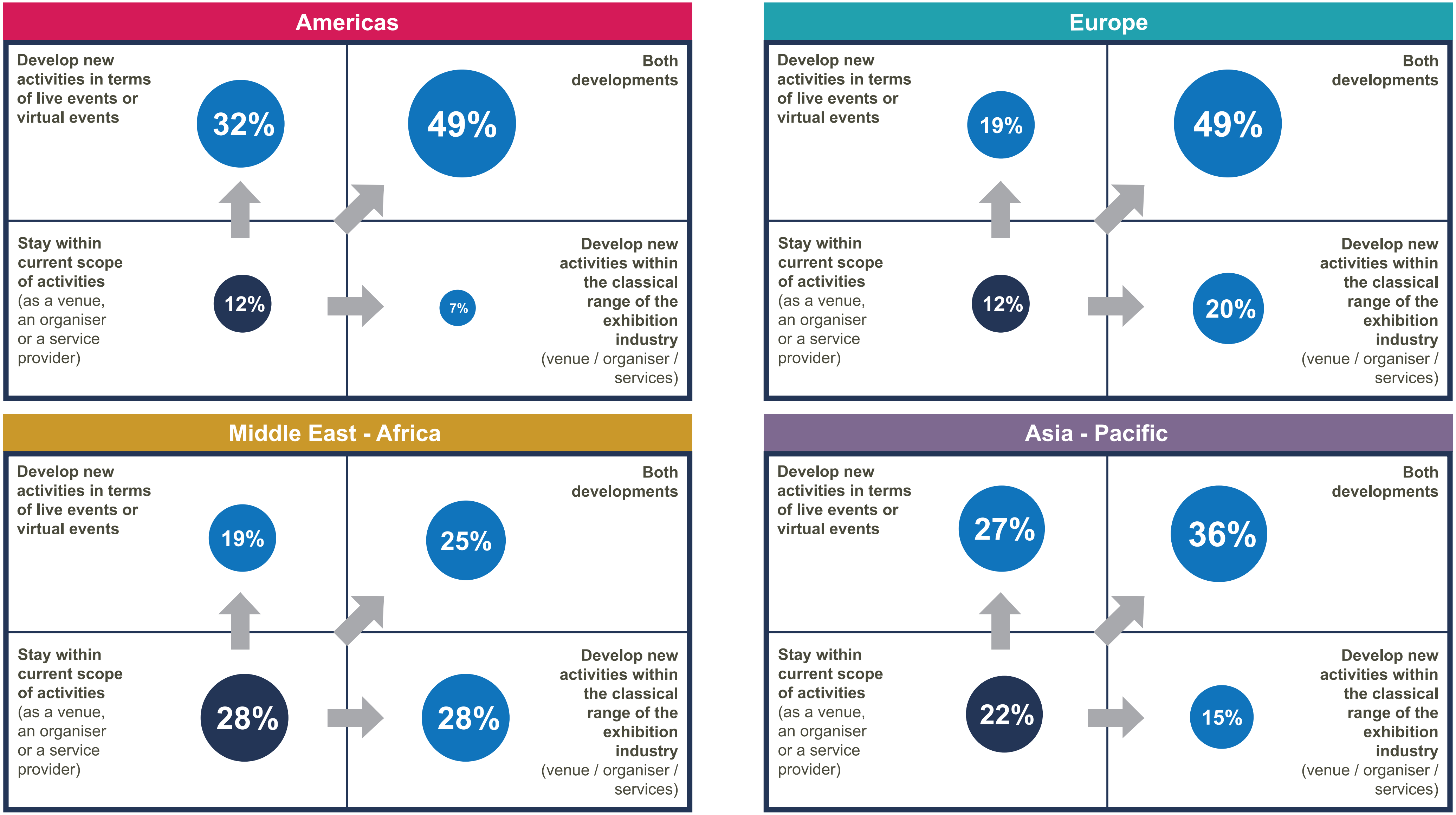
Companies were asked to share their current priorities in terms of strategy in two specific areas: their range of activities and their geographical exposure.

In all regions, a large majority of companies intend to develop new activities, in either the classic range of exhibition industry activities (venue/organiser/services), other live events or virtual events, or in both: 72% in the Middle East & Africa, 78% in Asia/Pacific and 88% in the Americas and Europe.

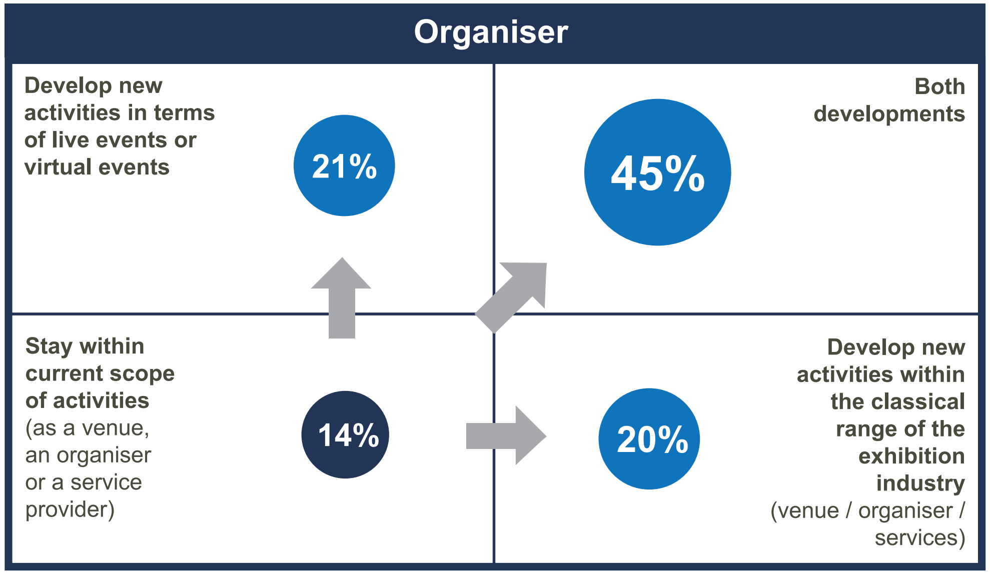
In terms of geographical expansion, 4 companies out of 10 on average declare an intention to develop operations in new countries, and this is the case for a majority of companies in 5 of the 17 markets analysed: the UK and the Middle East (67%), China (57%), India (53%) and Germany (50).

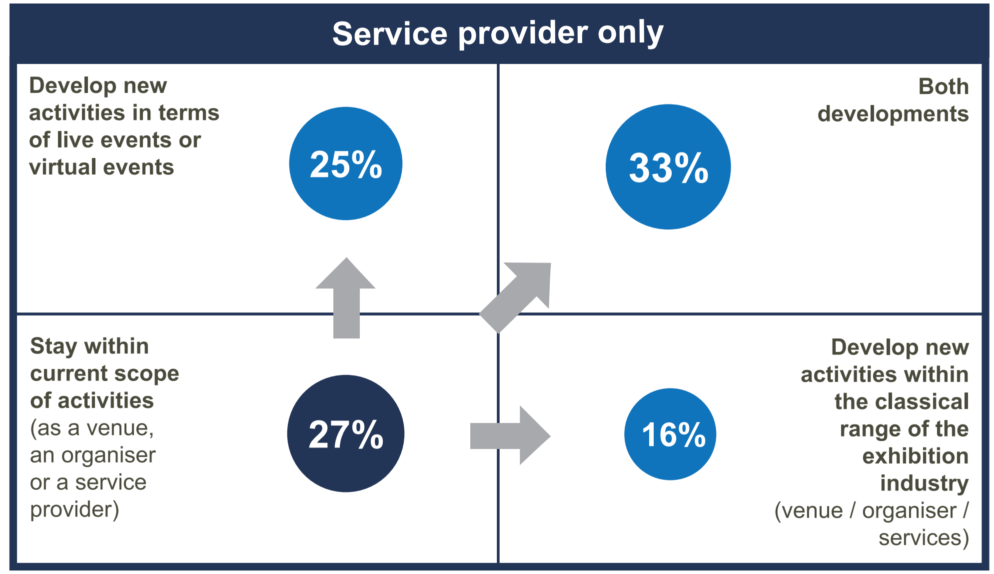
These results are also detailed in the following pages for the main segments of “company type” (“Organiser”, “Venue only” and “Service Provider only”).

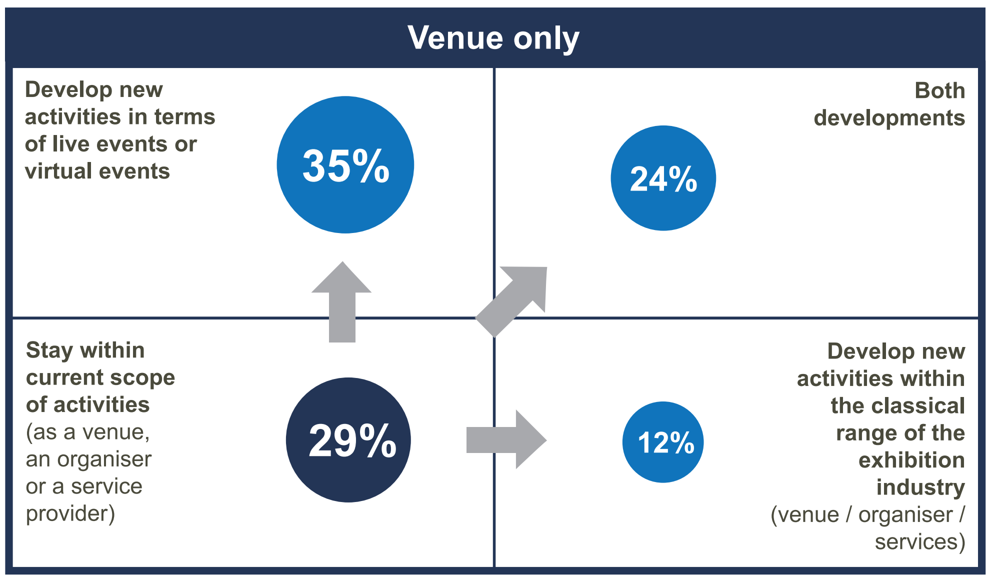
Current strategic priorities related to the range of activities: by region



Current strategic priorities related to the range of activities: by type of activity





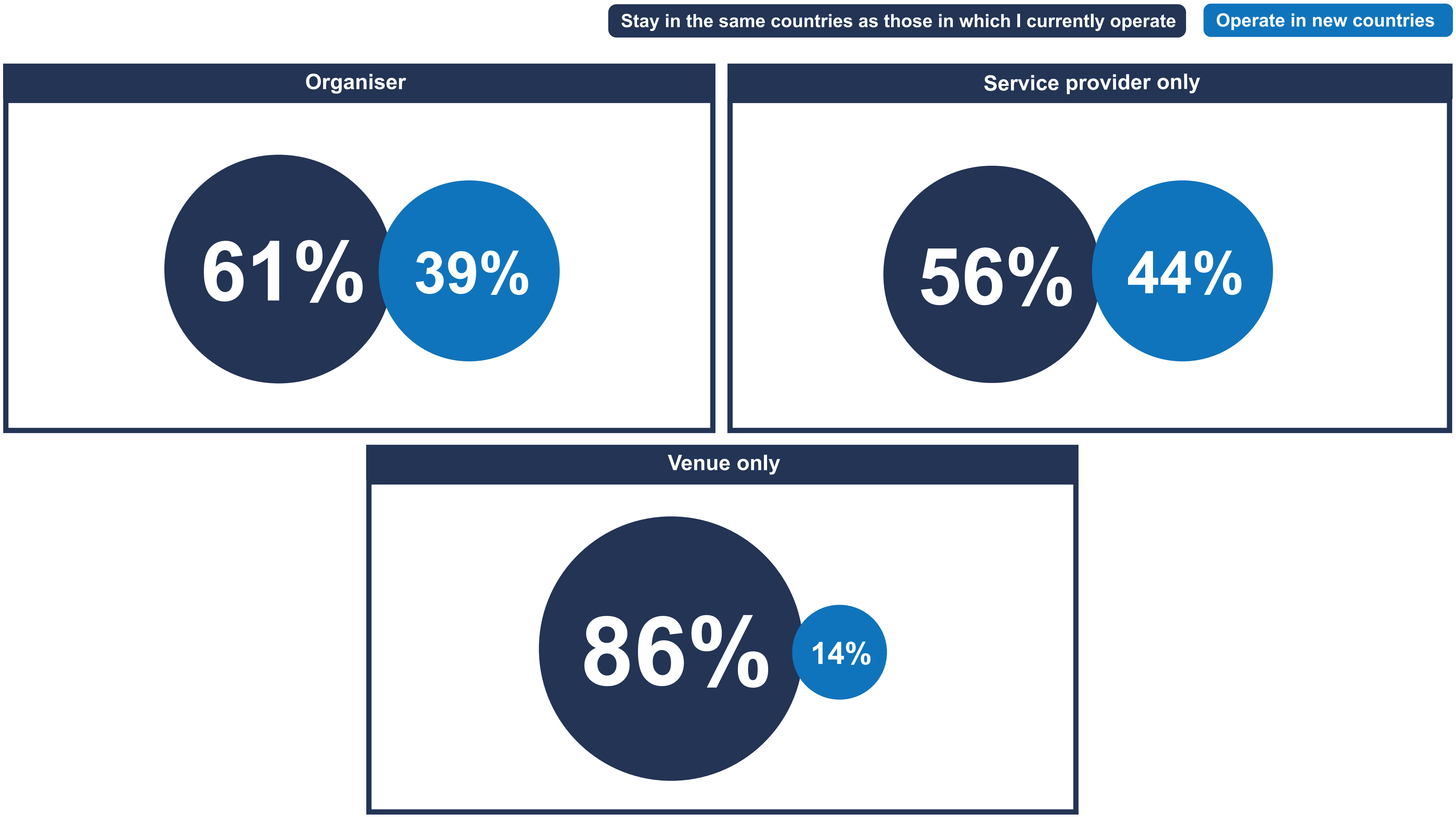


Current strategic priorities related to geographic exposure: region

The Global Association of the Exhibition Industry

Region	Stay in the same countries as those in which I currently operate	Operate in new countries
Americas	70%	30%
Europe	61%	39%
Middle East - Africa	52%	48%
Asia - Pacific	63%	37%

Current strategic priorities related to geographic exposure: by type of activity

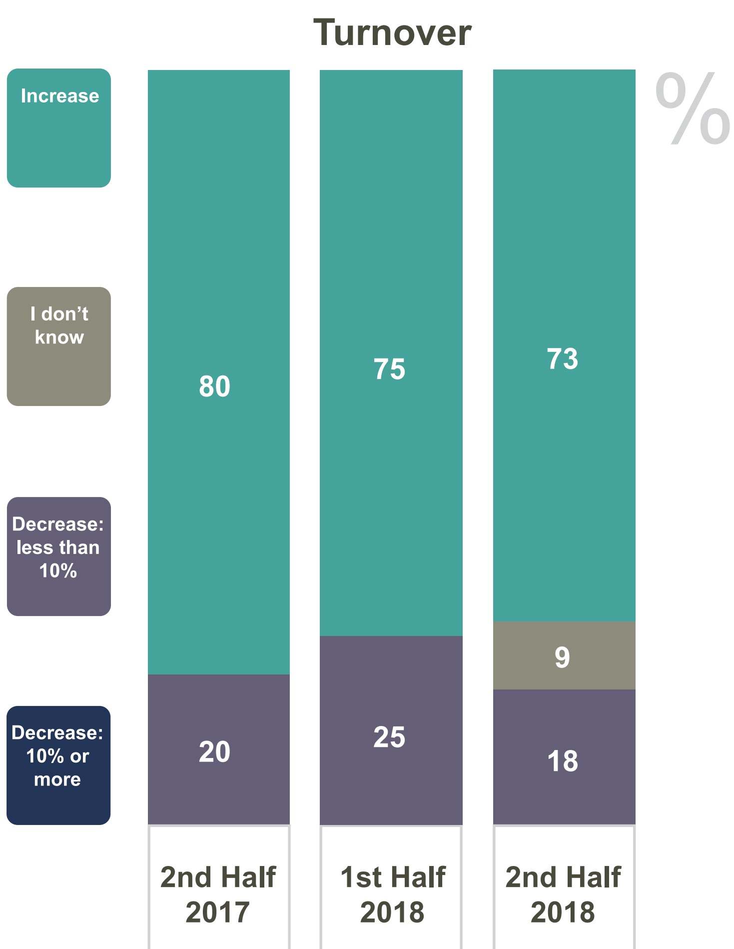


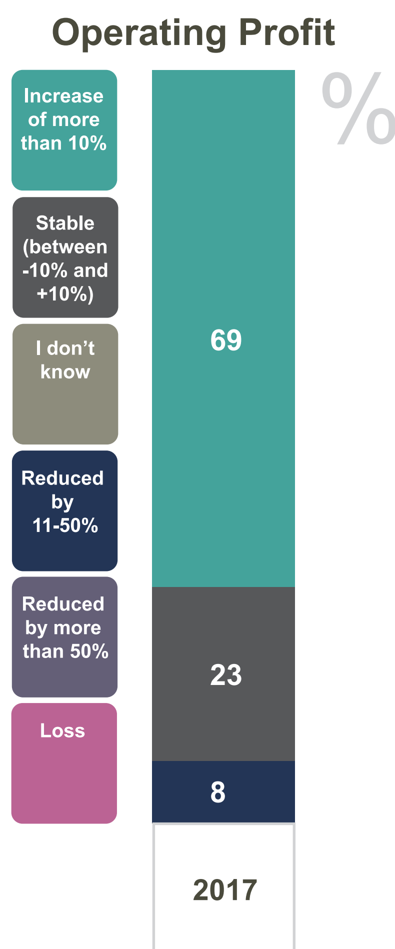
Part 2:
Detailed results for 17 selected countries or zones

North America:	Mexico US
Central and South America:	Brazil
Europe:	Germany Italy Russia United Kingdom Other countries in Europe
Africa:	South Africa
Middle East:	Middle East
Asia - Pacific:	Australia China India Indonesia Macau Thailand Other countries in Asia - Pacific

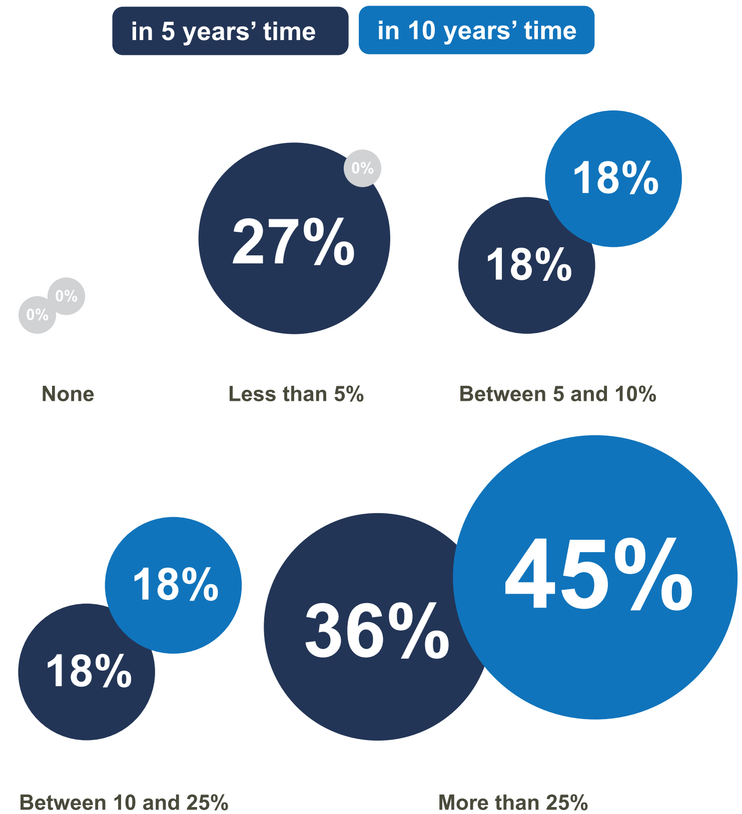
Detailed results for MEXICO

Financial expectations of Mexican exhibition companies compared to previous years





Revenue share expected from new business models



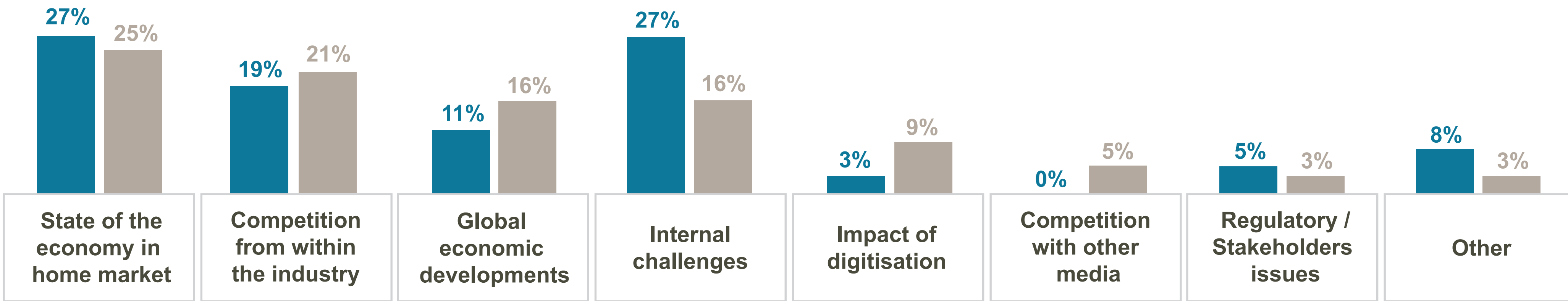
"I don't know" answers are not displayed
(0% for in 5 years' time and 18% in 10 years' time)

(13 answers in total)

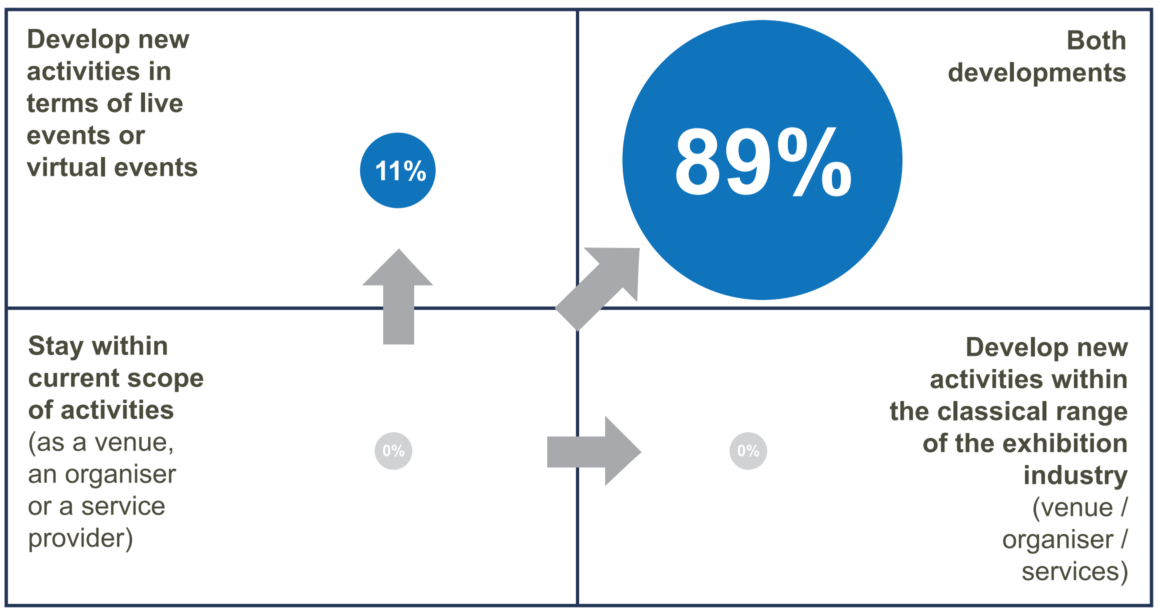
Detailed results for MEXICO

The Global Association of the Exhibition Industry

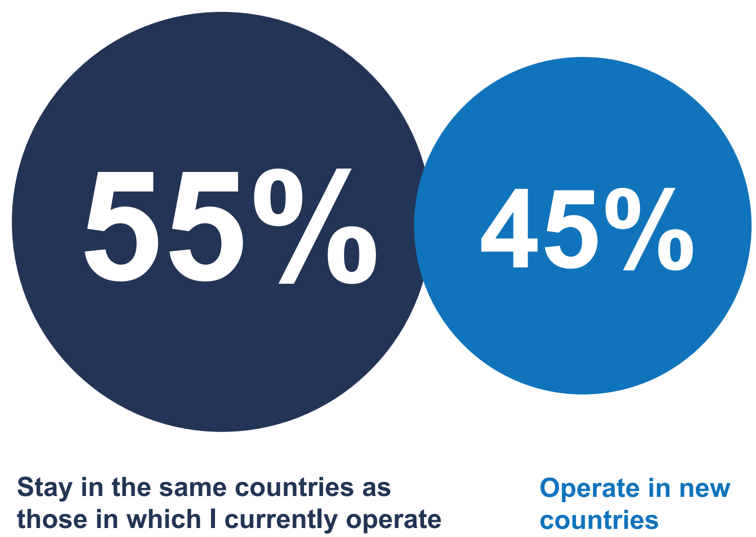
Most important business issues in the exhibition industry in Mexico and globally



