# MINExpo® International 2012

September 24 - 26, 2012, Las Vegas, NV

## Attendee and Exhibitor Research to Assess Value

Conducted for National Mining Association

MINEXPO INTERNATIONAL 2012

September 24-26, 2012
Las Vegas Convention Center
Las Vegas, Nevada USA

Sponsored by National Mining Association

CONFIDENTIAL

# Introduction

# Methodology

***Methodology***

- A representative sample of 3,000 attendees who had registered as miners were mailed a copy of the survey along with a $1 bill incentive on October 26, 2012.

  A total of 353 completed questionnaires were submitted by the cut-off date for a response rate of 12%.

  The margin of error is +/- 5.2% at the 95% level of confidence.

- For the exhibitor survey, an email invitation with the URL for the survey site was sent on November 12, 2012 to 1,265 exhibiting companies who provided their email address.  Exhibitor respondents were entered into a drawing for a $300 VISA gift card.

  A total of 329 completed questionnaires were submitted by the cut-off date.  The net return rate is 21%.

  The margin of error is +/- 5.4% at the 95% level of confidence.

# Research Objectives

***Background:***

- The National Mining Association has asked Exhibit Surveys, Inc. (ESI) to conduct attendee and exhibitor research for its MINExpo® International show that was held September 24 – 26, 2012 in Las Vegas.

***Overall Research Objectives:***

- Ensure that the products and services being represented by exhibitors meet the needs of attendees.
- Ensure that the proper attendee segments are represented based on what exhibitors feel are most important to maximize their return on investment (ROI) and objectives (ROO)
- Identify the existing and potential elements of the event that represent the most value to exhibitors and attendees and determine ways that value can be improved.
- Market and sell exhibit space and sponsorships for future events.
- Develop targeted marketing and attendee promotion campaigns for future events to grow attendance.

***Attendee Research Objectives:***

- Assess attendee satisfaction and value to identify ways to maximize and improve value of attending (including Net Promoter® Score)
- Analyze alignment between attendee and exhibitor expectations, needs and interests to identify opportunities for growth and ways to improve value for exhibitors and attendees
- Profile attendees and document their interests and quality compared to ESI's benchmarks.
- Measure activity level of audience (hours and days attending, Traffic Density, history of attending, etc.) including likelihood to attend next show and compare to ESI's benchmarks.
- Evaluate attendee promotion efforts to determine ways to improve promotion in the future
- The 2012 results are compared to previous years of miner results wherever possible

***Exhibitor Research Objectives:***

- Assess exhibitor satisfaction and value of MINExpo®
- Rate and evaluate specific aspects of MINExpo® to identify areas of improvement
- Success of MINExpo® in delivering specific audience segments
- Profile exhibitors to analyze results.