Current strategic priorities related to the range of activities



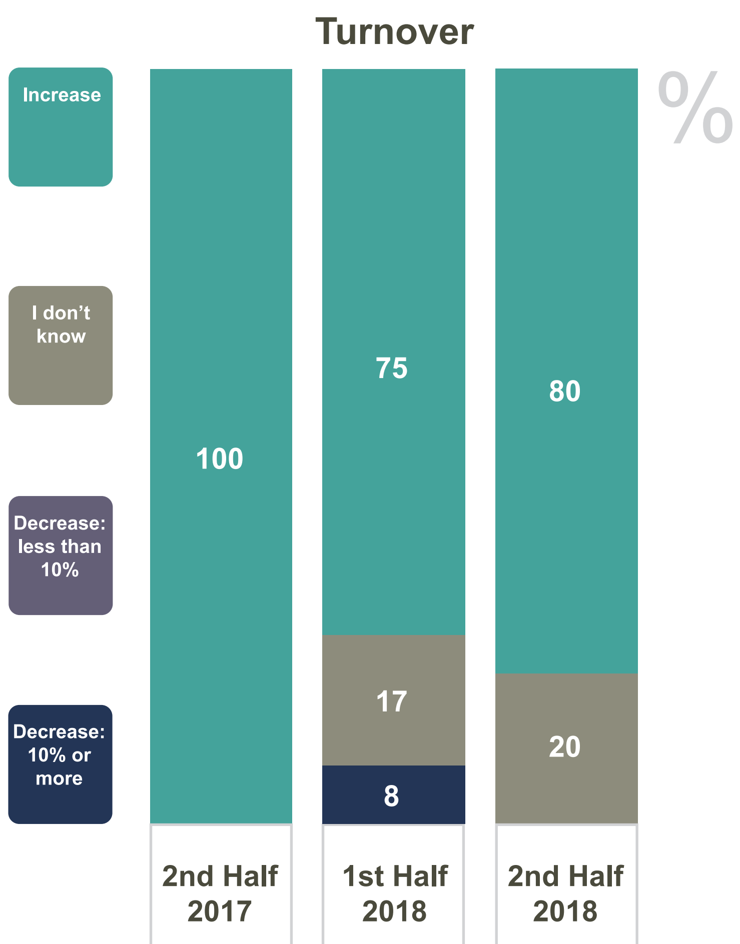
Current strategic priorities related to geographic exposure

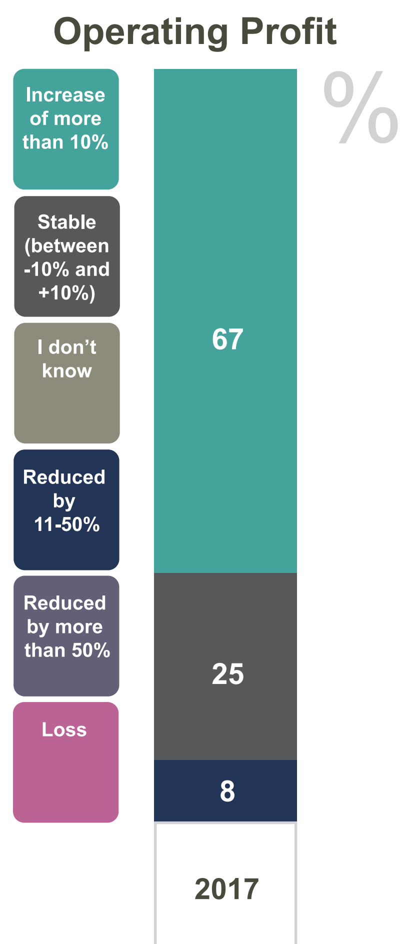


(13 answers in total)

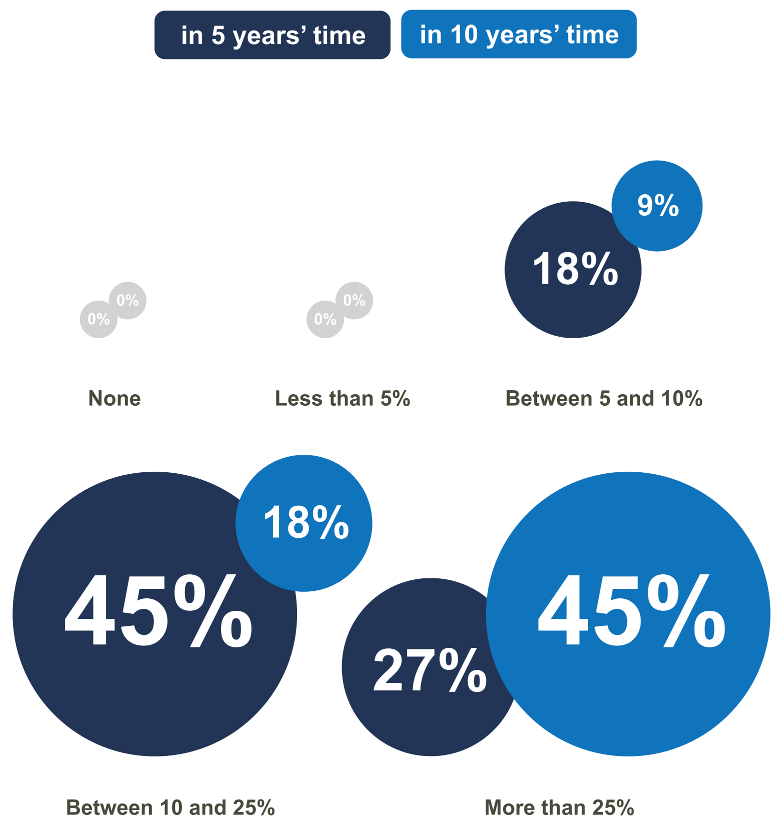
Detailed results for US

Financial expectations of US exhibition companies compared to previous years





Revenue share expected from new business models

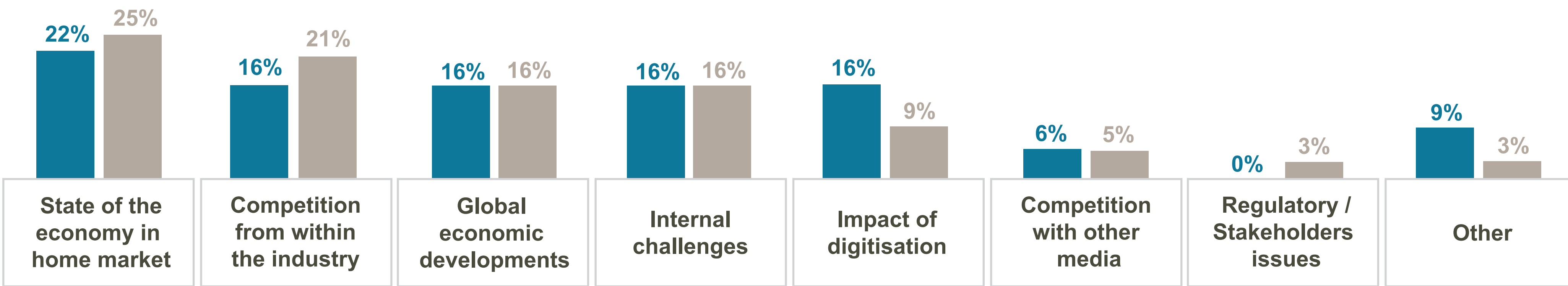


"I don't know" answers are not displayed
(9% for in 5 years' time and 27% in 10 years' time)

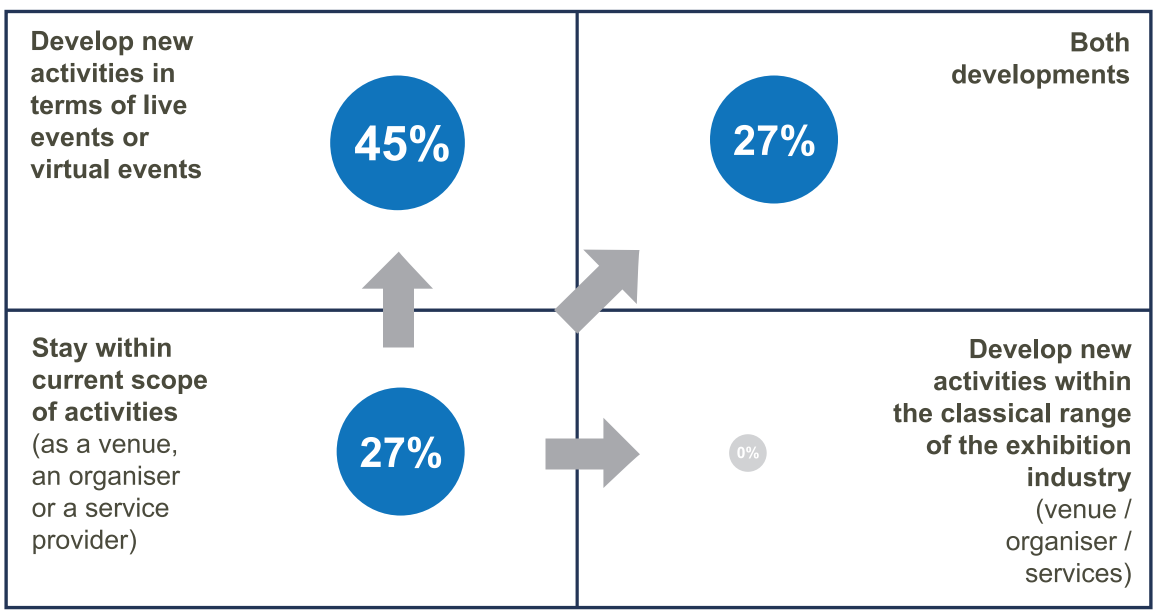
(12 answers in total)

Detailed results for US

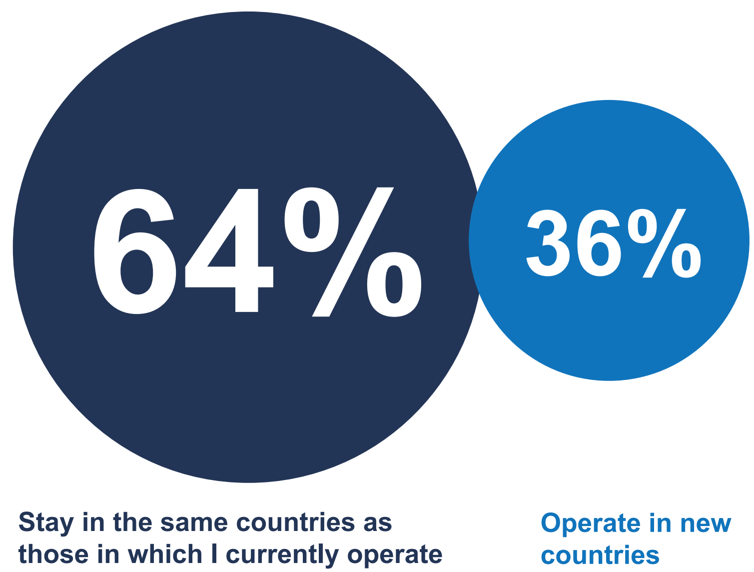
Most important business issues in the exhibition industry in the US and globally



Current strategic priorities related to the range of activities



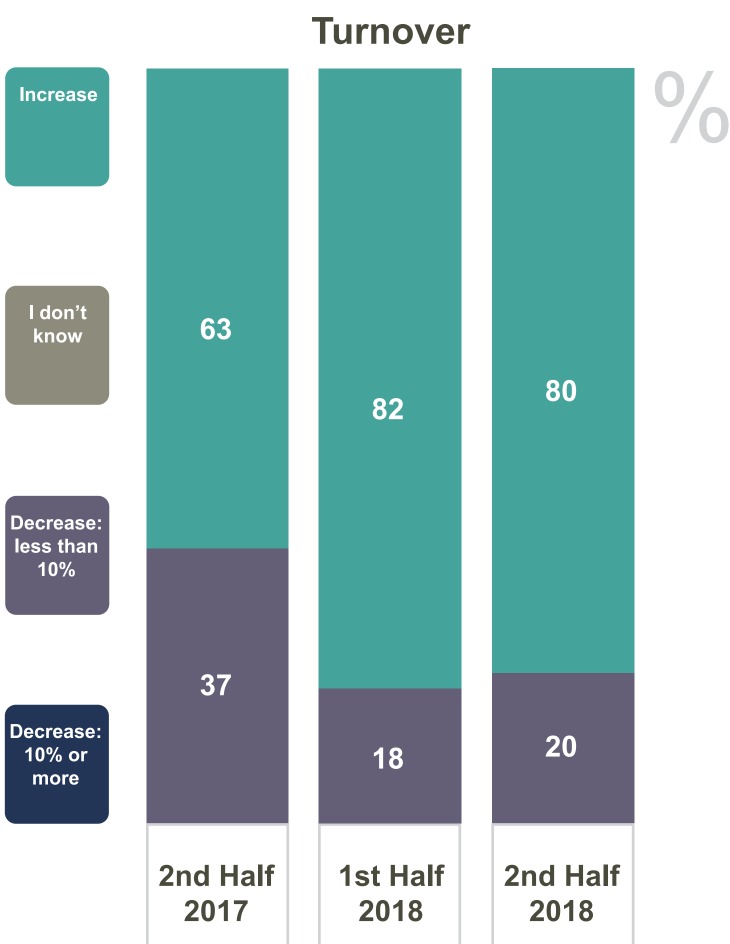
Current strategic priorities related to geographic exposure

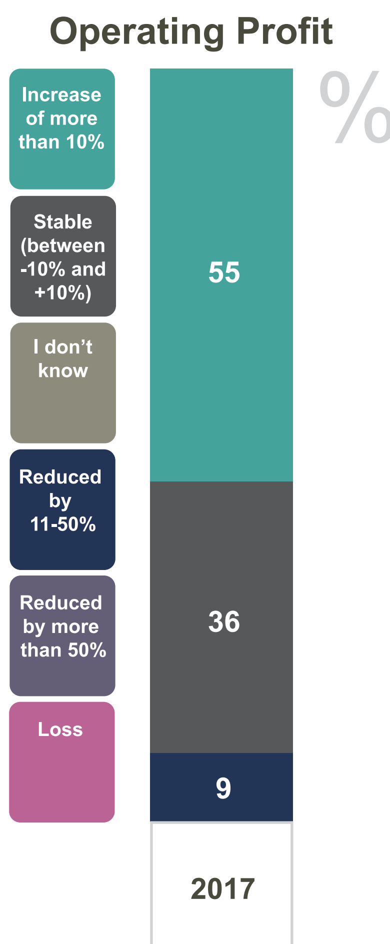


(12 answers in total)

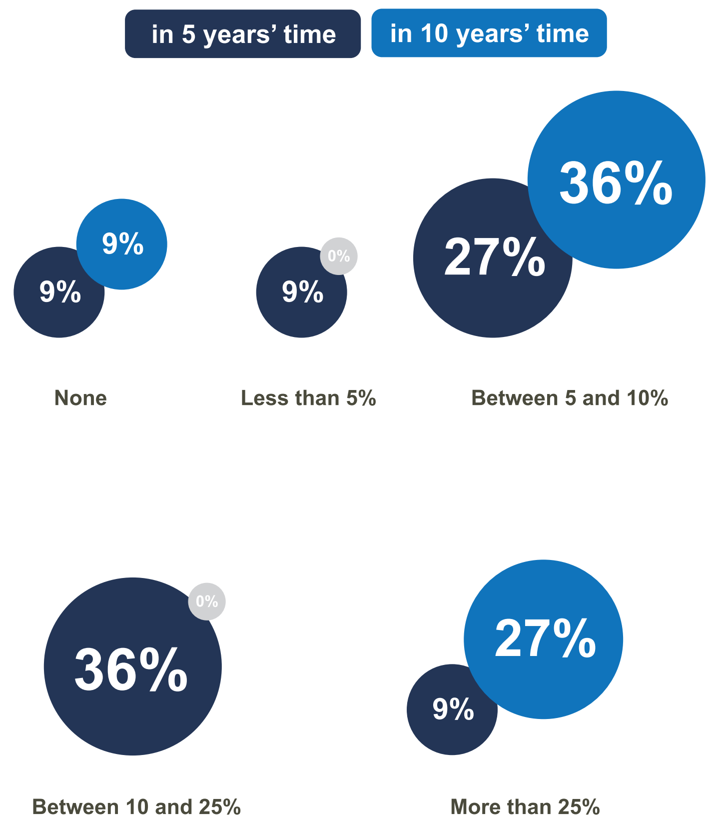
Detailed results for Brazil

Financial expectations of German exhibition companies compared to previous years





Revenue share expected from new business models

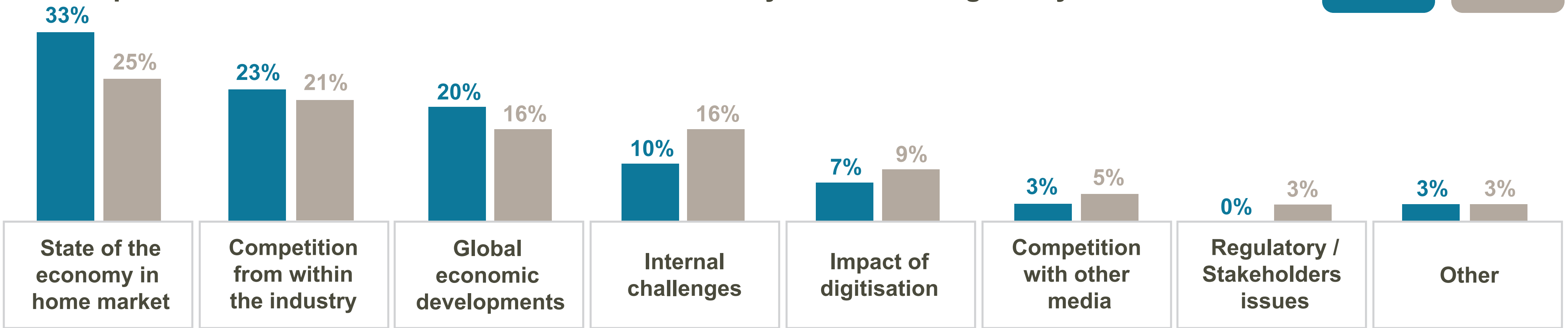


"I don't know" answers are not displayed
(9% for in 5 years' time and 27% in 10 years' time)

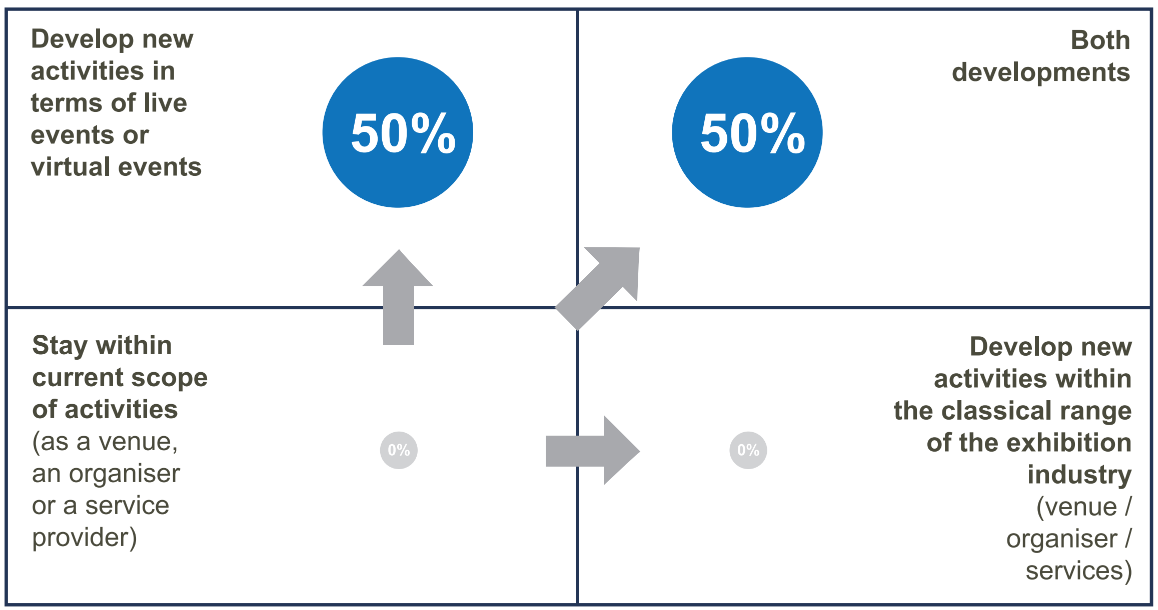
(11 answers in total)

Detailed results for Brazil

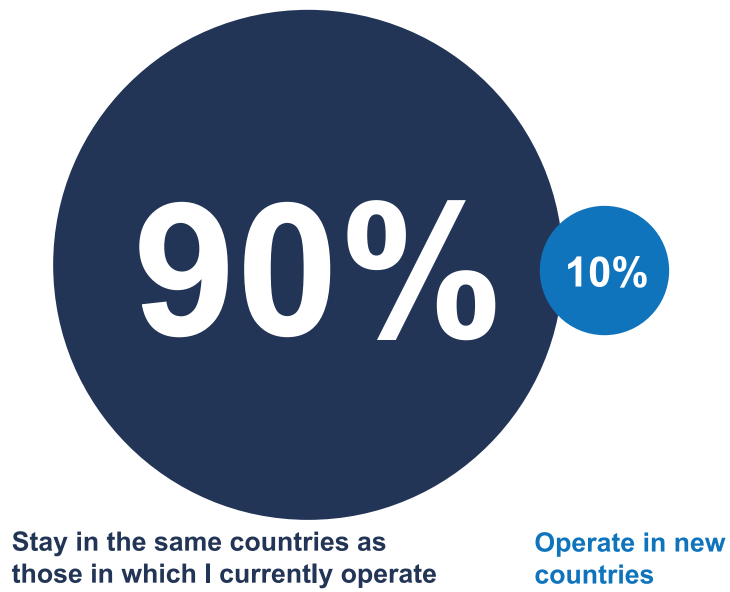
Most important business issues in the exhibition industry in Brazil and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure



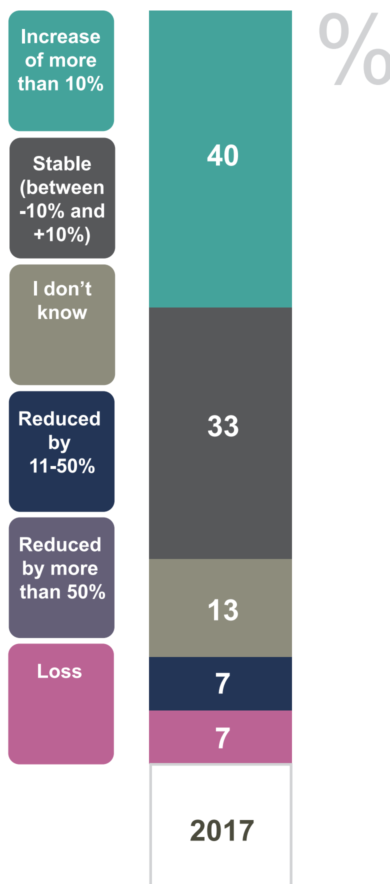
(11 answers in total)

Detailed results for Germany

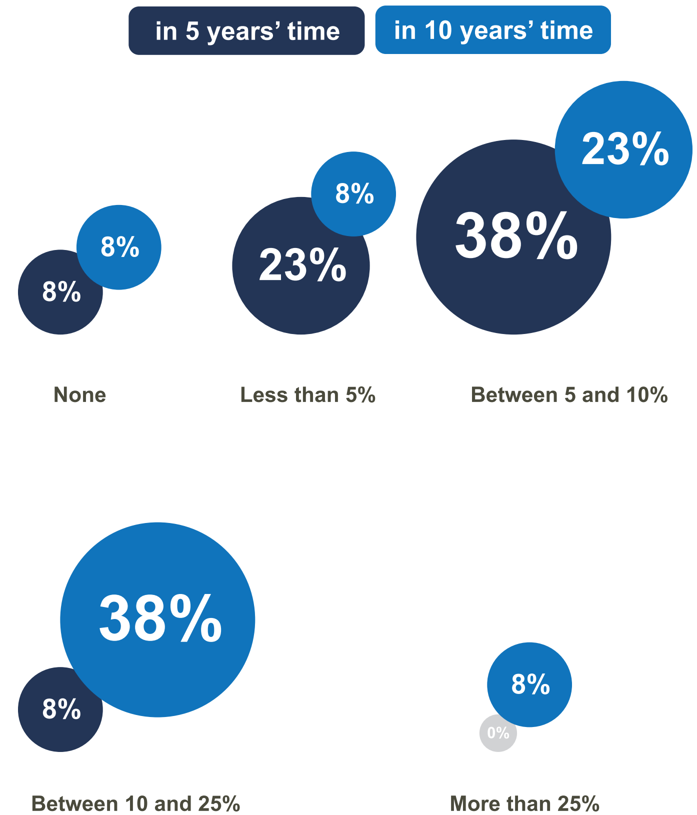
Financial expectations of German exhibition companies compared to previous years

Turnover

Operating Profit



Revenue share expected from new business models

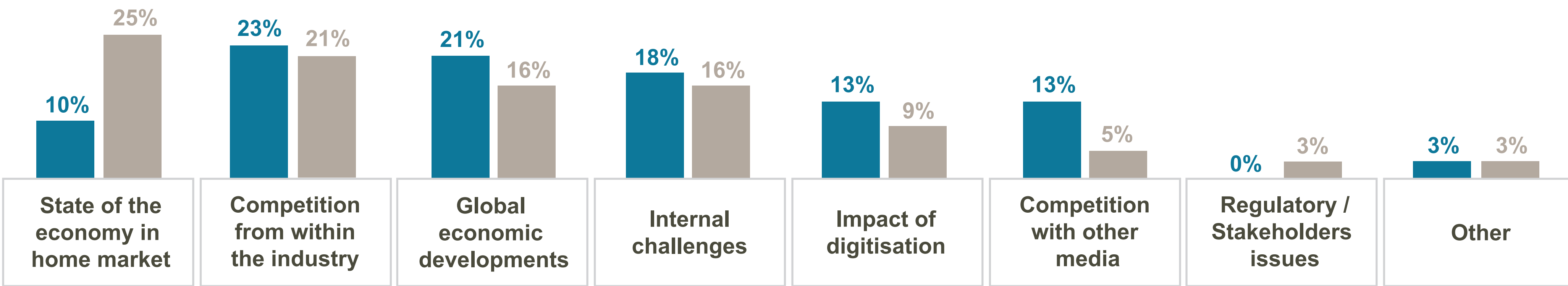


"I don't know" answers are not displayed
(23% for in 5 years' time and 15% in 10 years' time)

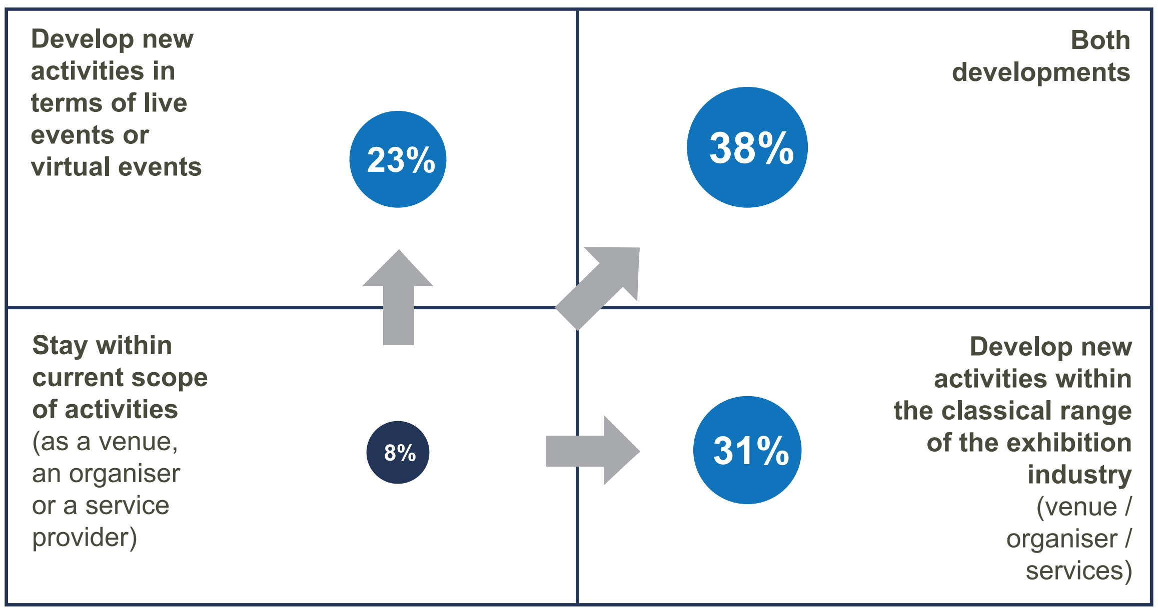
(15 answers in total)

Detailed results for Germany

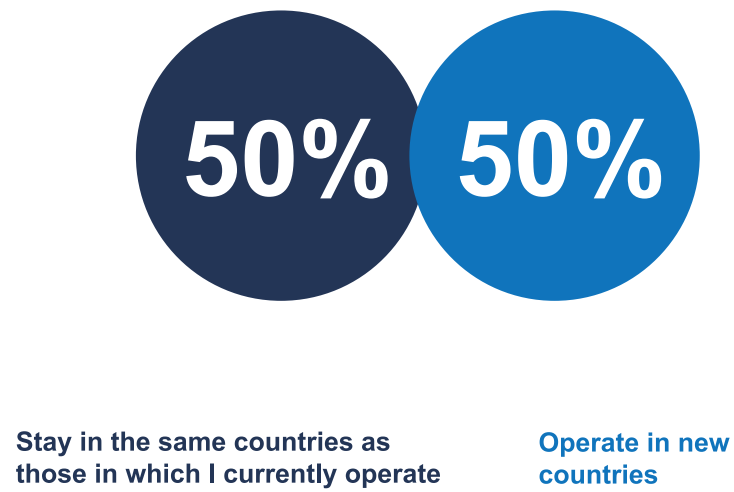
Most important business issues in the exhibition industry in Germany and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

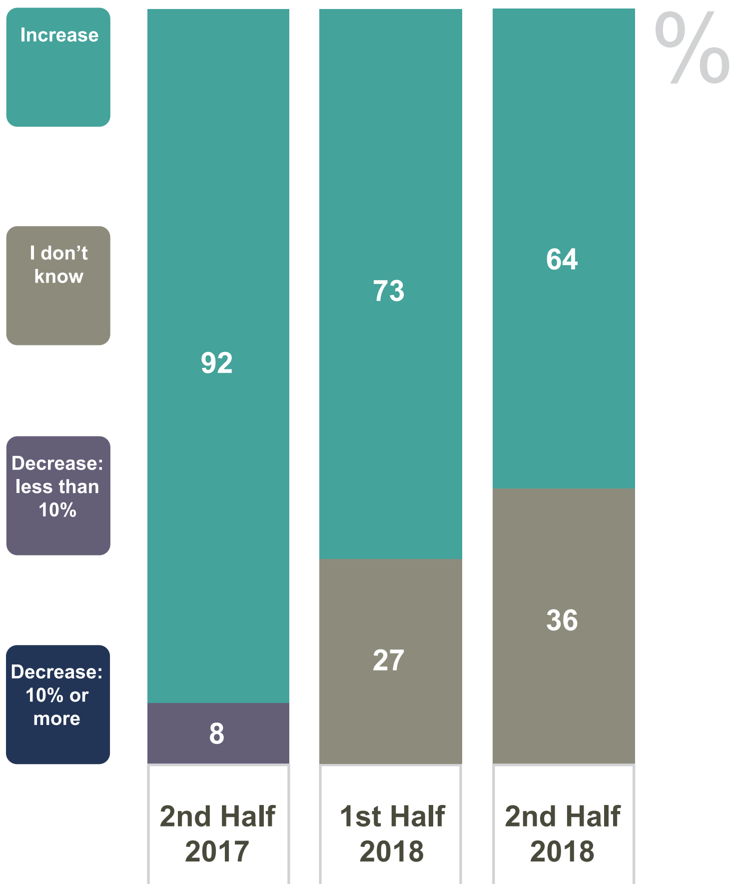


(15 answers in total)

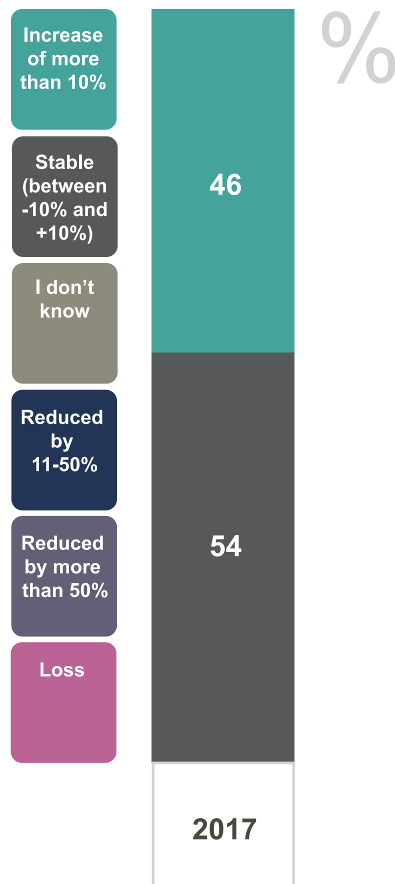
Detailed results for Italy

Financial expectations of Italian exhibition companies compared to previous years

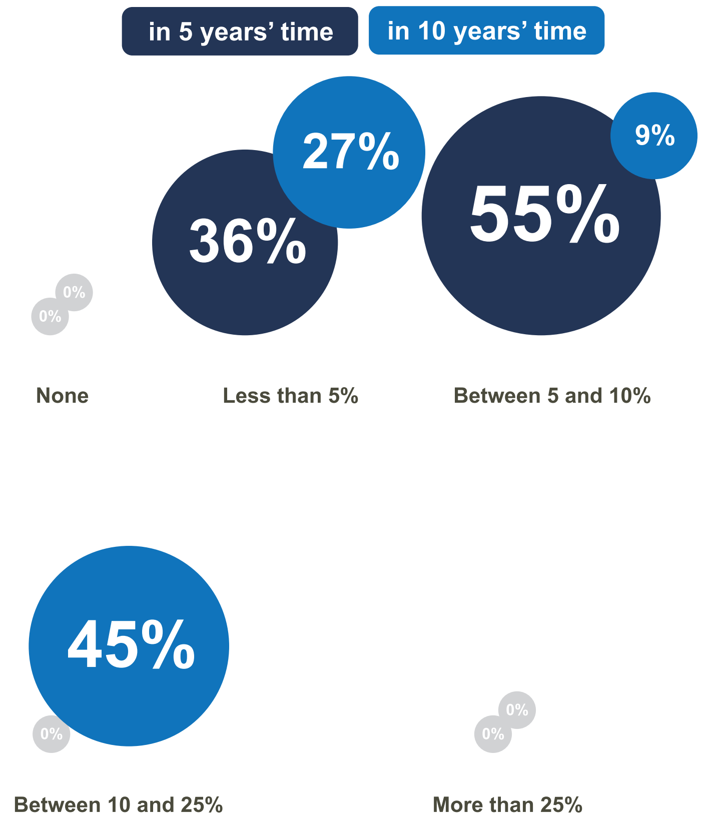
Turnover



Operating Profit



Revenue share expected from new business models

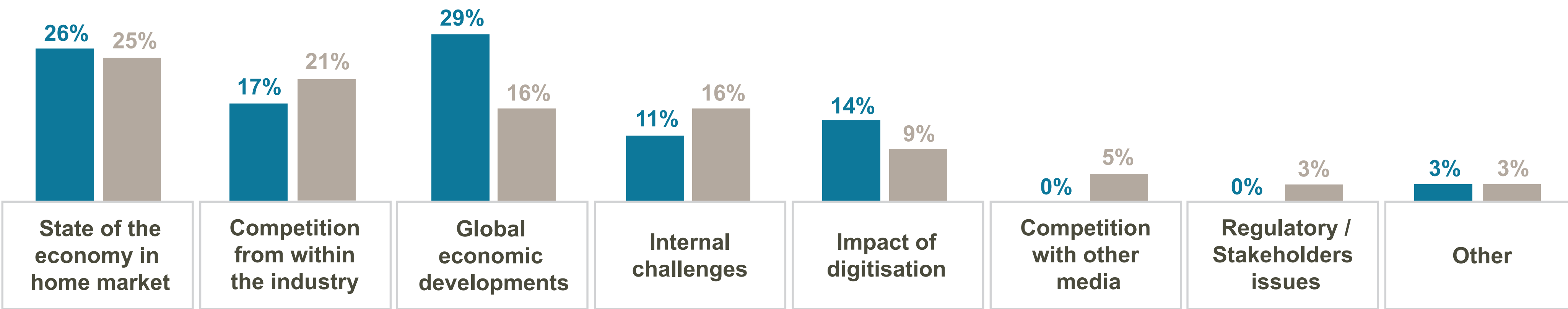


"I don't know" answers are not displayed
(9% for in 5 years' time and 18% in 10 years' time)

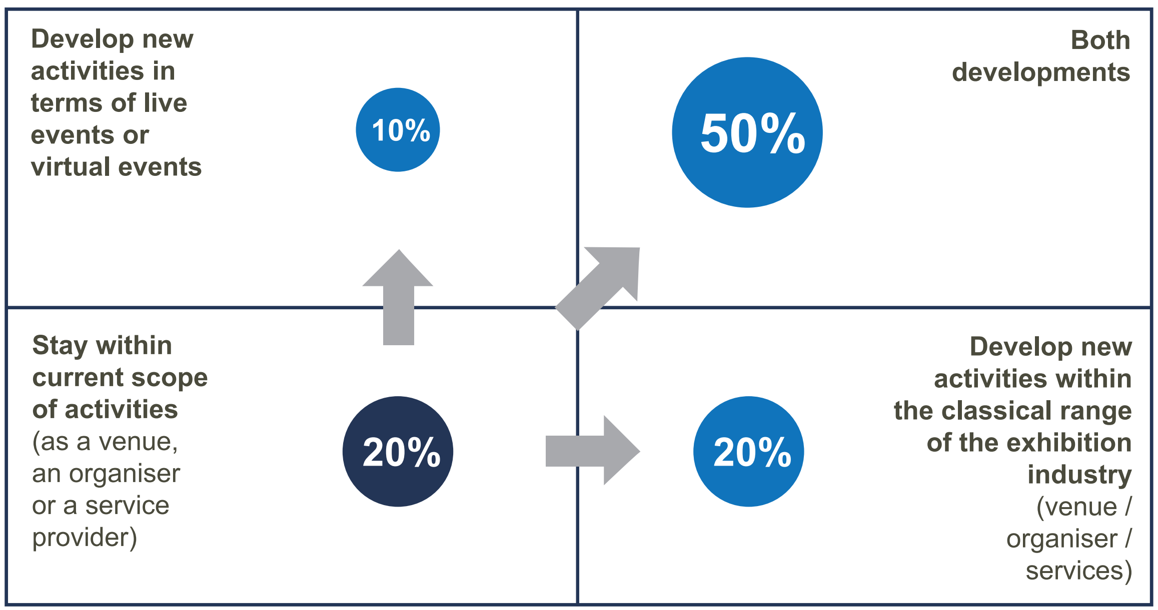
(13 answers in total)

Detailed results for Italy

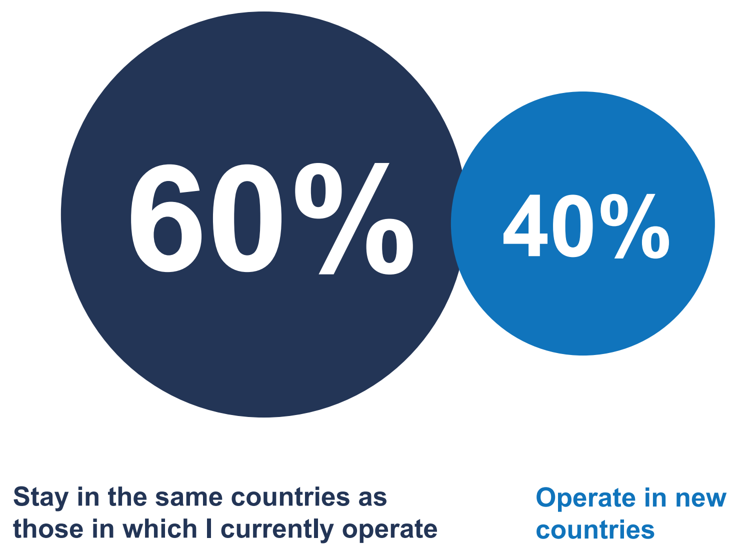
Most important business issues in the exhibition industry in Italy and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

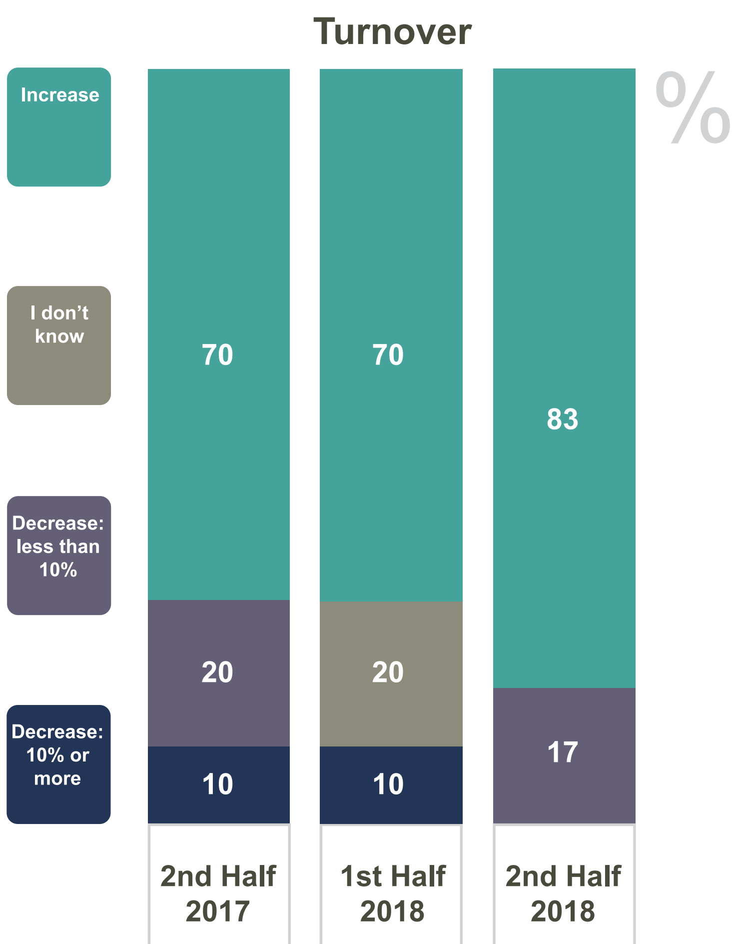


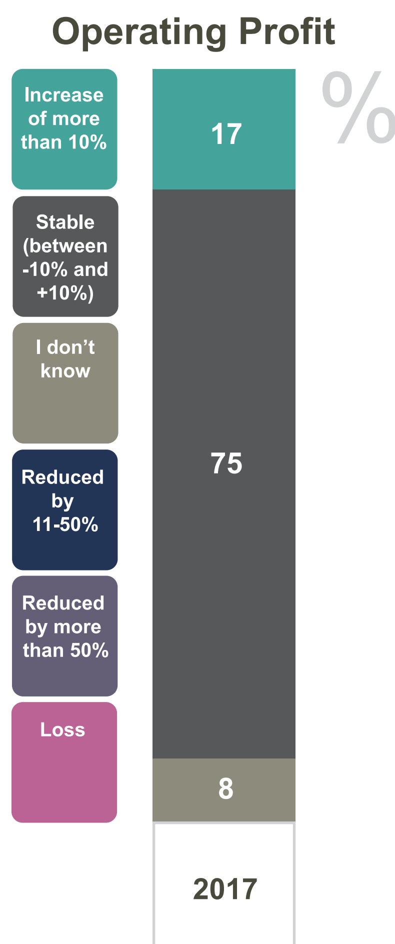
(13 answers in total)

Detailed results for Russia

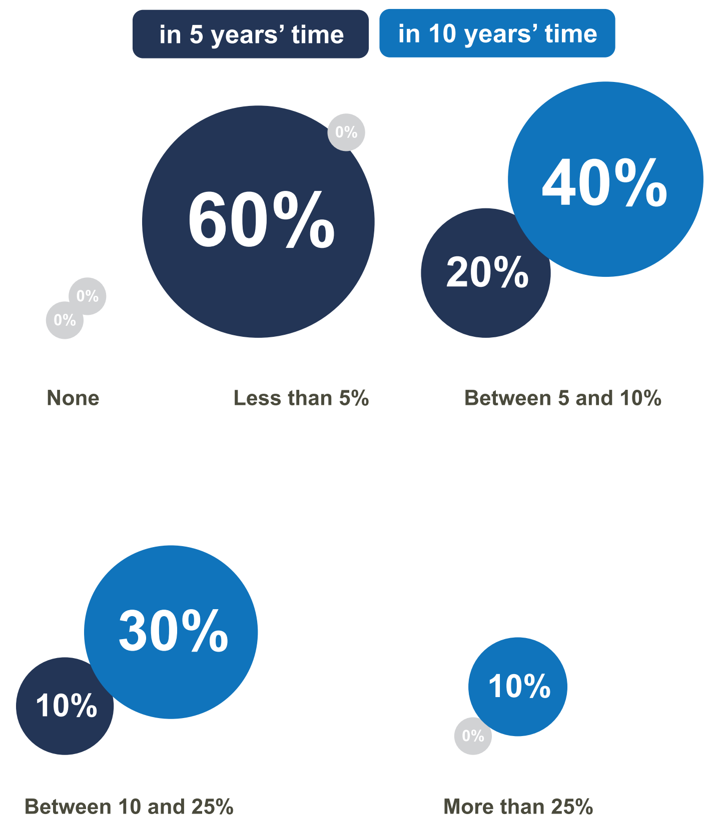
The Global Association of the Exhibition Industry

Financial expectations of Russian exhibition companies compared to previous years





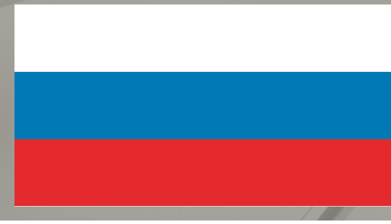
Revenue share expected from new business models



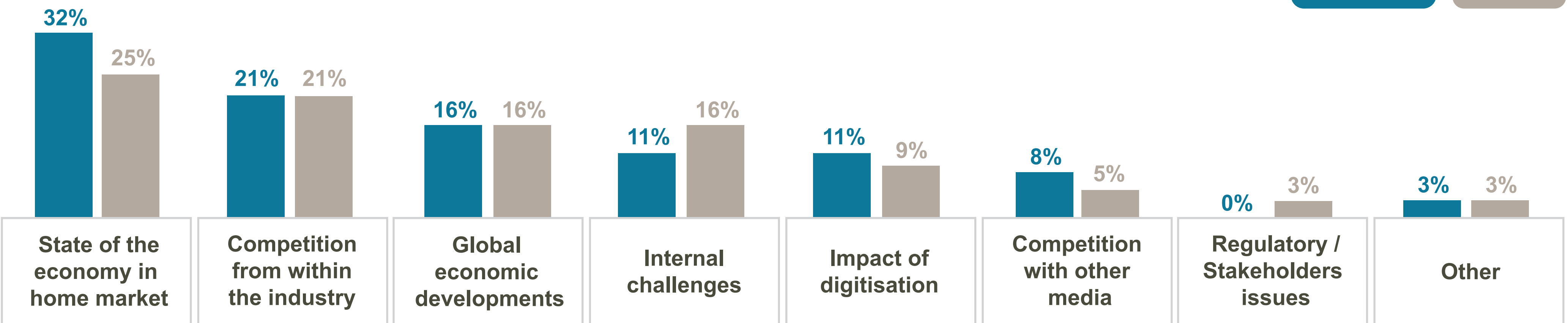
"I don't know" answers are not displayed
(10% for in 5 years' time and 20% in 10 years' time)

(12 answers in total)