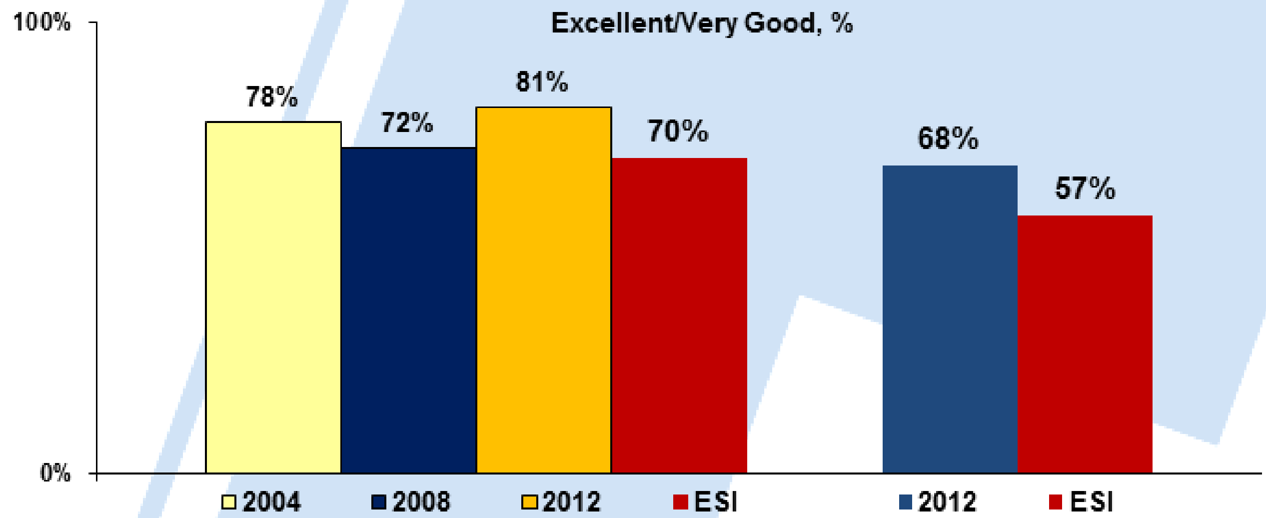
# Executive Summary

# Key Findings

**Alignment Between Miners and Exhibitors**

**Overall Value**

Both miners and exhibitors rate the value received from MINExpo® 2012 very highly and above the ESI all-show averages. Miners find the show to be informative, well-organized and represents a wide variety of products and companies. Exhibitors found highly qualified leads, increased awareness for their products and company, experienced good traffic and were pleased with the quantity of attendees.



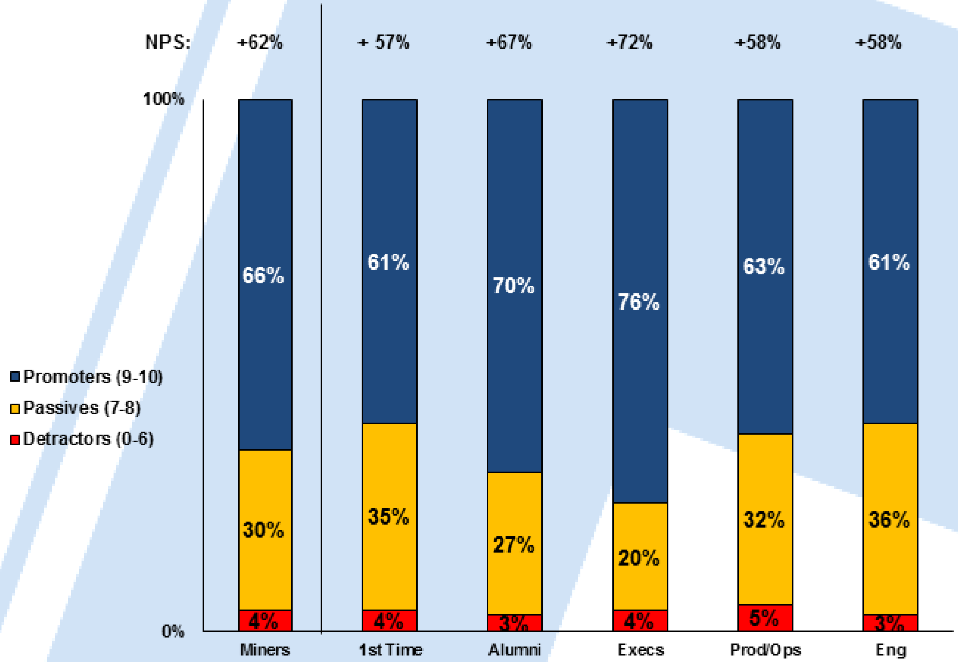

**Miner Net Promoter® Score (NPS)**

Research has shown that those more likely to recommend a particular event to a friend or colleague were the same customers who were also more likely to actually return to that event as well as generate new business via word-of-mouth.

## Key Findings *(Continued)*

**Miner Net Promoter® Score (NPS) (continued)**

Using a 0 to 10 scale where 10 = extremely likely and 0 = not at all likely, 66% of miners are Promoters of MINExpo® (meaning they gave a 9 or 10 rating). Four percent of miners are considered Detractors in that they provided a 0 – 6 rating. The differences in these scores determine the Net Promoter® Score (shown below). The NPS for 2012 was +62% (+58% in 2008). The ESI all-show average NPS is +38%.




A summary of miner's comments regarding their reasons for their ratings given is shown on page 40. Miners consider the show to be excellent, providing an impressive exhibition and a great learning experience.