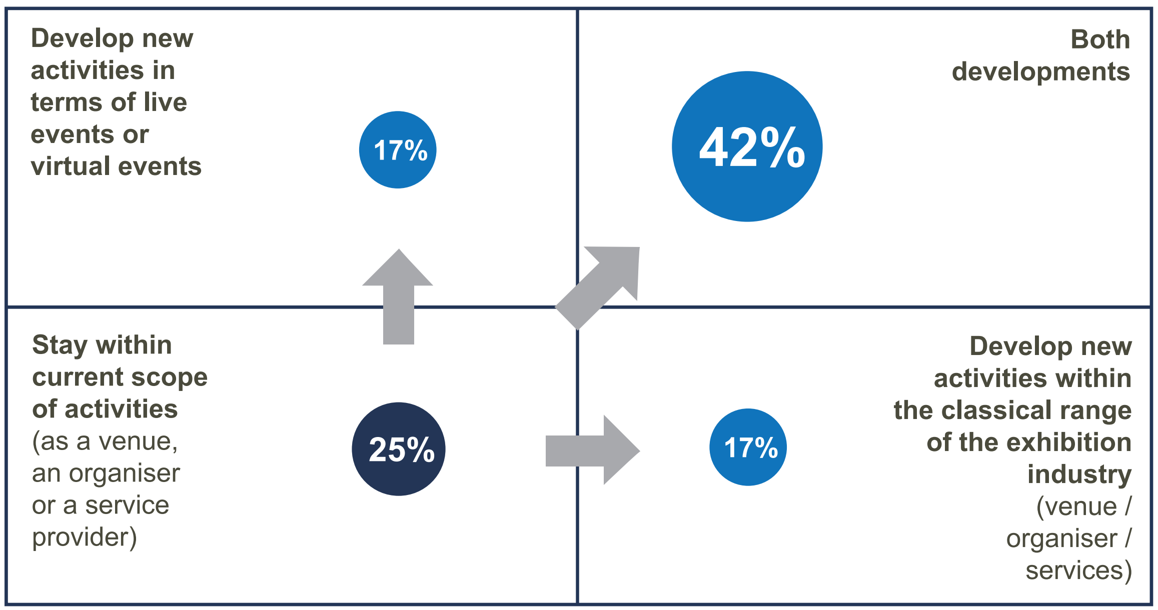
Detailed results for Russia



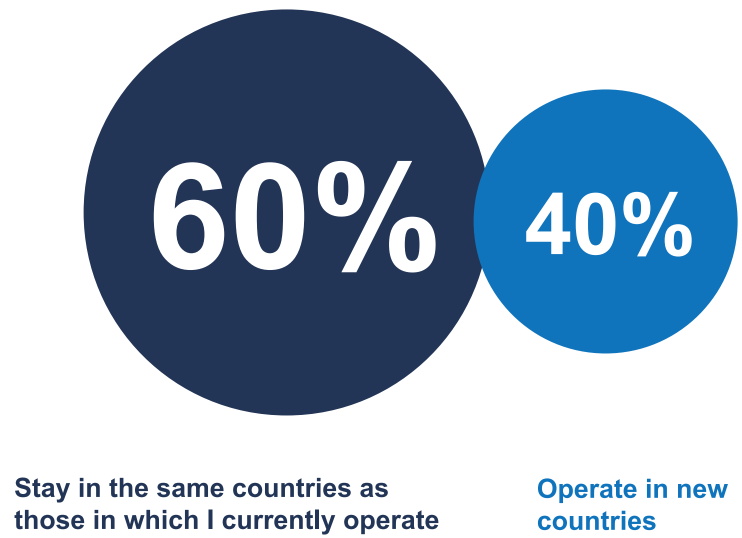
Most important business issues in the exhibition industry in Russia and globally



Current strategic priorities related to the range of activities



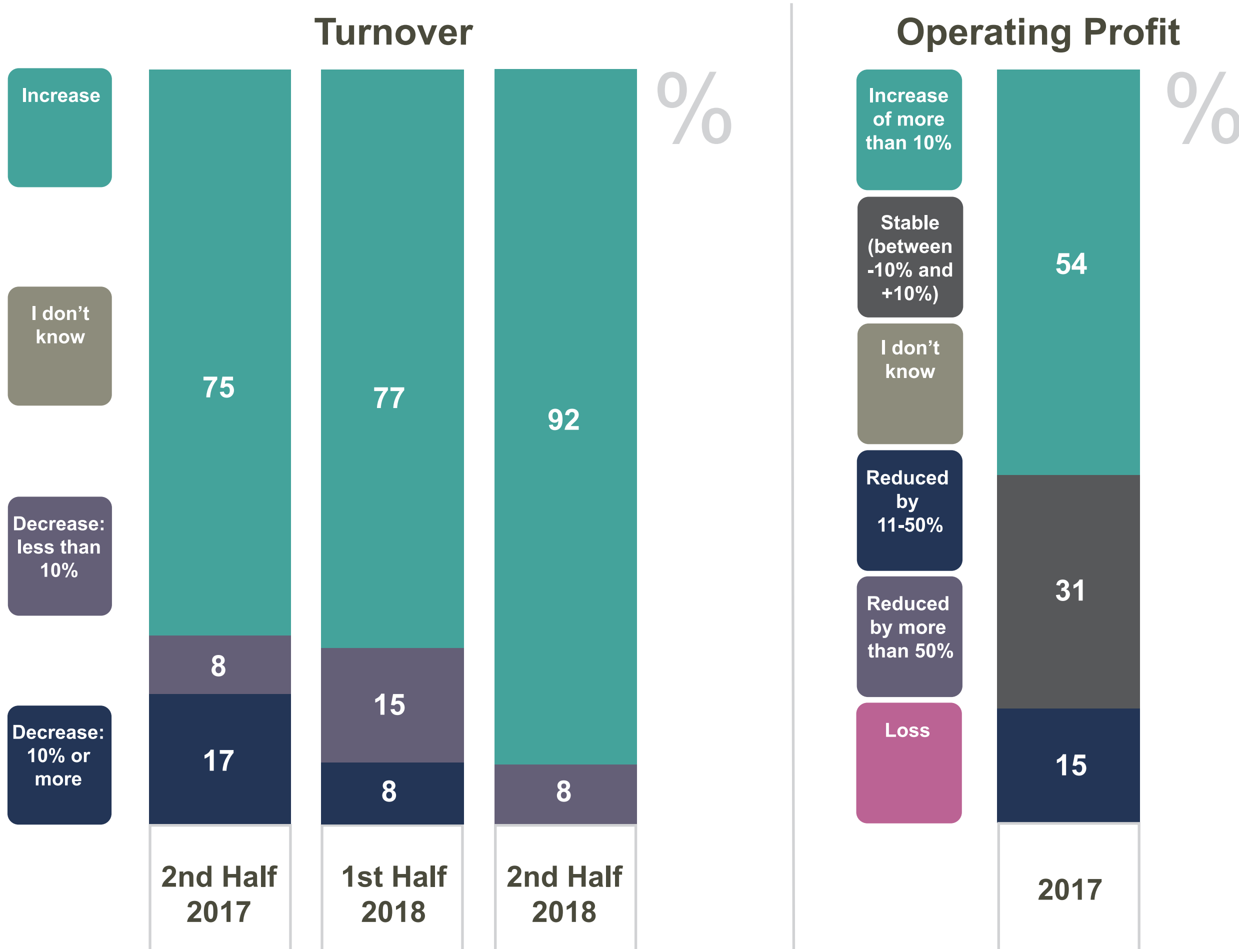
Current strategic priorities related to geographic exposure



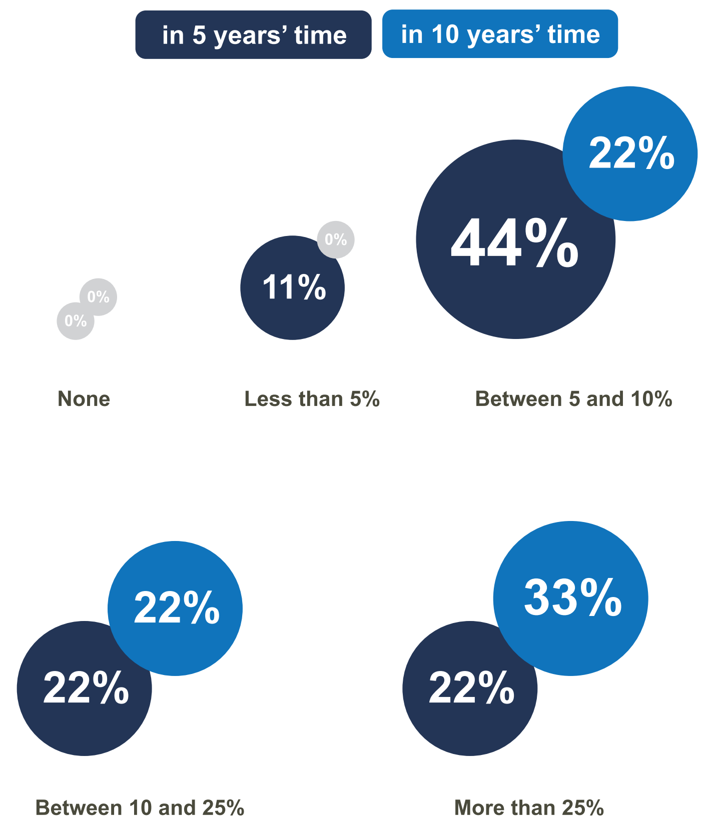
(12 answers in total)

Detailed results for UK

Financial expectations of UK exhibition companies compared to previous years



Revenue share expected from new business models

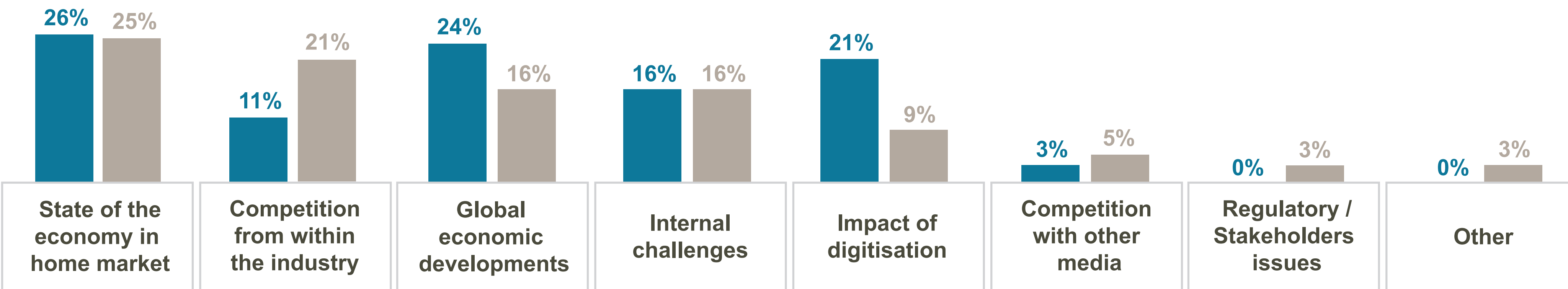


"I don't know" answers are not displayed
(0% for in 5 years' time and 22% in 10 years' time)

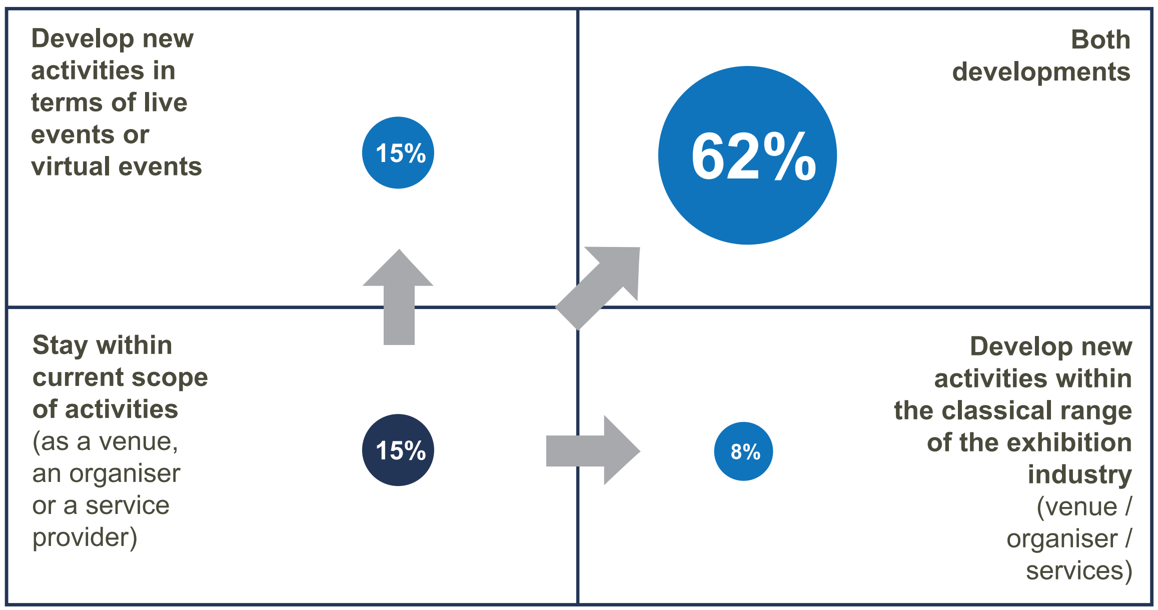
(13 answers in total)

Detailed results for UK

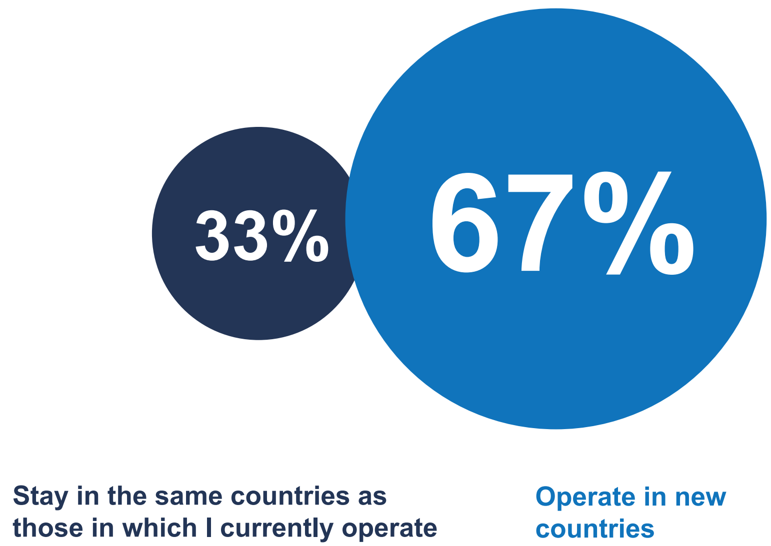
Most important business issues in the exhibition industry in the UK and globally



Current strategic priorities related to the range of activities



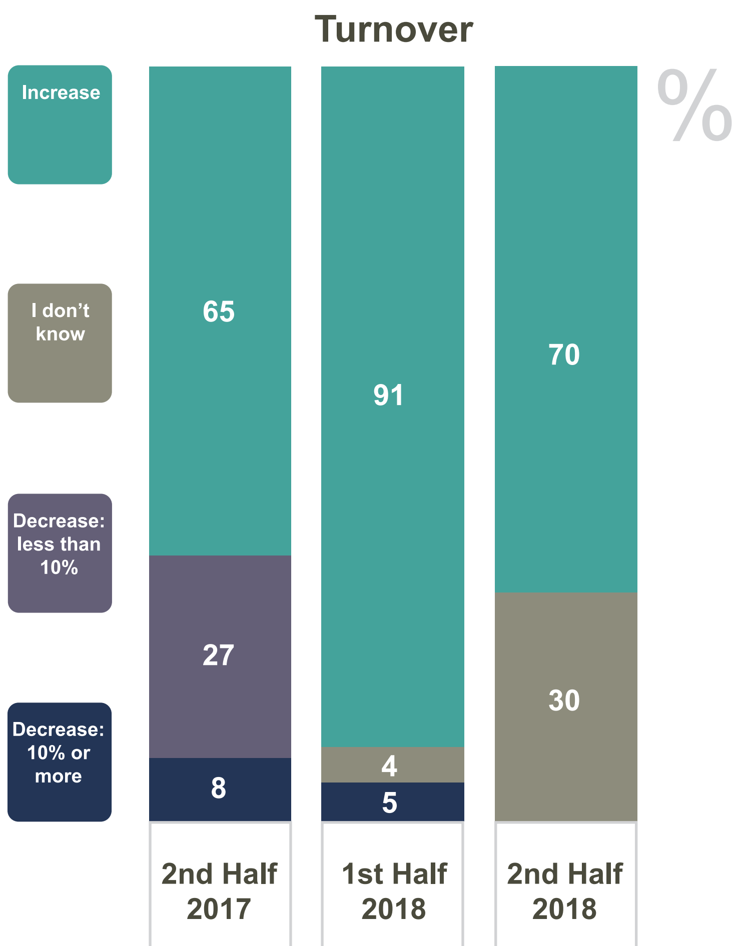
Current strategic priorities related to geographic exposure

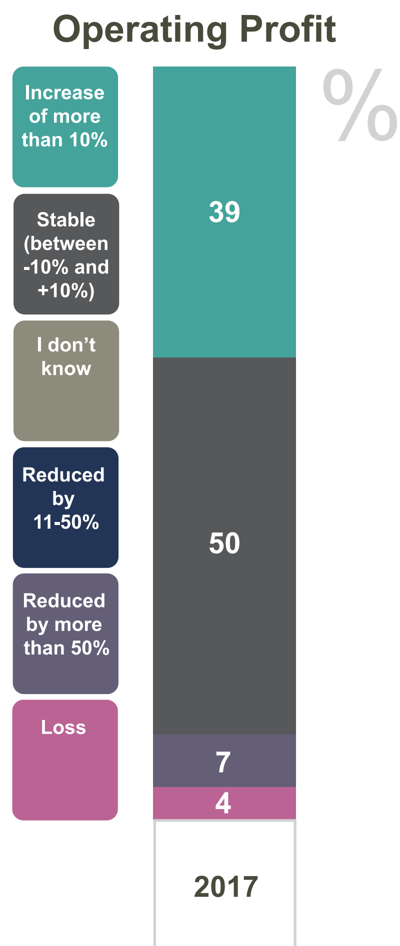


(13 answers in total)

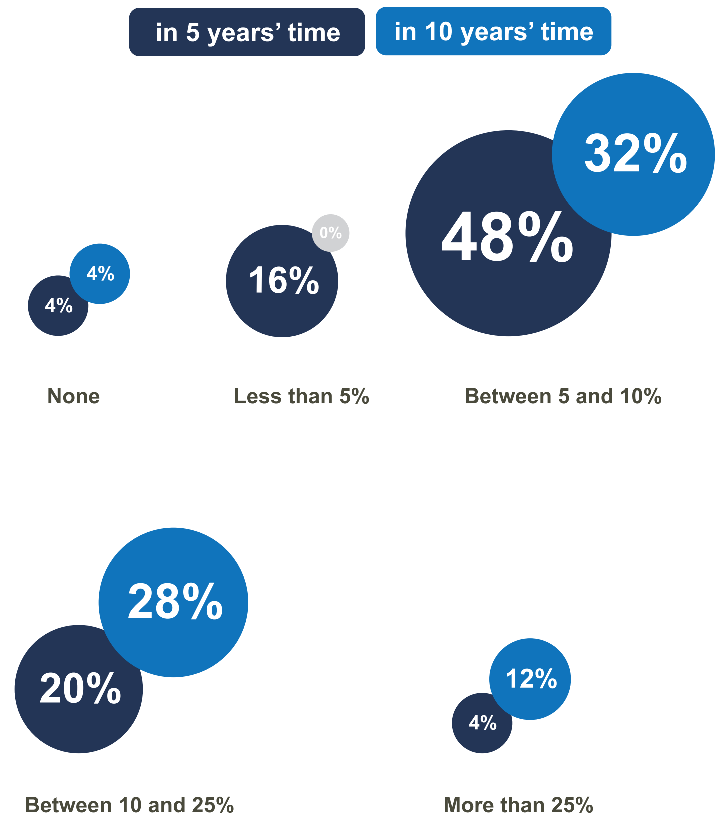
Detailed results for other countries in Europe

Financial expectations of other countries in Europe exhibition companies compared to previous years





Revenue share expected from new business models

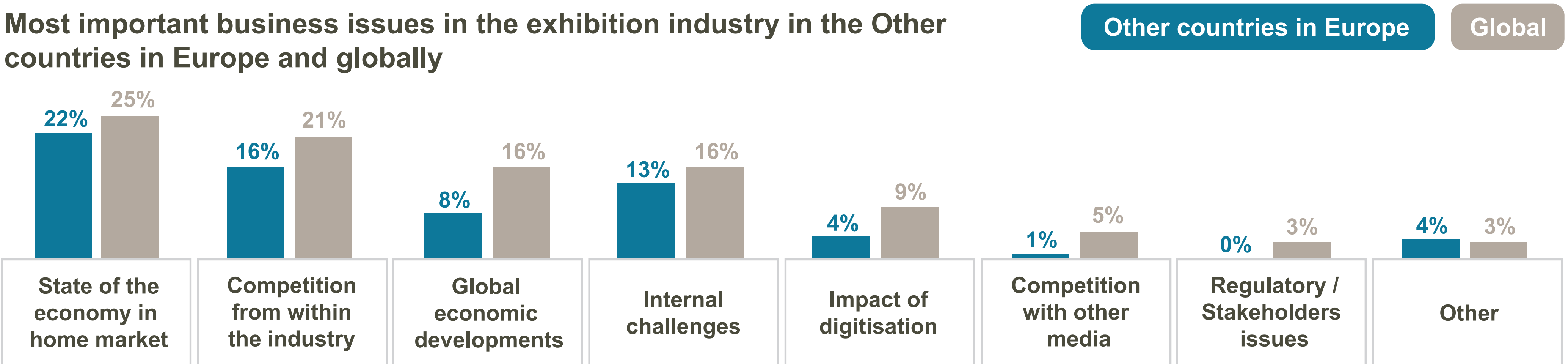


"I don't know" answers are not displayed
(8% for in 5 years' time and 24% in 10 years' time)

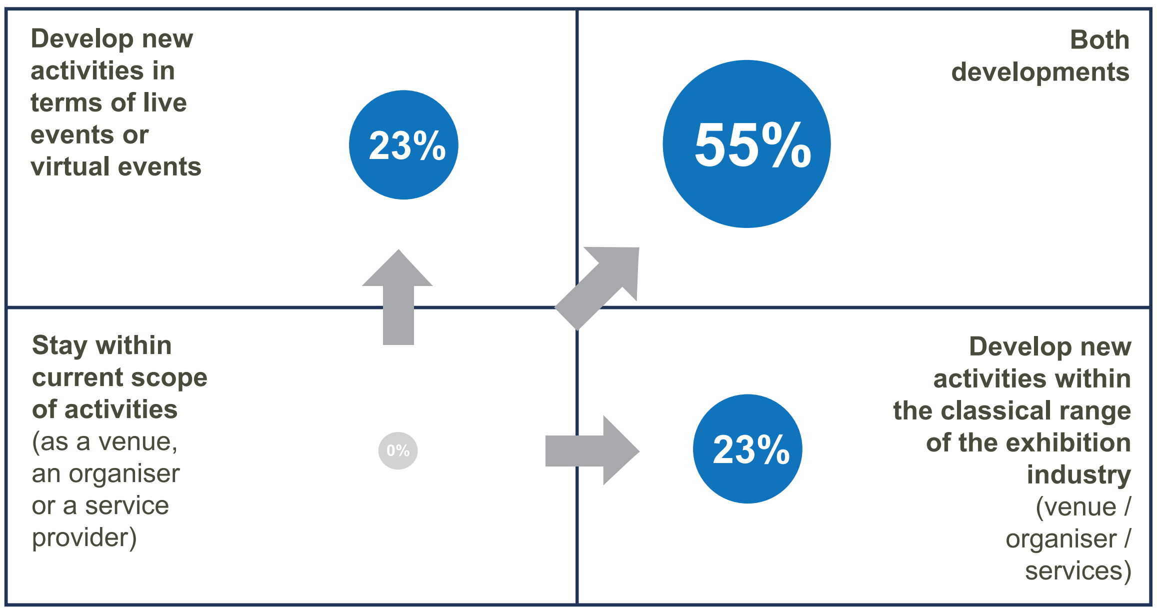
(28 answers in total)

Detailed results for other countries in Europe

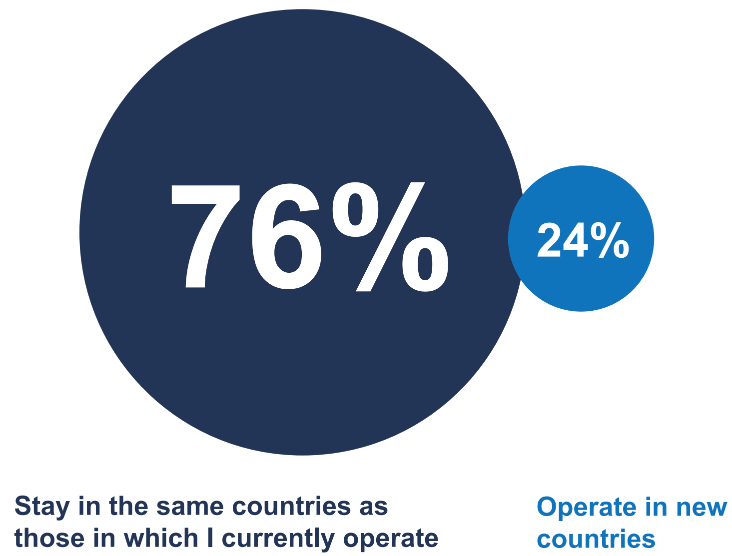
Most important business issues in the exhibition industry in the Other countries in Europe and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

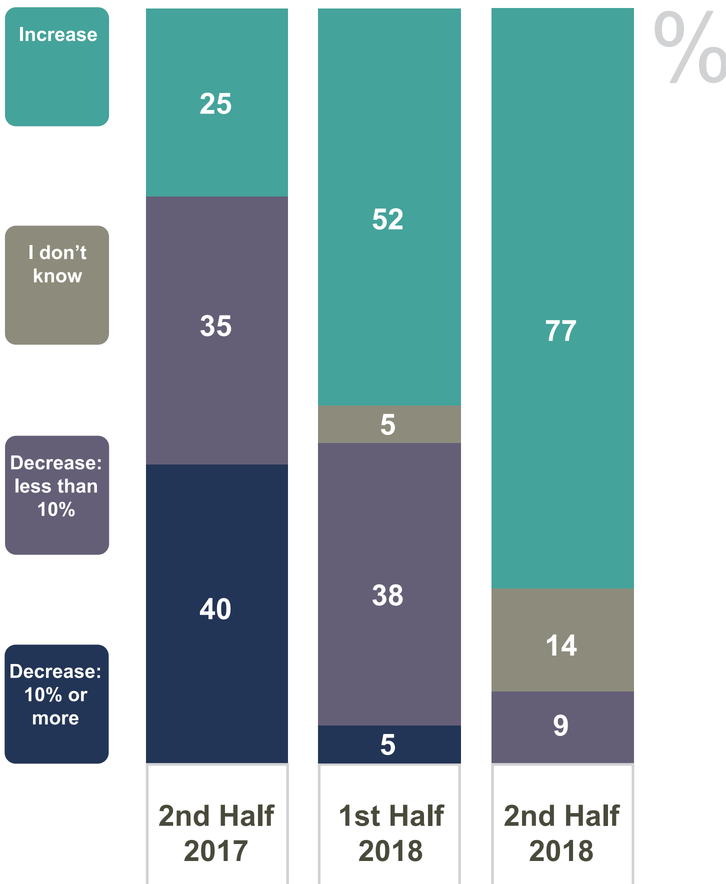


(28 answers in total)

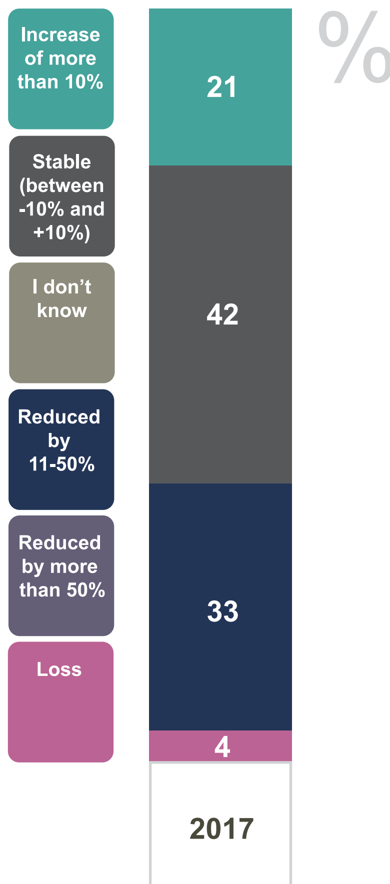
Detailed results for South Africa

Financial expectations of South African exhibition companies compared to previous years

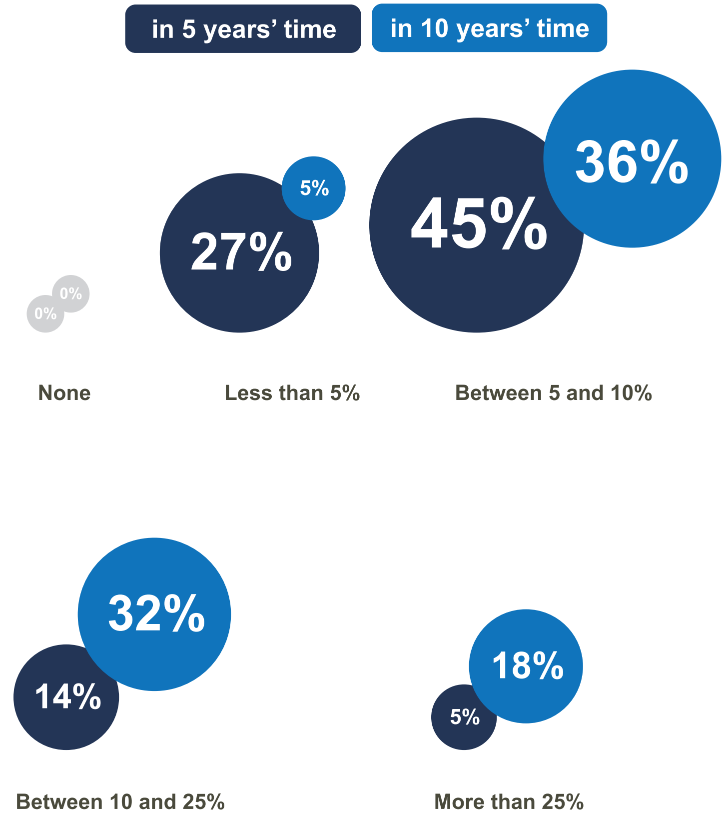
Turnover



Operating Profit



Revenue share expected from new business models



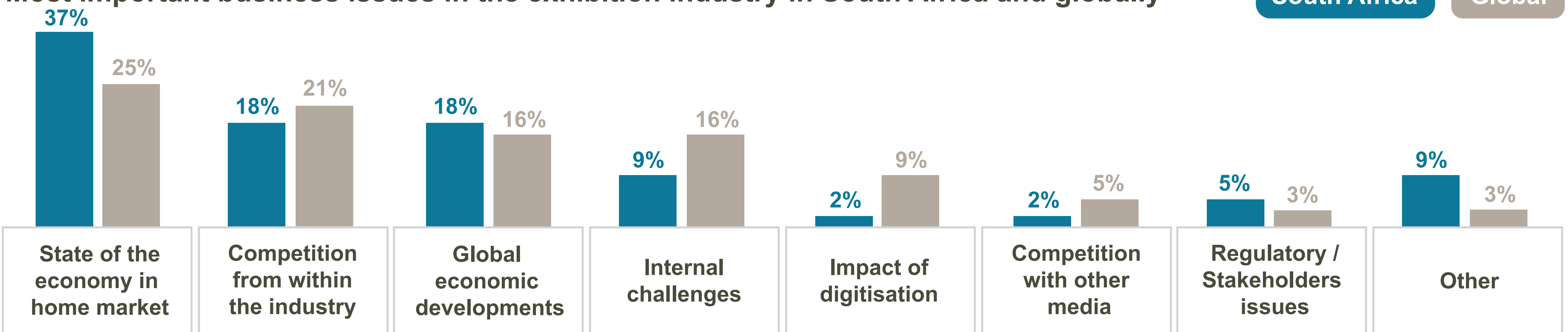
"I don't know" answers are not displayed
(9% for in 5 years' time and 9% in 10 years' time)

(24 answers in total)

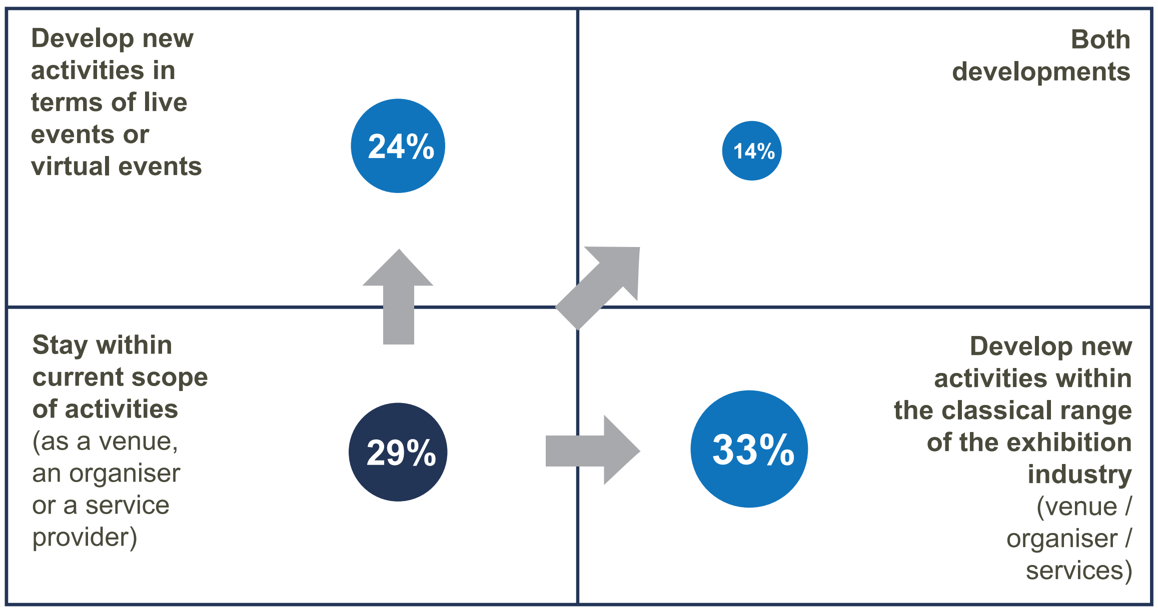
Detailed results for South Africa

UFI The Global Association of the Exhibition Industry

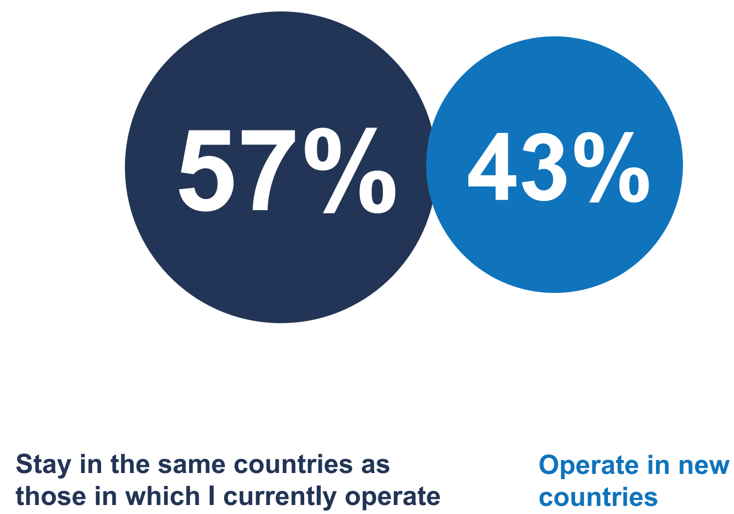
Most important business issues in the exhibition industry in South Africa and globally



Current strategic priorities related to the range of activities



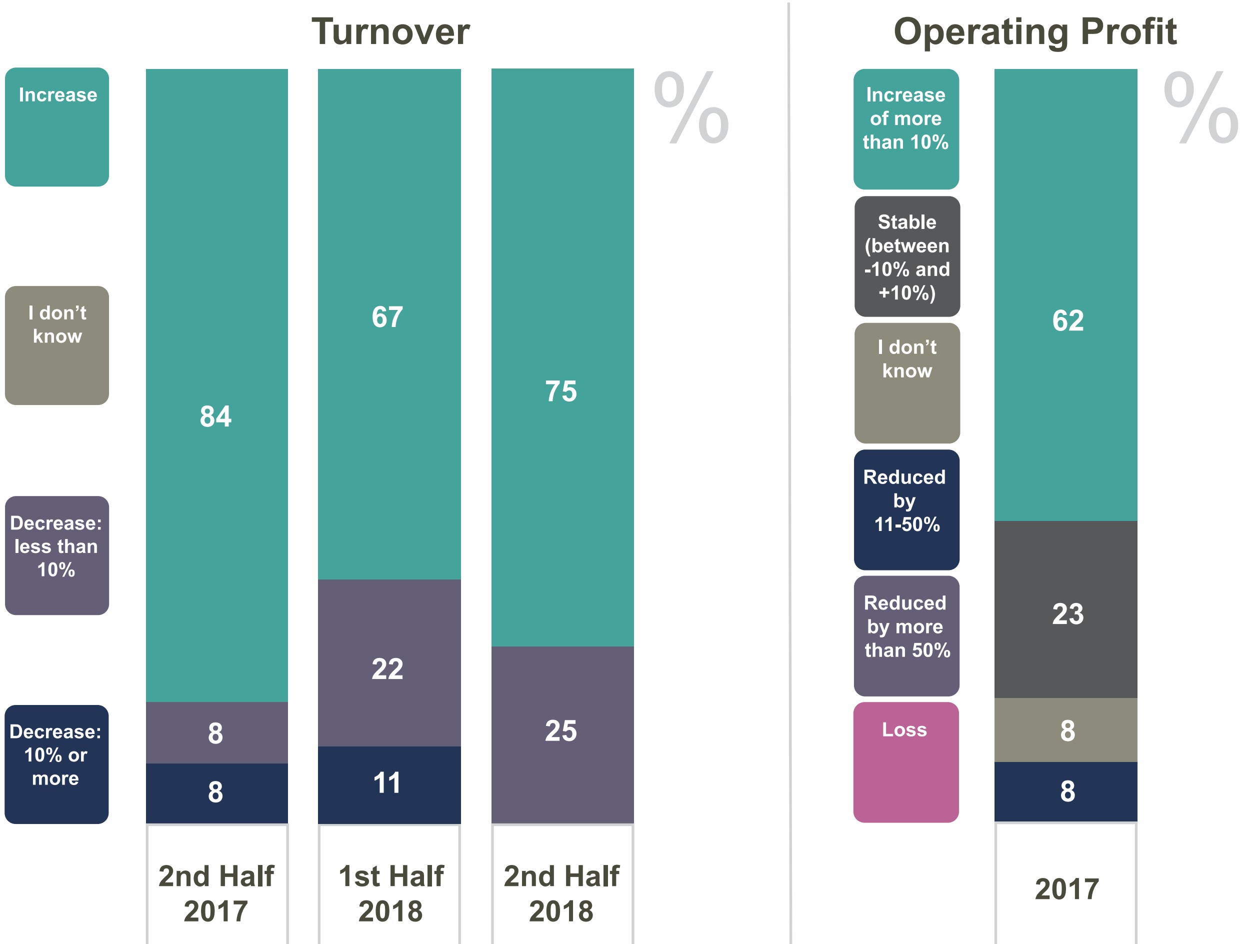
Current strategic priorities related to geographic exposure



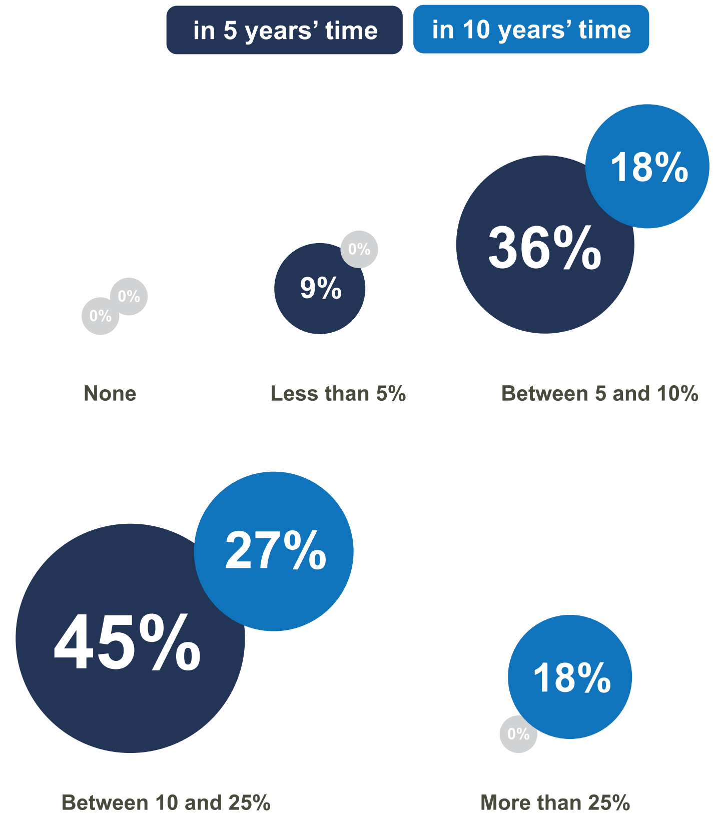
(24 answers in total)

Detailed results the Middle East

Financial expectations of Middle Eastern exhibition companies compared to previous years



Revenue share expected from new business models



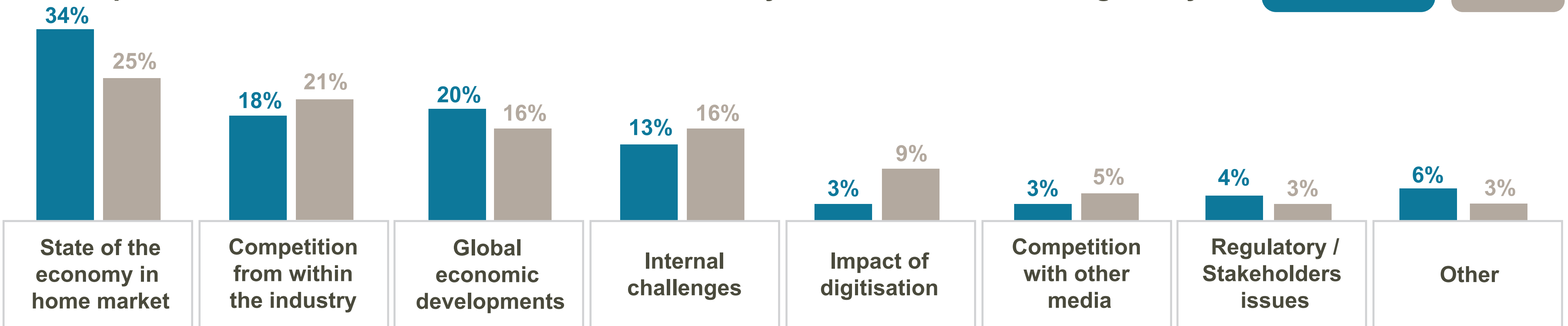
"I don't know" answers are not displayed
(9% for in 5 years' time and 36% in 10 years' time)

(13 answers in total)

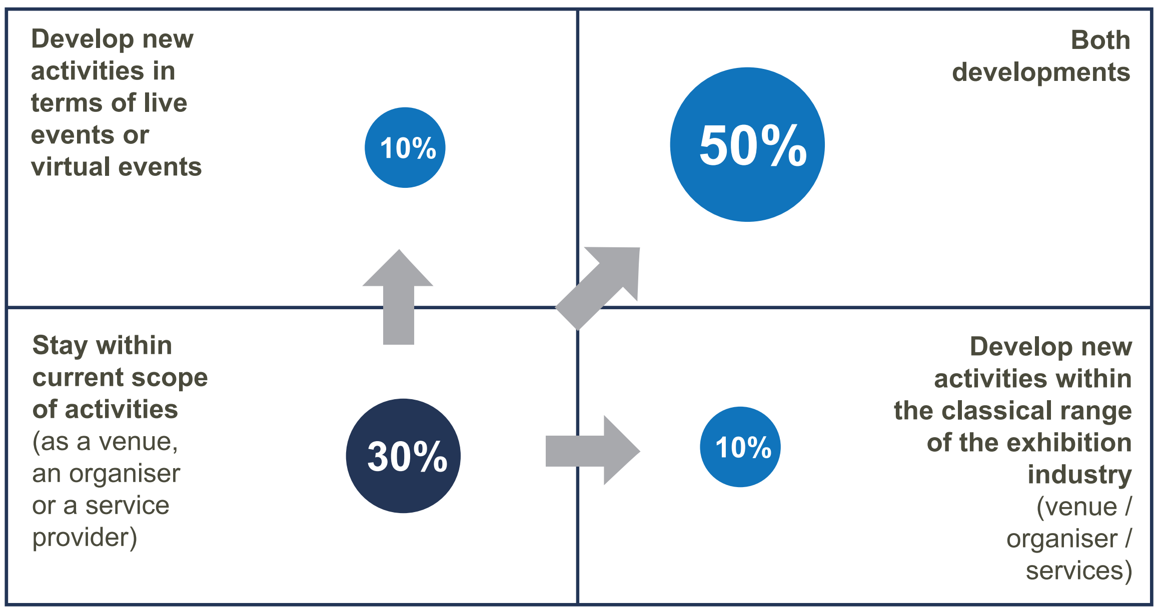
Detailed results the Middle East

The Global Association of the Exhibition Industry

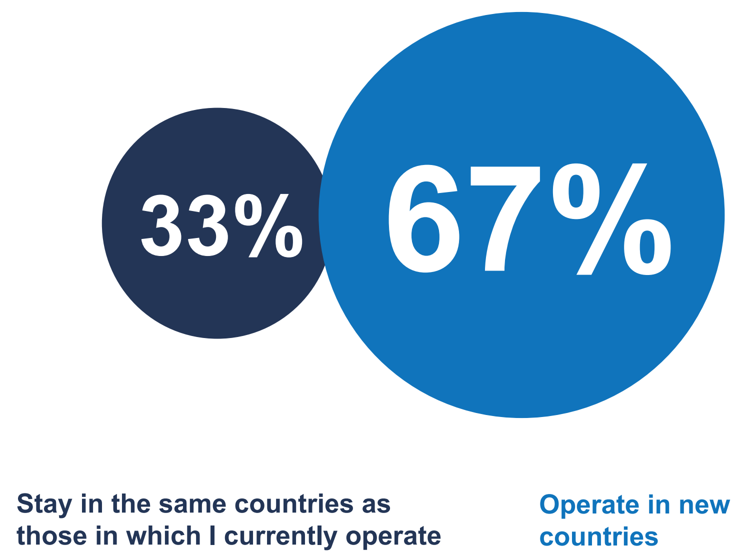
Most important business issues in the exhibition industry in the Middle East and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure



(13 answers in total)

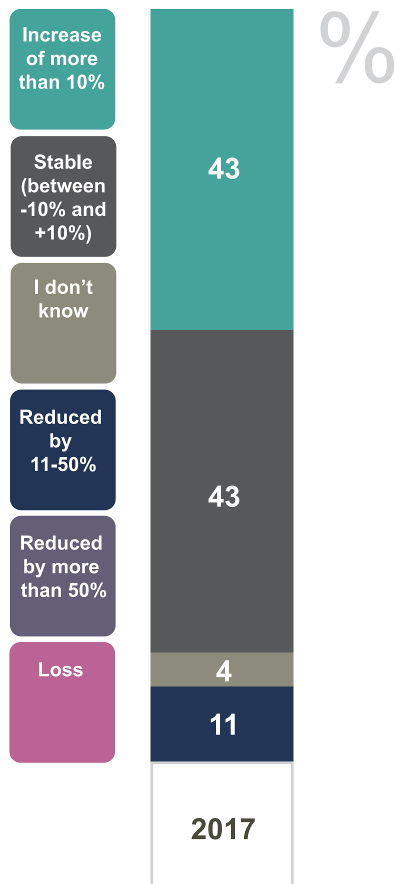
Detailed results Australia

The Global Association of the Exhibition Industry

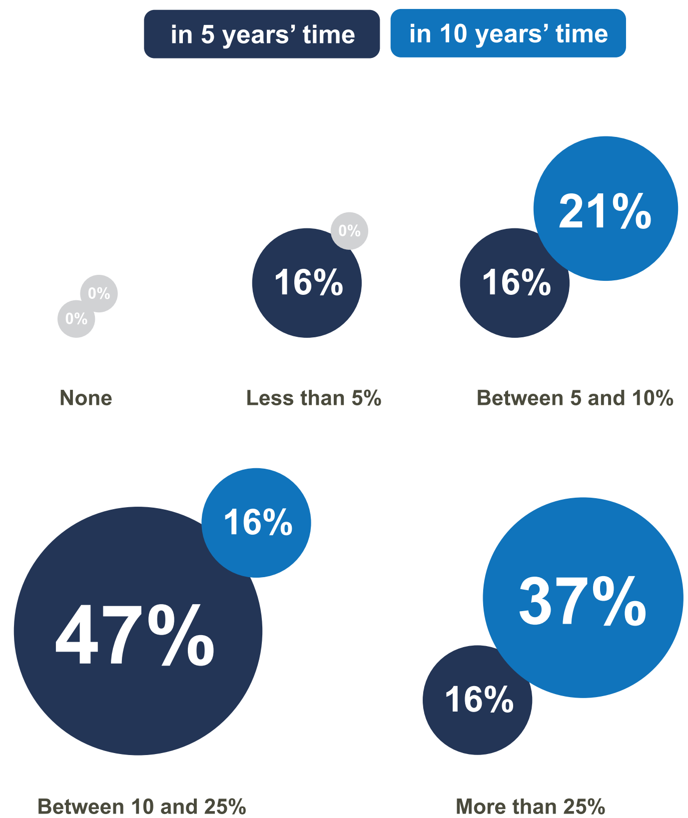
Financial expectations of Australian exhibition companies compared to previous years