## Net Promoter® Score – Miners' Reasons for Ratings

*What is your reason for your rating of your likelihood to recommend?*

The Net Promoter analysis creates 3 groups of attendees – Promoters, Passive participants and Detractors. Promoters can be considered your best customers and are actively engaged in recommending your event and helping to create positive word-of-mouth about your event. Passive participants are those who are somewhat undecided about the value of your event and while not actively criticizing it are not actively promoting it. Detractors are those who were unhappy with your event and are probably actively critical of it and creating negative word of mouth about the event.

In the case of MINExpo® the few detractors primarily gave a low rating because the opportunity to recommend the show was not applicable.
Verbatim comments relating to their

***"Promoters" (9 – 10 Ratings)***
***66% of Miners***

| Sample Comments | # of Mentions |
|---|---|
| Excellent show | 23 |
| Impressive exhibition | 13 |
| Great learning experience | 12 |
| If you are mining industry, you need to attend this show | 11 |
| Great value for the cost | 9 |

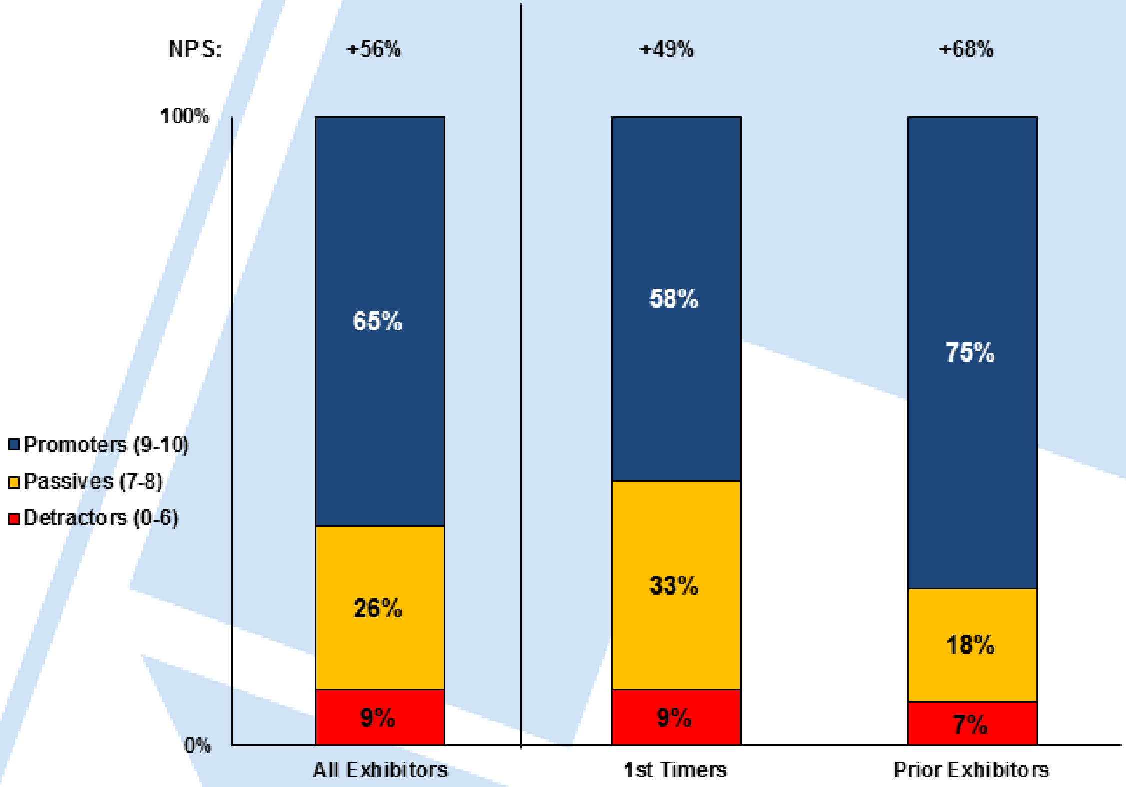
***"Detractors" (0 – 6 Ratings)***
***4% of Miners***

| Sample Comments | # of Mentions |
|---|---|
| Most of my colleagues have already attended | 2 |
| Expensive | 2 |
| Company decides who can attend | 1 |

# Key Findings *(Continued)*

**Exhibitor Net Promoter® Score (NPS)**

Using a 0 to 10 scale where 10 = extremely likely and 0 = not at all likely, 65% of exhibitors are Promoters of MINExpo® (meaning they gave a 9 or 10 rating). Nine percent of exhibitors are considered Detractors in that they provided a 0 – 6 rating. The differences in these scores determine the Net Promoter® Score (shown below). The NPS for 2012 was +56%, much higher than the ESI all-show average exhibitor NPS of +17%.