Turnover

Operating Profit



Revenue share expected from new business models

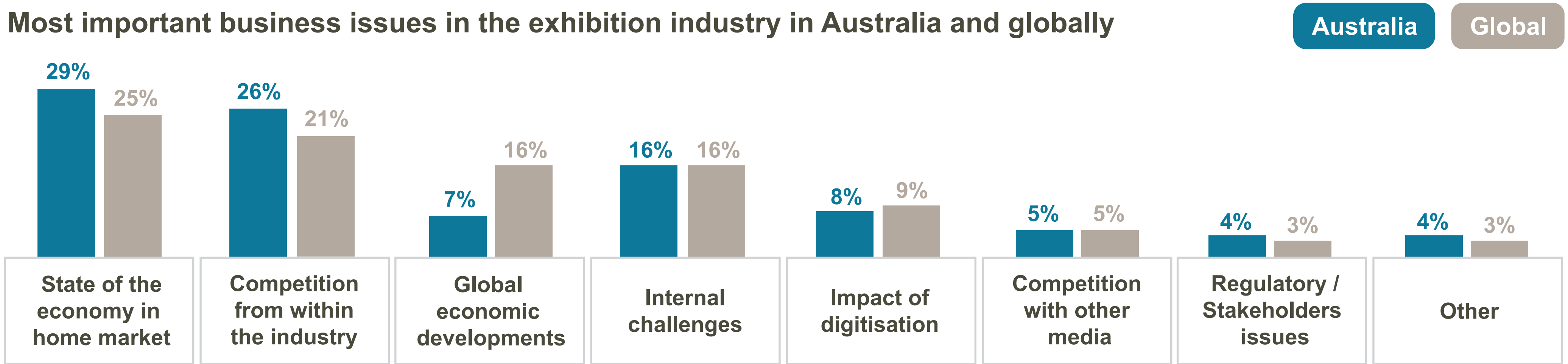


"I don't know" answers are not displayed
(5% for in 5 years' time and 26% in 10 years' time)

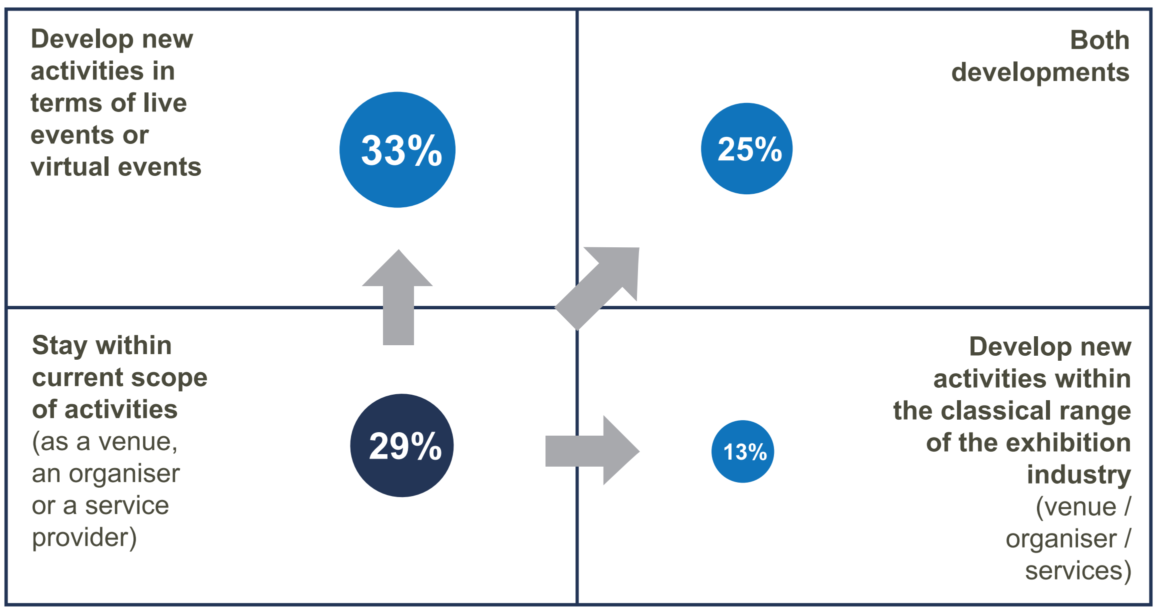
(28 answers in total)

Detailed results Australia

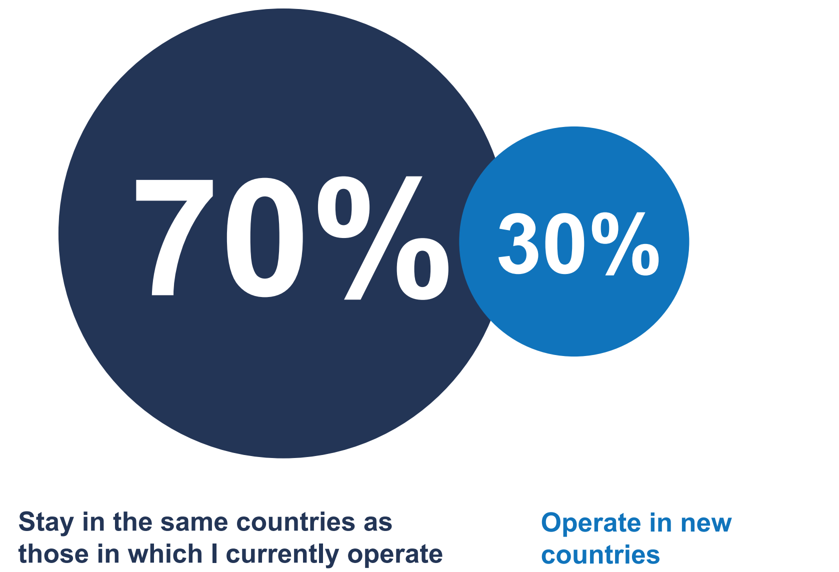
Most important business issues in the exhibition industry in Australia and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

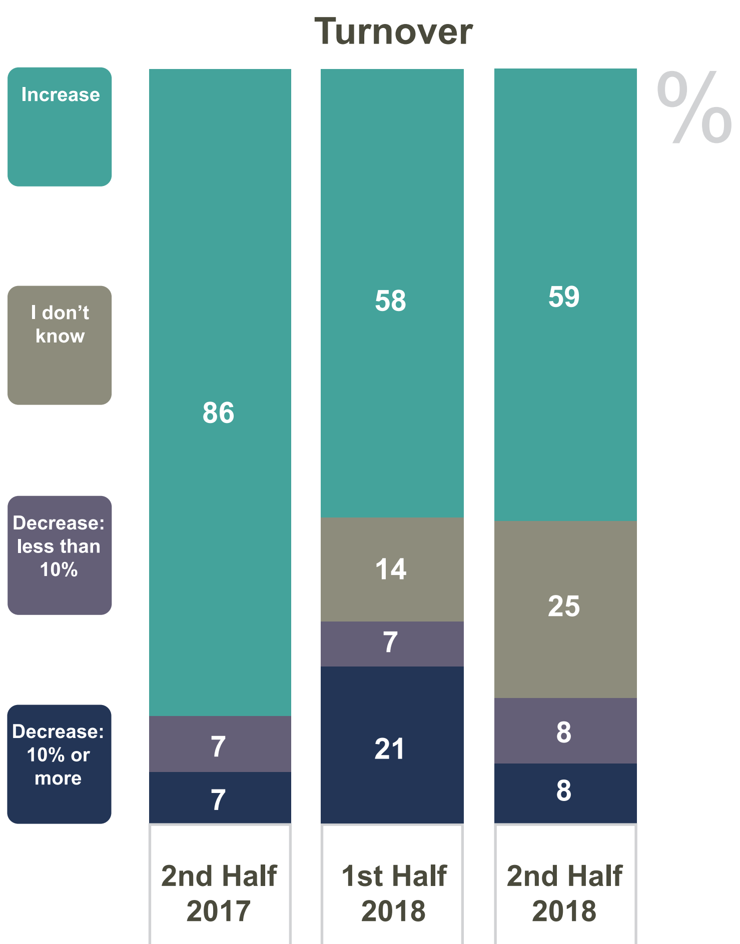


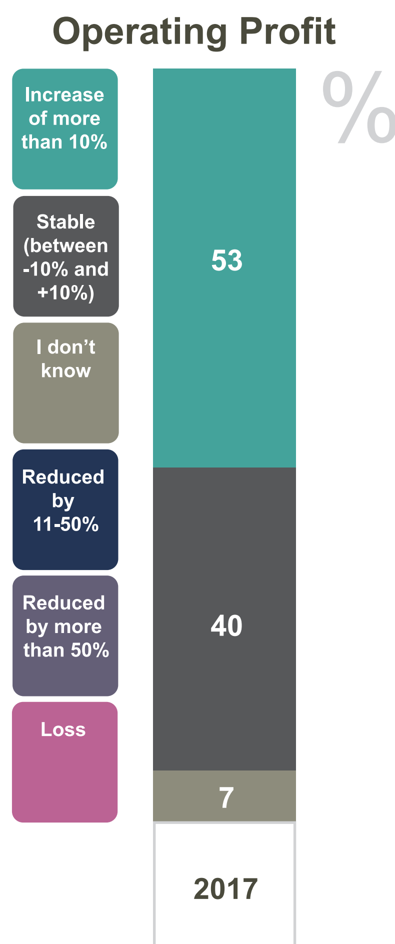
(28 answers in total)

Detailed results for China

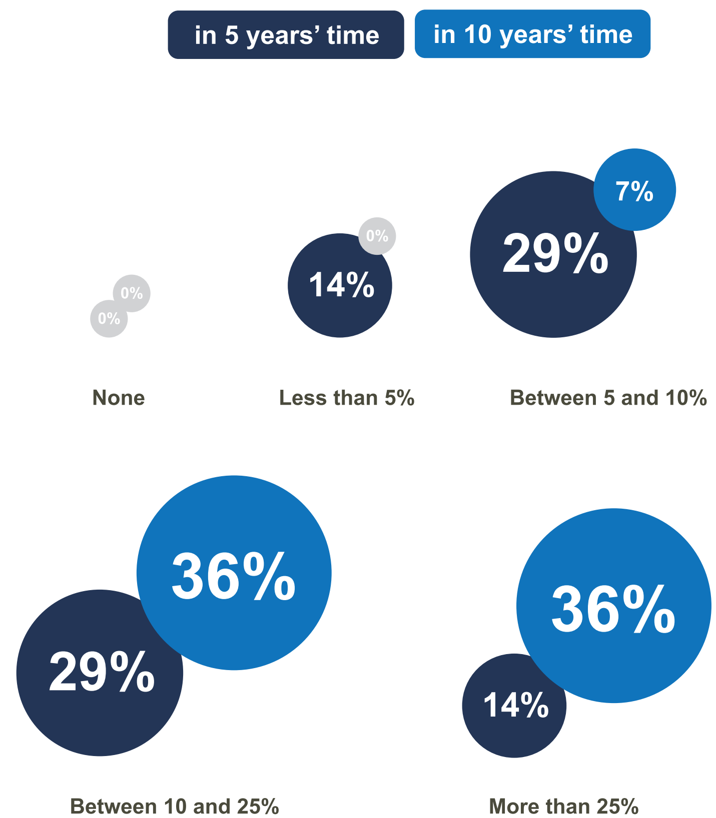
The Global Association of the Exhibition Industry

Financial expectations of Chinese exhibition companies compared to previous years





Revenue share expected from new business models

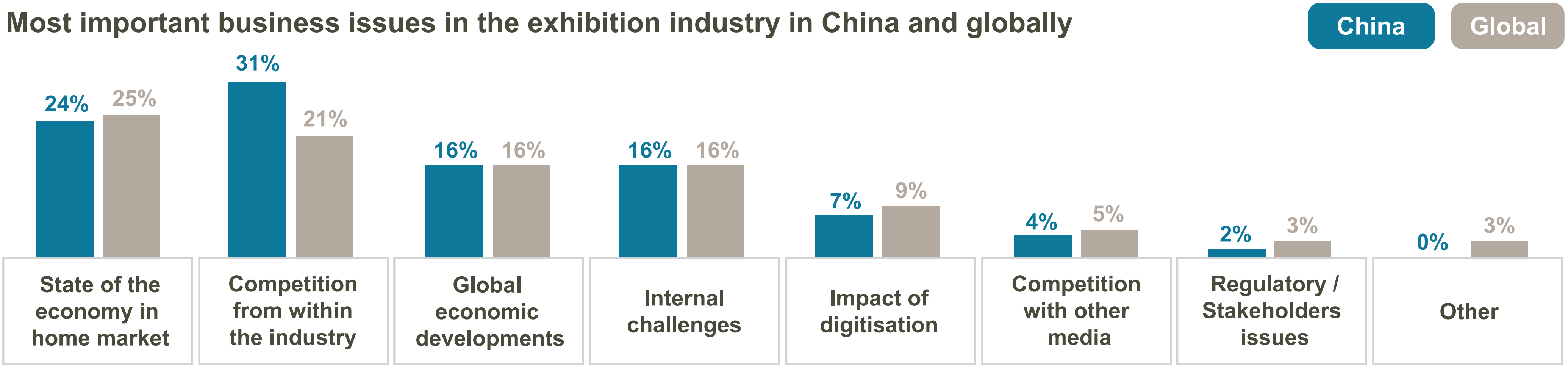


"I don't know" answers are not displayed
(14% for in 5 years' time and 21% in 10 years' time)

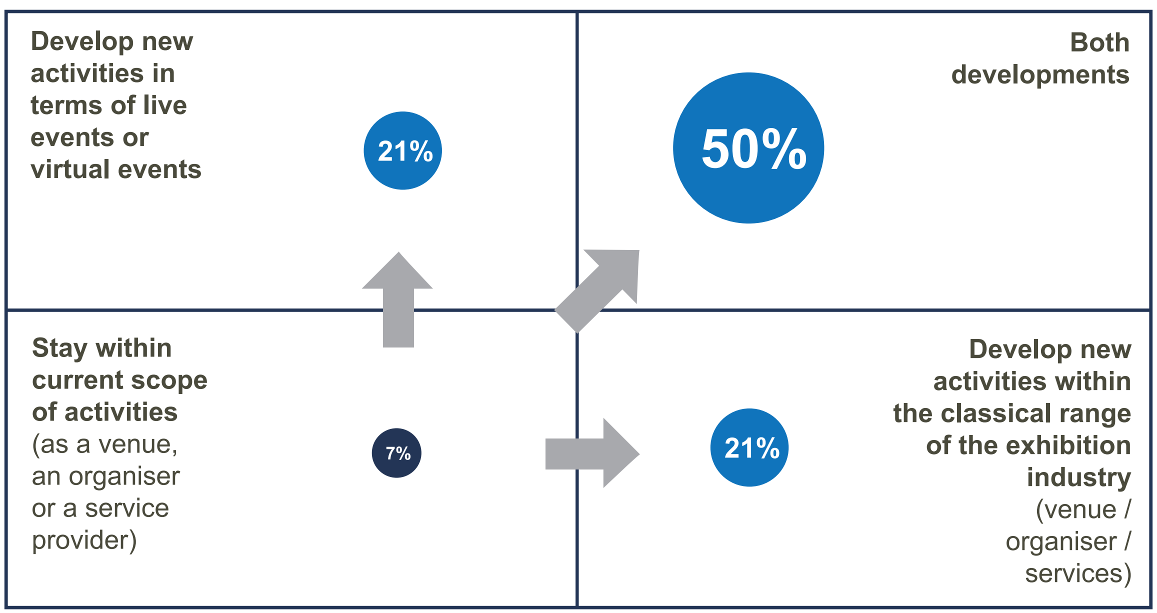
(15 answers in total)

Detailed results for China

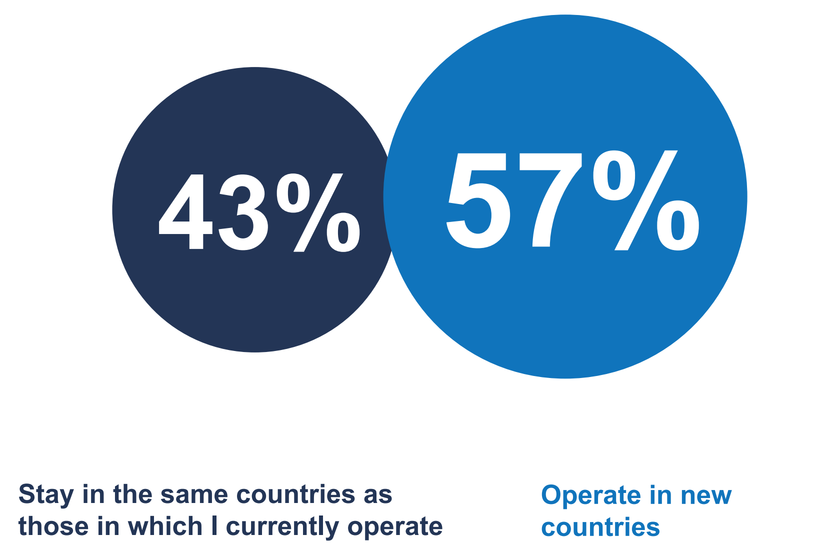
Most important business issues in the exhibition industry in China and globally



Current strategic priorities related to the range of activities

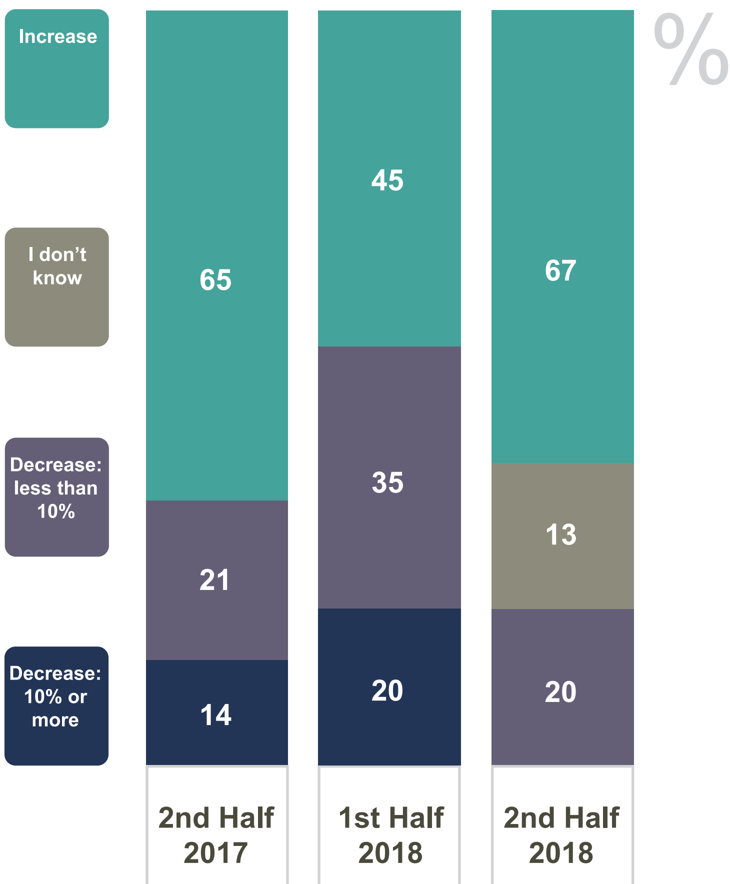


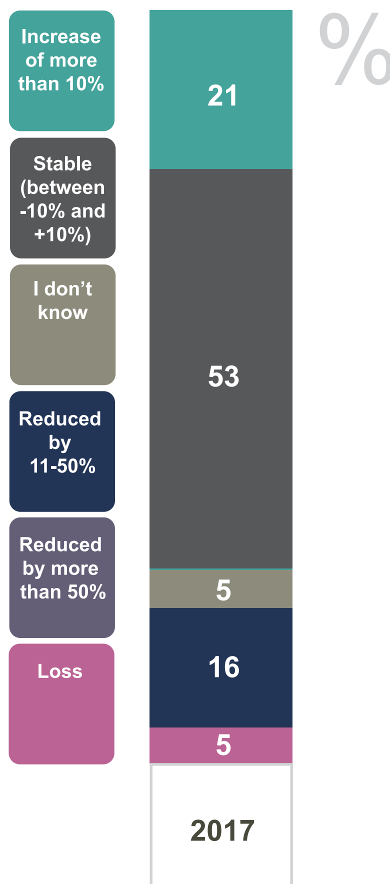
Current strategic priorities related to geographic exposure



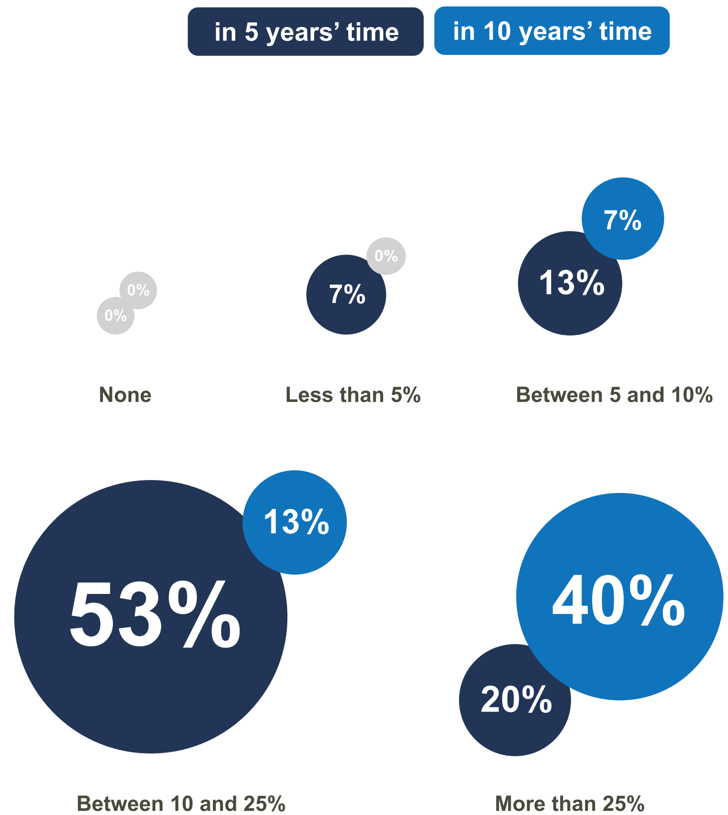
Detailed results for India

Financial expectations of Indian exhibition companies compared to previous years





Revenue share expected from new business models



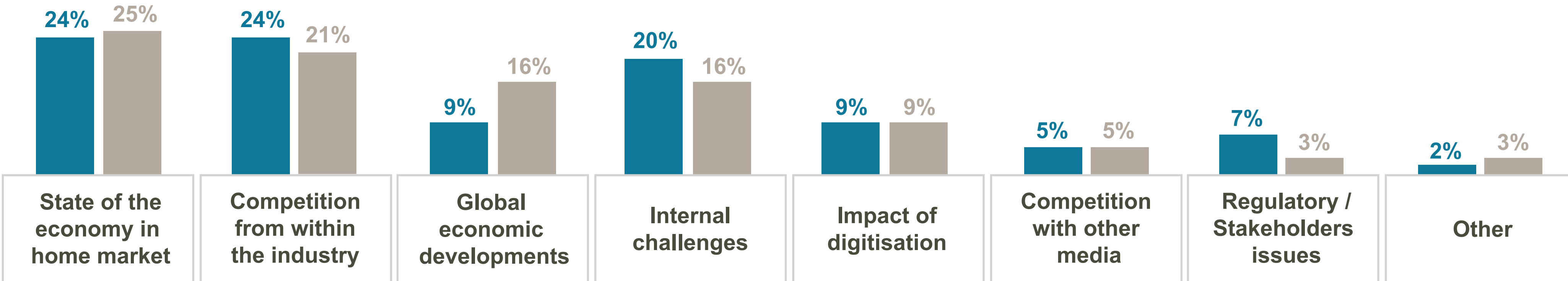
"I don't know" answers are not displayed
(7% for in 5 years' time and 40% in 10 years' time)

(20 answers in total)