A summary of exhibitor's comments regarding their reasons for their ratings given is shown on page 41. Exhibitors consider MINExpo to be the premier mining event and that participating is crucial for continued business success.

# Net Promoter® Score – Exhibitor Reasons for Ratings

*Promoters: What specifically would you say when recommending exhibiting at MINExpo®?*

*Detractors: What can show management do to improve your rating regarding exhibiting at MINExpo®?*

The Net Promoter analysis creates 3 groups of attendees – Promoters, Passive participants and Detractors. Promoters can be considered your best customers and are actively engaged in recommending your event and helping to create positive word-of-mouth about your event. Passive participants are those who are somewhat undecided about the value of your event and while not actively criticizing it are not actively promoting it. Detractors are those who were unhappy with your event and are probably actively critical of it and creating negative word of mouth about the event.

Exhibitor Promoters are extremely enthusiastic. Verbatim comments relating to their ratings can be found in the Appendix.

***"Promoters" (9 – 10 Ratings)***
***65% of Exhibitors***

| Sample Comments | # of Mentions |
|---|---|
| Great quality leads | 2 |
| It is the most important mining show in the world | 2 |
| The exposure to the mining community is unparalleled | 2 |
| Extremely good opportunity to extend the number and geography of potential clients. Good opportunity to meet decision makers. Very good chances to find new suppliers or dealers. | 1 |
| MINExpo® is the MUST ATTEND show for any company in the mining industry. It is where the entire industry gathers to discover the latest technology and trends around the world. | 1 |

***"Detractors" (0 – 6 Ratings)***
***9% of Exhibitors***

| Sample Comments | # of Mentions |
|---|---|
| Lower costs | 3 |
| Replace GES | 1 |
| Much more advertising the show in Europe, Far East. Opening booths in other shows around the world. | 1 |

## Key Findings *(Continued)*

**Alignment Between Miners and Exhibitors:**

### Primary Industry

Alignment is good for the top three mining industries considered important by exhibitors – coal, precious minerals, and industrial/nonmetallic minerals, in that these are also the top three areas represented by miner attendees. Exhibitors expressed satisfaction with the representation of attendees for their key areas of importance.

### Primary Job Function/Position

Exhibitors consider production/operations/maintenance personnel the most important job functions to reach followed by engineering and purchasing. The largest job function among miners is production/operations/maintenance followed by administration and engineering. Exhibitors are highly satisfied with the representation of production/operations/maintenance and engineering managers at the show. Exhibitors are less satisfied with the representation of purchasing personnel.

### Primary Mining Area of Involvement

The top mining areas of involvement considered important by exhibitors – open pit mining, underground mining, and processing/preparation line up with the top three areas represented by miner attendees. Exhibitors expressed satisfaction with the representation of attendees for their key areas of importance.

### Reasons for Attending vs. Objectives for Exhibiting

Miners came to MINExpo® 2012 primarily for the following 4 reasons:

- *To see new products and developments*
- *Network with colleagues/vendors*
- *To see specific products*
- *To see specific companies*

Exhibitor objectives of increasing awareness and establishing a presence line up with miners' objectives of seeing new products and developments and to see specific products and companies.

## Key Findings *(Continued)*

**Alignment Between Miners and Exhibitors (continued):**

Ratings for MINExpo® delivering on exhibitor objectives are very high, most are extremely/very satisfied with their top objectives of awareness, presence and image. Two-thirds of exhibitors are highly satisfied with the sales leads obtained at the show.

| | *Exhibitors, %* | |
|---|---|---|
| ***Objectives for Participation*** | ***Extremely/ Very Important*** | ***Extremely/ Very Satisfied*** |
| Increase awareness | 96 | 84 |
| Maintain image, presence, and/or awareness | 90 | 87 |
| Establish a presence, image | 88 | 85 |
| Obtain sales leads | 87 | 66 |
| Meeting with customers to discuss product issues/improvements | 80 | 75 |
| Networking with others | 78 | 76 |
| New product introduction | 70 | 85 |
| Support sales force | 62 | 73 |
| Support distributors/reps | 51 | 72 |