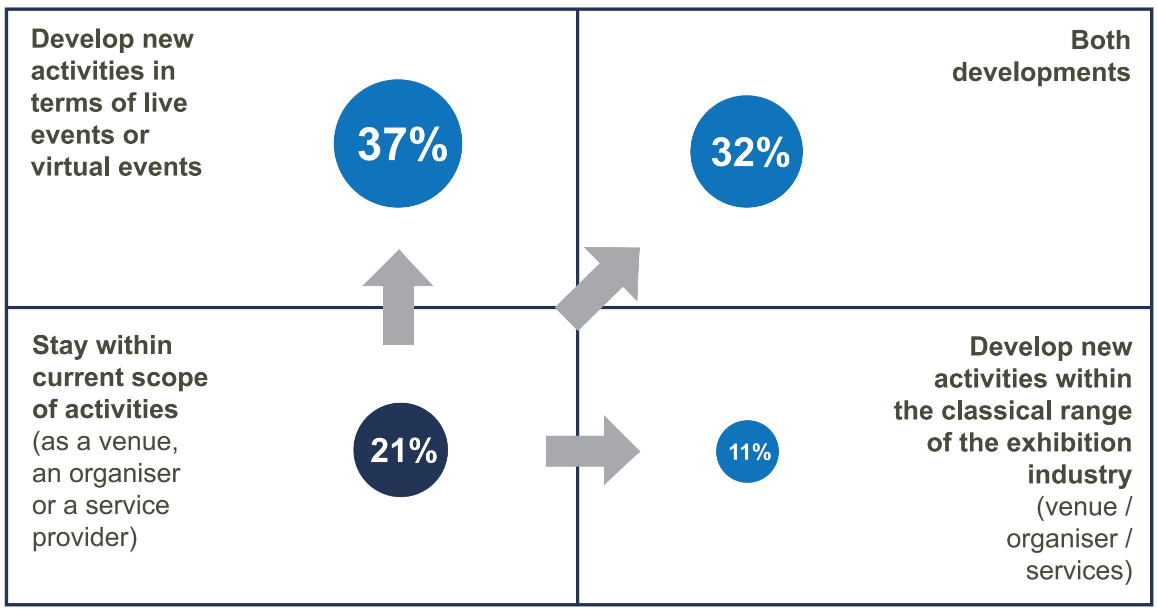
Detailed results for India

The Global Association of the Exhibition Industry

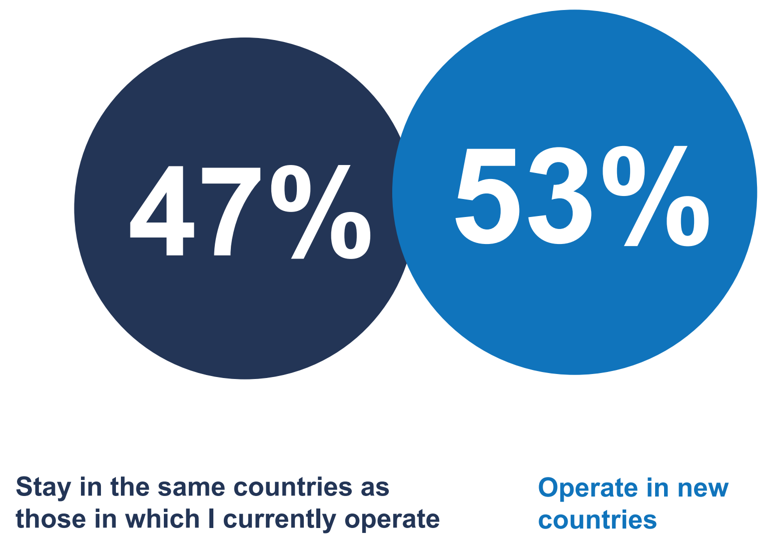
Most important business issues in the exhibition industry in India and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

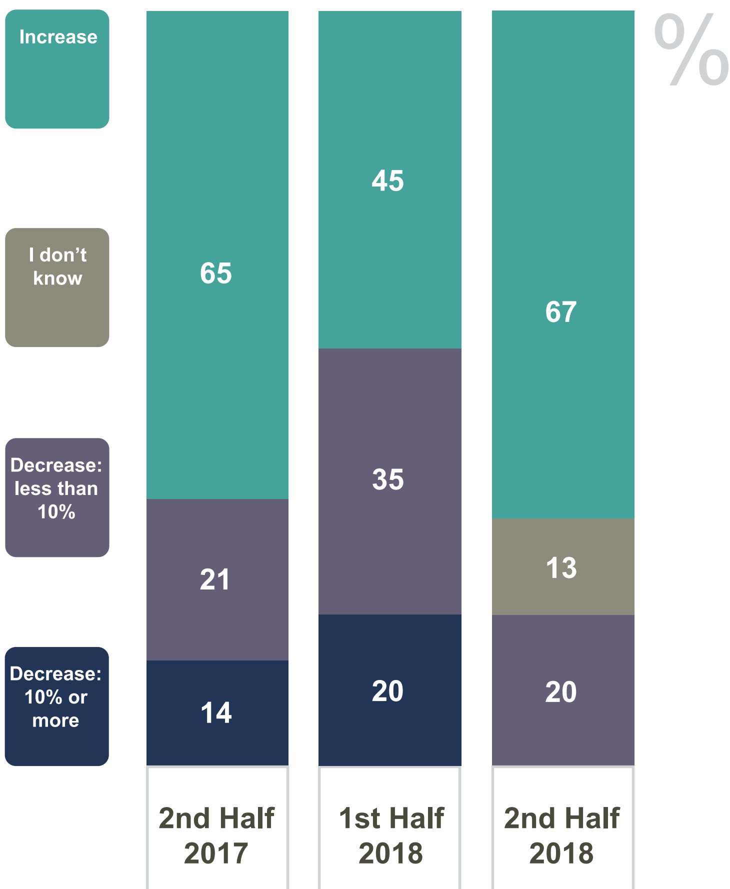


(20 answers in total)

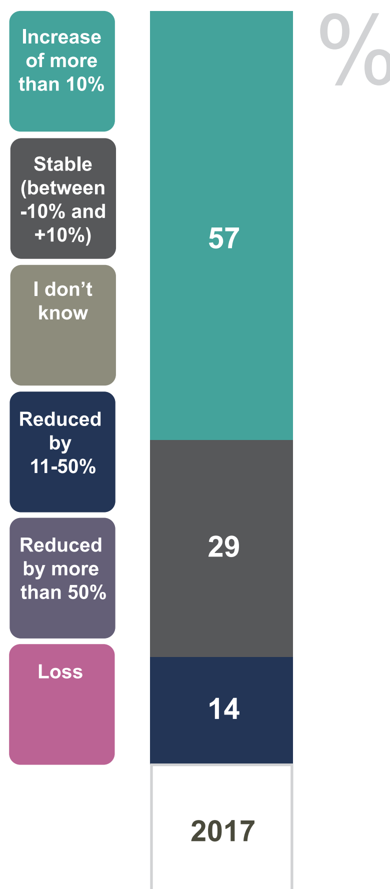
Detailed results for Indonesia

Financial expectations of Indonesian exhibition companies compared to previous years

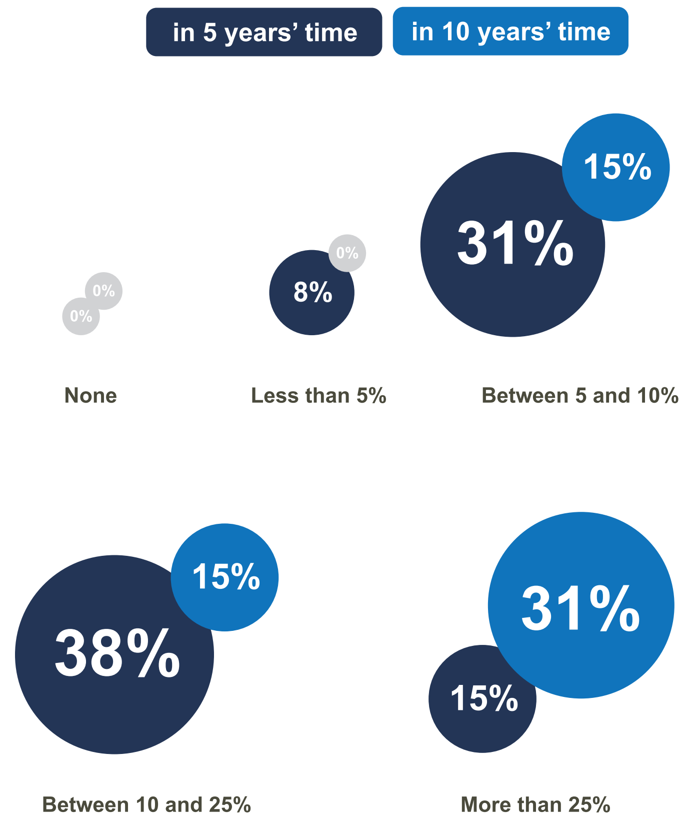
Turnover



Operating Profit



Revenue share expected from new business models



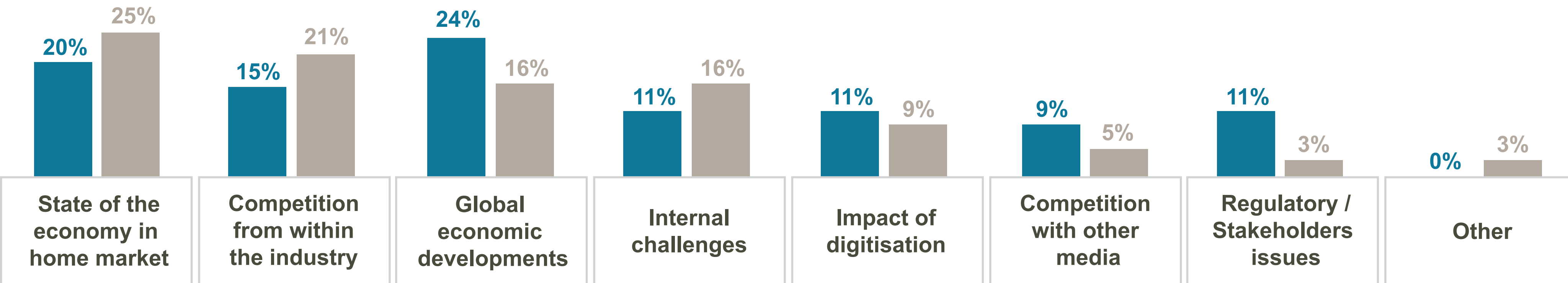
"I don't know" answers are not displayed
(8% for in 5 years' time and 38% in 10 years' time)

(15 answers in total)

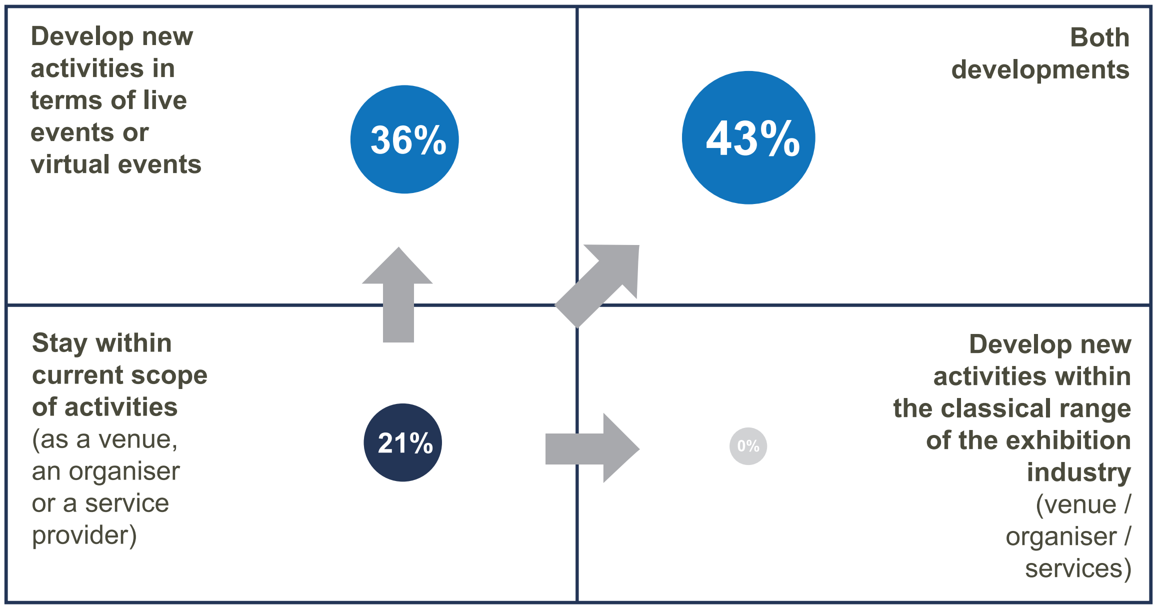
Detailed results for Indonesia

The Global Association of the Exhibition Industry

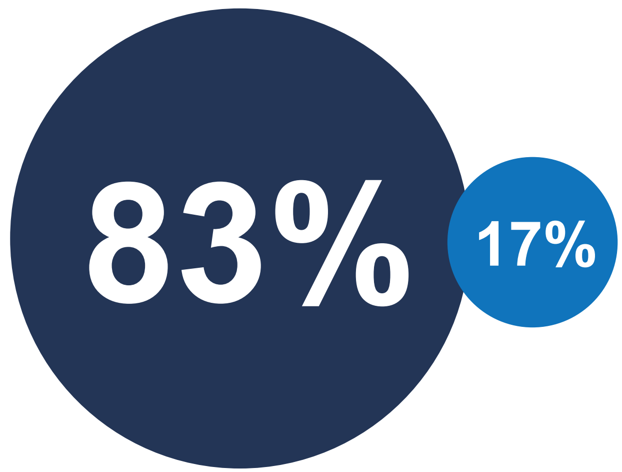
Most important business issues in the exhibition industry in Indonesia and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure



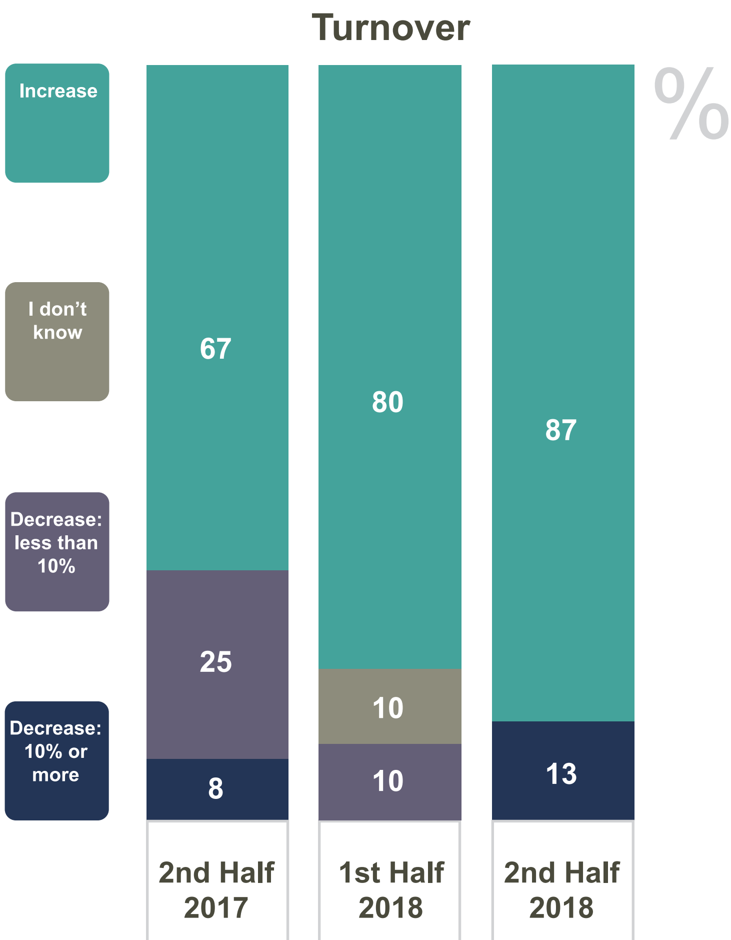
Stay in the same countries as those in which I currently operate

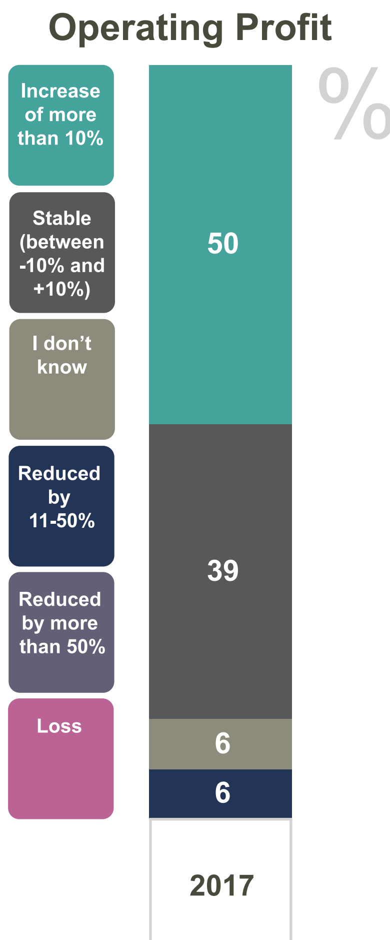
Operate in new countries

(15 answers in total)

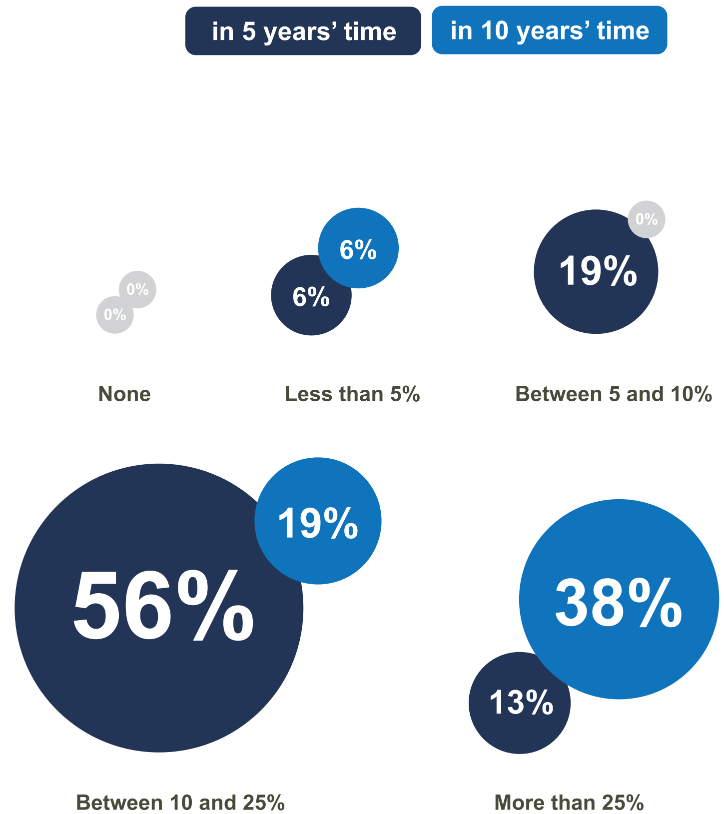
Detailed results for Macau

Financial expectations of Macau exhibition companies compared to previous years





Revenue share expected from new business models

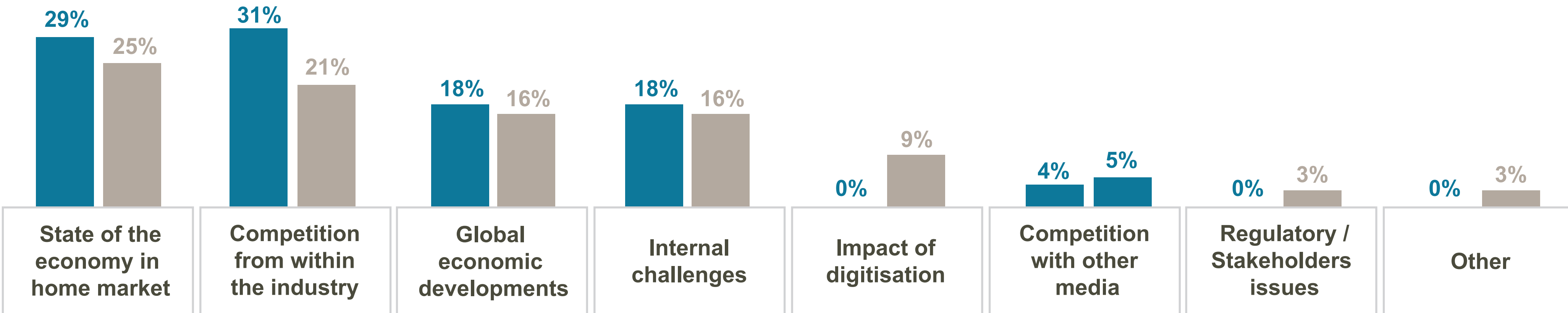


"I don't know" answers are not displayed
(6% for in 5 years' time and 38% in 10 years' time)

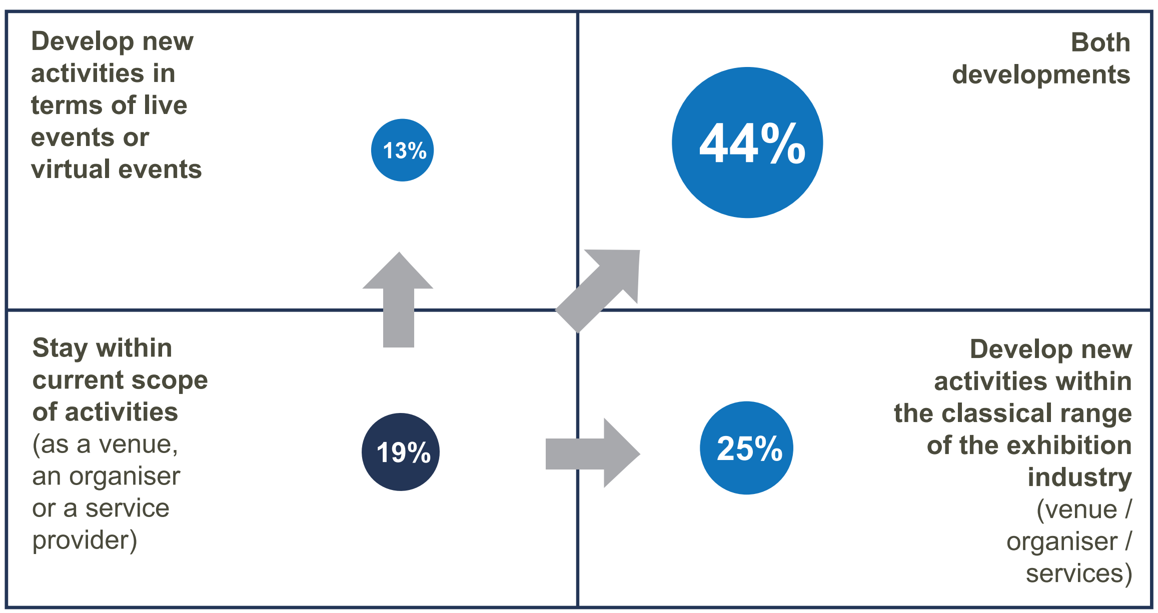
(18 answers in total)

Detailed results for Macau

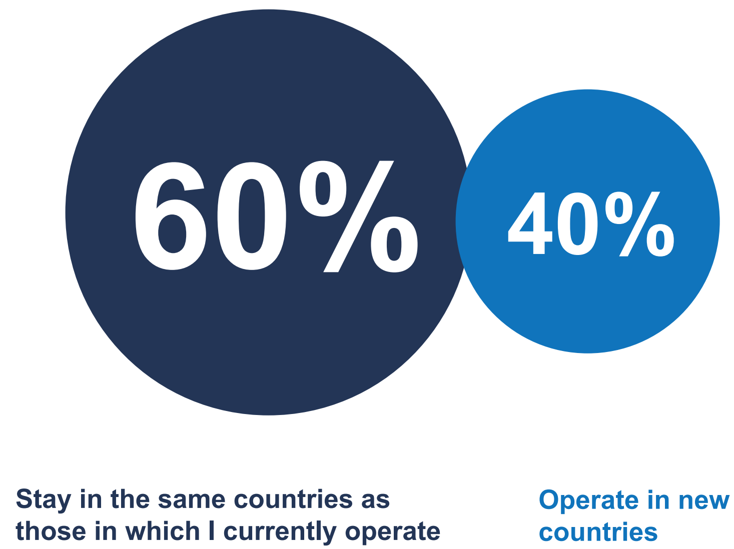
Most important business issues in the exhibition industry in Macau and globally



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure

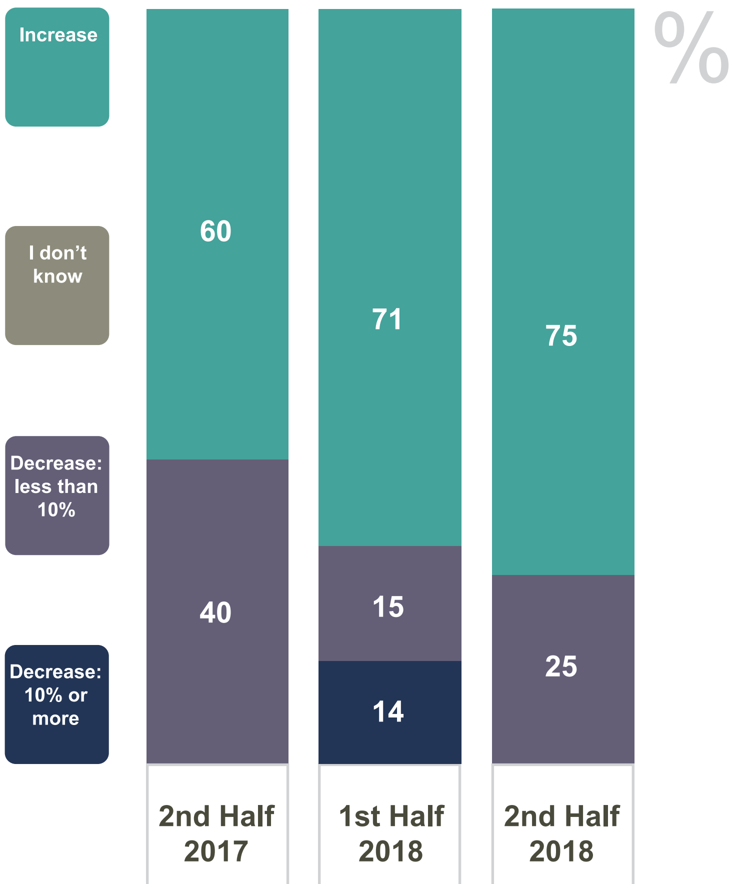


(18 answers in total)

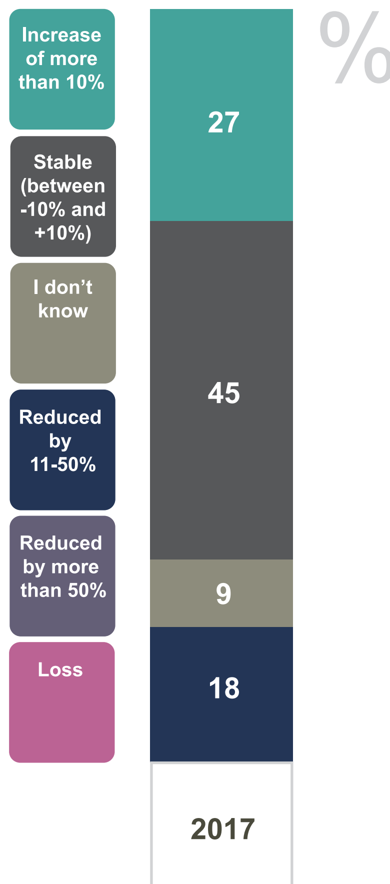
Detailed results for Thailand

Financial expectations of Thailand exhibition companies compared to previous years

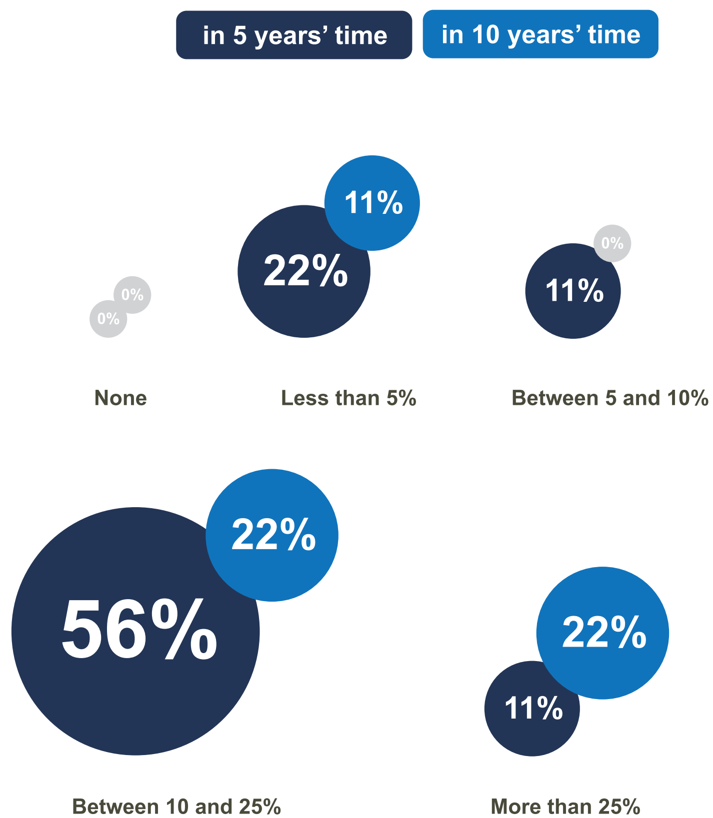
Turnover



Operating Profit



Revenue share expected from new business models

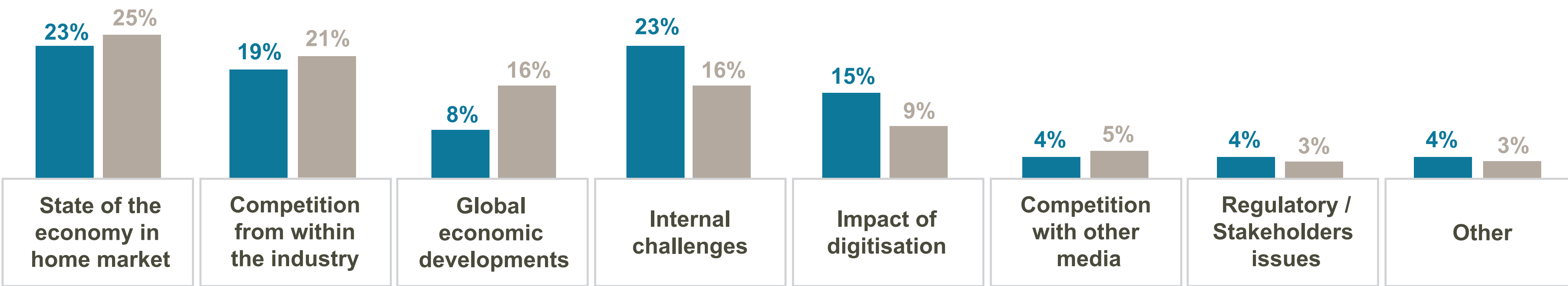


"I don't know" answers are not displayed
(0% for in 5 years' time and 44% in 10 years' time)

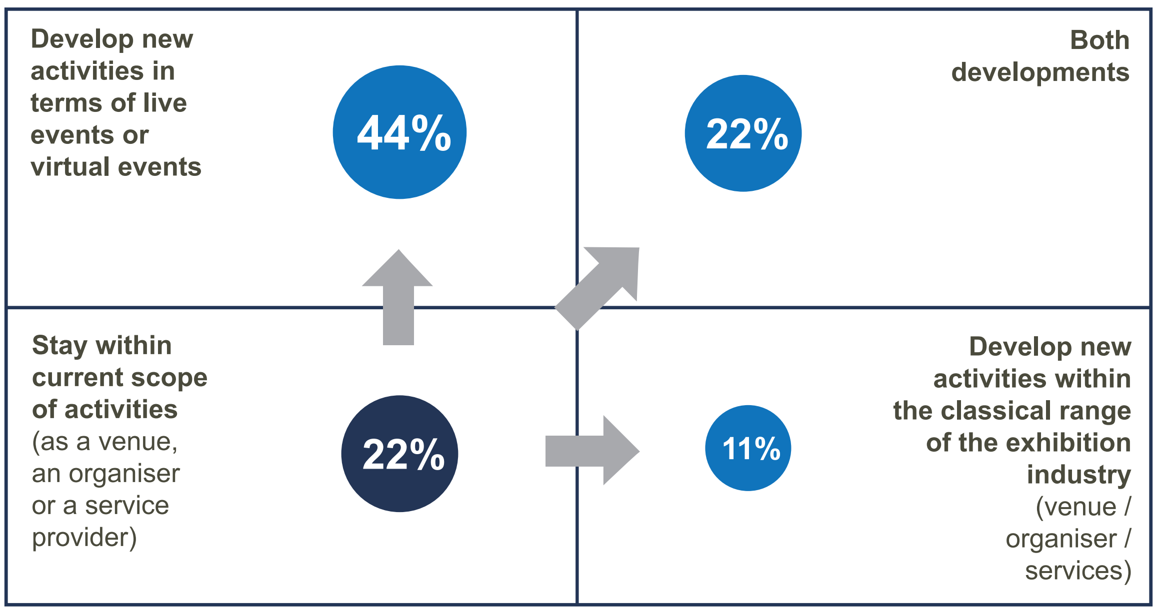
(11 answers in total)

Detailed results for Thailand

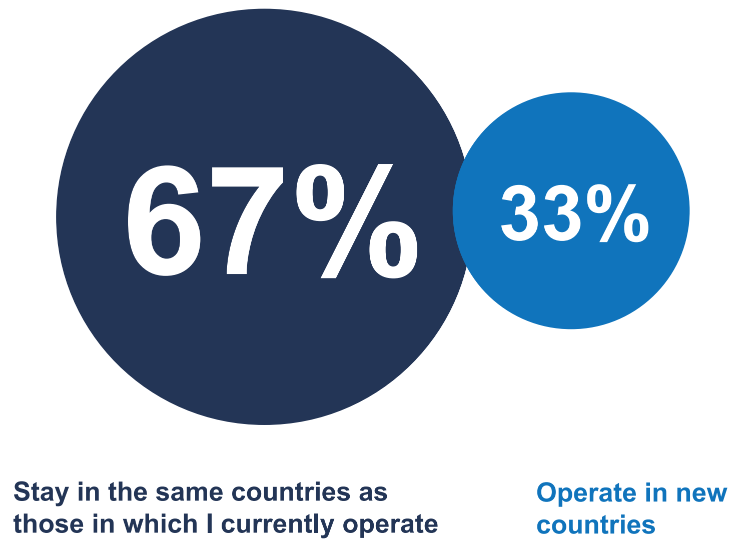
Most important business issues in the exhibition industry in Thailand and globally



Current strategic priorities related to the range of activities



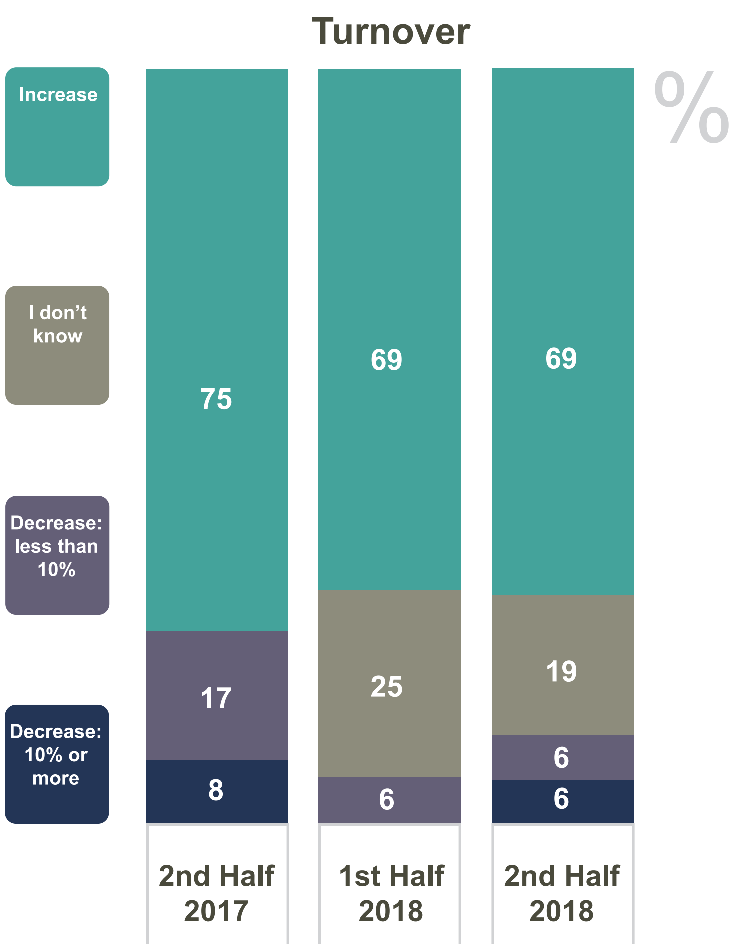
Current strategic priorities related to geographic exposure

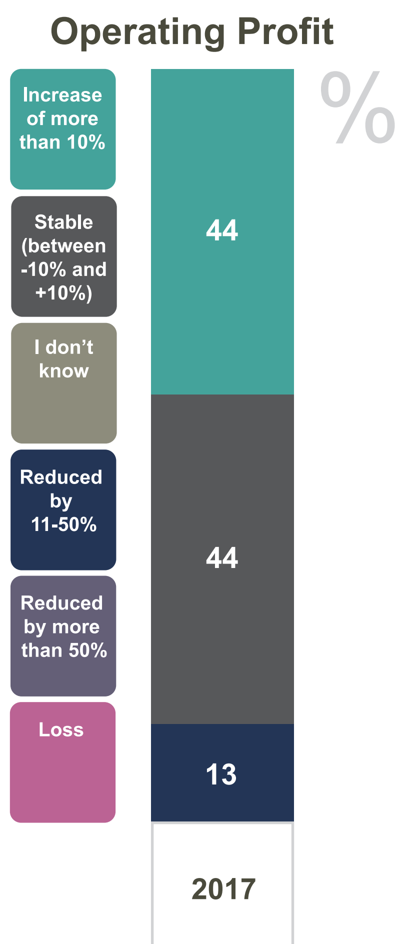


(11 answers in total)

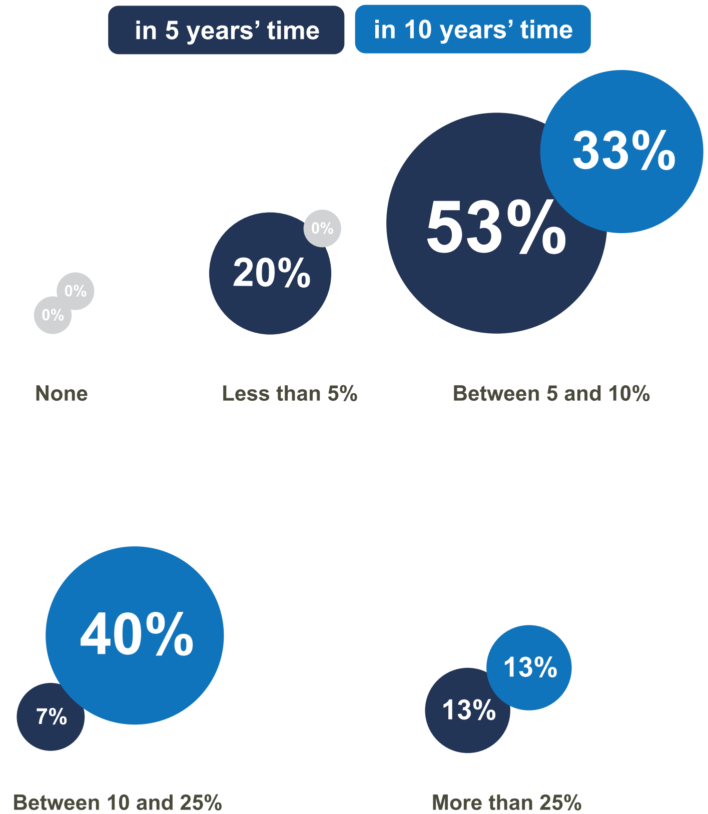
Detailed results for other countries in Asia - Pacific

Financial expectations of other countries in Asia - Pacific exhibition companies compared to previous years





Revenue share expected from new business models

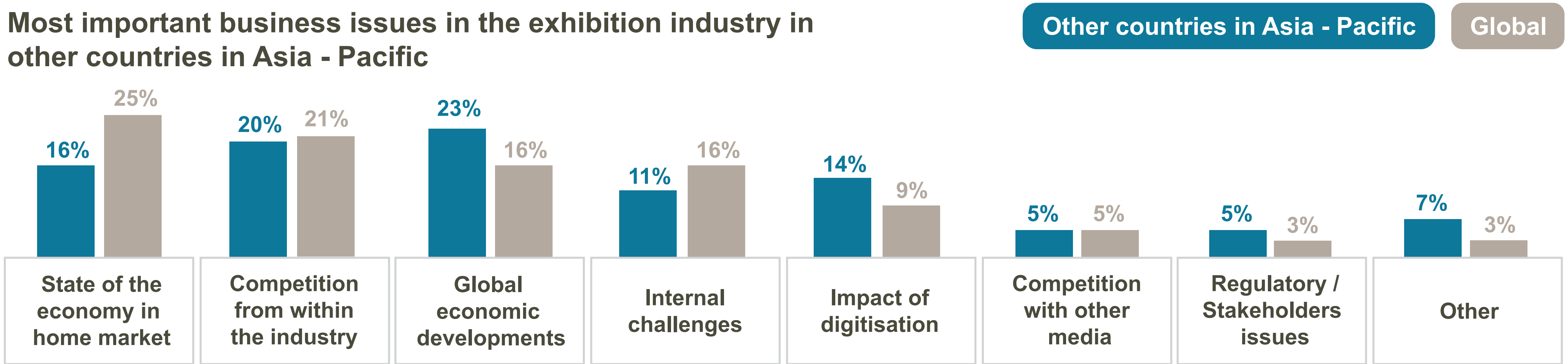


"I don't know" answers are not displayed
(7% for in 5 years' time and 13% in 10 years' time)

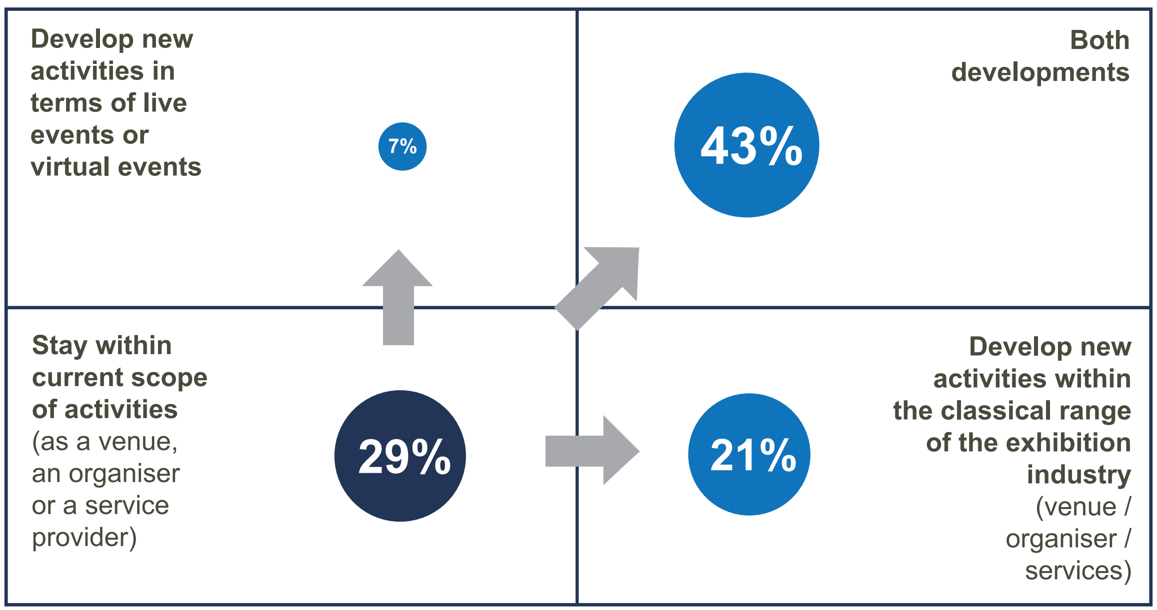
(16 answers in total)

Detailed results for other countries in Asia - Pacific

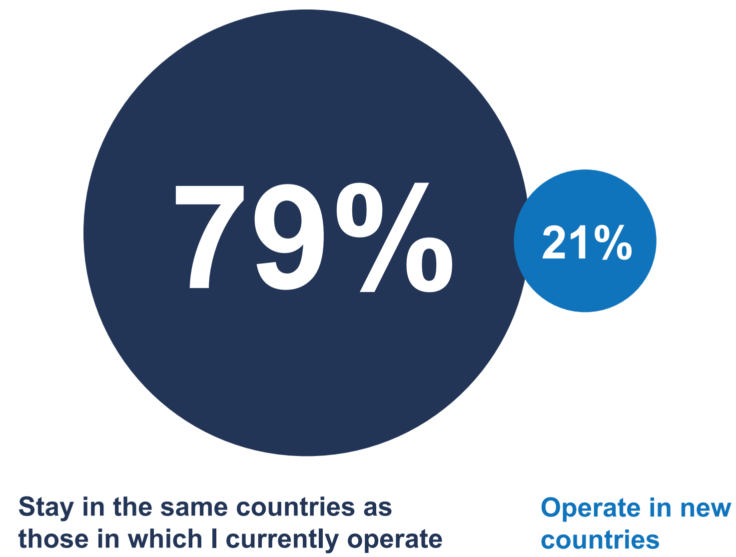
Most important business issues in the exhibition industry in other countries in Asia - Pacific



Current strategic priorities related to the range of activities



Current strategic priorities related to geographic exposure



(16 answers in total)

Conclusion

The Global Barometer survey has been measuring the pulse of the exhibition industry since 2008. The 20th survey, concluded in January 2018, was answered by 290 companies from 53 countries. The results are detailed for 17 geographical zones, including 14 major national markets.
Survey results reveal very positive trends at different levels:

- Regarding **turnover**, 70% of companies around the world declared an increase in the 2nd half of 2017, 72% anticipate one for the first half of 2018 and 77% for the 2nd half of 2018. Several markets anticipate outperforming these scores for 2018: Brazil, Germany, Macau, the US and the UK whereas a significant level of uncertainty exists for most other countries in Asia, including China.

- In terms of **operating profit**, most markets maintained or improved a good level of performance in 2017: 44% declare an increase and 43% a stable profit. A majority of companies declared an increase their operating profit in 2017 in 9 of the markets analysed: Brazil, China, Germany, Indonesia, Macau, Mexico, the Middle East, UK and the US.

- When asked about the **revenue share expected from new business models** (such as different event formats, digital revenues, or other marketing services), a majority of respondents believe that it will represent less than 10% in 5 years' time, but more than 10% in 10 years' time. Higher share is expected in the following markets: Australia, China, India, Indonesia, Macau, Mexico, Thailand, the UK, and the US.

- The **top business issues for the coming year** remain the "State of the economy in home market", for 25% of the respondents, "Competition from within the industry" (21%), "Global economic developments" and "Internal challenges" (both with 16% of the answers). This means that "Global economic developments" has become less important in the last year.

- Finally, about their **current strategic priorities**, companies indicate that:

  - In terms of range of activities, a large majority of companies intend to develop new activities, in either the classic range of exhibition industry activities (venue/organiser/services), other live events or virtual events, or in both: 72% in the Middle East & Africa, 78% in Asia/Pacific and 88% in the Americas and Europe.

  - In terms of geographical exposure, 4 companies out of 10 on average declare an intention to develop operations in new countries, and this is the case for a majority of companies in 5 of the 17 markets analysed: the UK and the Middle East (67%), China (57%), India (53%) and Germany (50).

THANK YOU TO ALL SURVEY PARTICIPANTS FOR YOUR CONTRIBUTION!

THE NEXT GLOBAL BAROMETER SURVEY WILL BE CONDUCTED IN JUNE 2018 – PLEASE PARTICIPATE!

Appendix: Number of survey replies per country
Total = 290 (in 53 countries)

North America	28
Canada	3
Mexico	13
USA	12

Central & South America	20
Argentina	3
Bolivia	1
Brazil	11
Colombia	2
Ecuador	1
El Salvador	1
Venezuela	1

Africa	25
Libya	1
South Africa	24

Europe	81
Albania	1
Austria	1
Belgium	1
Croatia	1
Czech Republic	1
EU	1
France	2
Georgia	1
Germany	15
Greece	2
Italy	13
Luxembourg	1
Netherlands	1
Poland	1
Portugal	1
Romania	1
Russian Federation	12
Serbia	1
Slovenia	1
Spain	2
Sweden	3
Turkey	4
Ukraine	1
United Kingdom	13

Middle East	13
Iran	9
Jordan	1
United Arab Emirates	3

Asia / Pacific	123
Australia	28
China	15
Hong-Kong	4
India	20
Indonesia	15
Japan	3
Macau	18
New Zealand	2
Pakistan	1
Singapore	3
South Korea	2
Taiwan	1
Thailand	11

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