## Key Findings *(Continued)*

**Attendee Product Publication Readership vs. Exhibitor Advertising**

The top publications read regularly by miners are also the top publications that exhibitors advertise in frequently.

| | Miners | | | Exhibitors |
|---|---|---|---|---|
| | Read regularly (3 out of 4 issues), % | | | Advertise in, % |
| | 2004 | 2008 | 2012 | 2012 |
| Coal Age | 43 | 42 | 26↓ | 13 |
| Engineering & Mining Journal (E&MJ) | 35 | 26 | 24 | 9 |
| Mining Magazine | 10 | 13 | 23↑ | 8 |
| Mining Engineering Magazine | 35 | 21 | 21 | 5 |
| Mining Journal | 17 | 18 | 17 | 6 |
| Coal People Magazine | * | 16 | 11↓ | 6 |
| Pit & Quarry | 18 | 10 | 10 | 6 |
| International Mining | * | 8 | 9 | 7 |
| Rock Products | 13 | 5 | 9↑ | 3 |
| Coal News | * | 11 | 8 | 1 |

**<u>Miners' Ratings of MINExpo® Aspects</u>**

Most show aspects received strong scores. Three areas were rated significantly higher compared to 2008 – registration onsite, the International Business Center, and Housing. Two areas that dropped significantly however, were food concessions/restaurants and shuttle buses.  The exhibits, the key reason for attending, continue to be rated excellent.

| | % Rated Excellent/Very Good | | | |
|---|---|---|---|---|
| **Miner Ratings** | **2004** | **2008** | **2012** | **Used** |
| Exhibits | NA | 89 | 90 | 78 |
| Registration Online | 85 | 90 | 90 | 57 |
| Shuttle Buses | 78 | 87 | 80↓ | 47 |
| Registration On-Site | 72 | 65 | 78↑ | 22 |
| Mining Industry in print literature bins | 63 | 64 | 68 | 27 |
| International Business Center | 56 | 46 | 67↑ | 7 |
| Housing | 67 | 57 | 66↑ | 34 |
| Pre-event emails | NA | 68 | 62 | 43 |
| Food Concessions/Restaurants | 30 | 34 | 28↓ | 58 |

## Key Findings *(Continued)*

**Exhibitors' Ratings of MINExpo® Attendees, Leads**

Exhibitors gave extremely strong ratings for the quantity and quality of attendees (79% and 74%, respectively). By comparison, the ESI averages are 51% for quantity of attendees and 63% for quality of attendees. Exhibitor ratings for the quality and quantity of leads were also above ESI all-show averages.

All event aspects received ratings above 50% indicating strong overall satisfaction.

| | % 4/5 Rating | % ESI All-Show Averages |
|---|---|---|
| **Audience Aspects:** | | |
| Quantity of Attendees | 79 | 51 |
| Quality of Attendees | 74 | 63 |
| Quality of Leads | 55 | 48 |
| Quantity of Leads | 53 | 39 |
| **Event Aspects:** | | |
| Show Organizer (National Mining Association) | 70 | NA |
| Las Vegas Convention Center (facilities) | 65 | NA |
| Show Promotion | 62 | NA |
| Show Manager (Hall Erickson) | 58 | NA |

## Key Findings *(Continued)*

### Likelihood to Attend/Exhibit in 2016

Seven out of ten miners (73%) are highly likely to attend MINExpo® 2016, a little higher than the 69% in 2008 and above the ESI all-show average of 65%.

Among exhibitors, 91% are highly likely to return to the 2016 show. Of those returning, 47% plan to maintain their level of investment, 42% will increase and only 2% will decrease their investment.

These results generally overestimate actual return rate and should be viewed as directional and an indication of satisfaction and loyalty.

### Attendee Buying Power

Ninety percent of miners have a role in the purchase of the types of products/ services exhibited (89% in 2008). ESI's all-show average is 81%. More specifically, 43% have the final say regarding purchases, 32% specify suppliers, and 62% recommend products.

Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured. Total Buying Plans for MINExpo® 2012 is 67% (65% in 2008). TBP of product categories are as follows:

| | | | | | |
|---|---|---|---|---|---|
| | | ***MINExpo Overall*** | ***67%*** | | |
| ***Mining Equipment*** | ***26%*** | ***Drills & Drilling*** | ***22%*** | ***Electrical Equip & Sup*** | ***17%*** |
| ***Processing/Prep Equip*** | ***21%*** | ***Material Handling Equip*** | ***30%*** | ***Components & Replace*** | ***26%*** |
| ***Auxiliary Equipment*** | ***42%*** | ***Power & Power Trans*** | ***7%*** | ***Engineering, Const, etc.*** | ***20%*** |
| ***Other Related*** | ***31%*** | | | | |

### Exhibit Floor Activity

The miners spent an average of 14.2 hours at the exhibits spread over an average of 2.4 days. For comparison, ESI's averages are 8.3 hours spread over 2.4 days.

The overall Traffic Density for MINExpo® was up slightly from previous shows (2.0 this year, 1.7 in 2008, 1.4 in 2004 and 1.0 in 2000), and is the same as the ESI all-show average of 2.0. This means that on average approximately two attendees could have occupied every 100 sq. ft. of exhibit space during the full period the exhibit floor was open.

## Key Findings *(Continued)*

**Attendee Profile:**

Nearly a third (31%) of miners are in top management/administrative positions up from 22% in 2008. The proportion of president/owners/CEO rose from 6% in 2008 to 11% in 2012 and is a return to the levels seen in 2000 and 2004. Fewer miners in 2012 were involved in purchasing (4% vs. 8% in 2008). Four in ten (43%) are in production/operations/maintenance and a fifth (20%) are in engineering.

A third (34%) of the miners are in coal (down from 41% in 2008), 30% are in precious minerals, 20% in industrial/nonmetallic minerals, 18% in nonferrous metals, and 9% in ferrous metals. Twelve percent are in sand and gravel, an increase from 2008's 6%.

Most (78%) are involved in open pit mining, followed by underground mining (52%), processing/preparation (50%) and mine site development (40%). The 38% in exploration and surveying represents an increase from 31% in 2008. A third (37%) are in reclamation/closure, a quarter (23%) in precious metals and 16% in smelting & refining.

Six out of ten (61%) have been in the mining industry from more than 20 years. However, 2012 saw an increase in the number of miners who have been in the industry 1-10 years (23% up from 15% in 2008). Most of the miners (81%) are age 40 or older.

Eight out of ten (79%) miners traveled over 400 miles to attend the show. Thirty percent of the miners came from Nevada or a surrounding state to attend. Sixteen percent came from outside the United States (19% in 2008).

Regular readership of Coal Age among miners declined from 42% in 2008 to 26% in 2012 but it is still the top publication read. Engineering & Mining Journal (E&MJ) is read by 24%, Mining Magazine by 23% (up from 13% in 2008), and Mining Engineering Magazine by 21%.

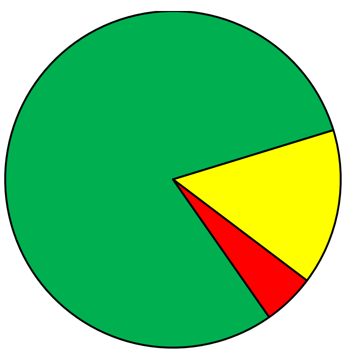
MINExpo® continues to attract a high percentage of first time attendees. Nearly half (46%) of the attendees were first-timers this year (47% in 2008). Twenty-one percent can be considered regular attendees in that they have attended the past three shows (20% in 2008).

Miners' top reason for attending continues to be to see new products and developments (90%) followed by networking with colleagues and vendors (54%), and to see specific products (46%) or specific companies (42%).

Miners who provided a number found an average of 7 new suppliers, the same as in 2008. The average number of personnel sent from mining companies was 10 this year up from 8 in 2008.

# MINExpo® 2012 Miner Scorecard

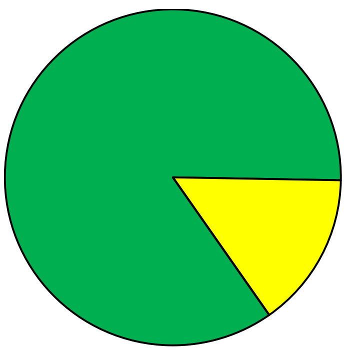
| | |
|---|---|
| 🟢 | Good Performance/Good Fit |
| 🟡 | Neutral/Should be monitored |
| 🔴 | Definite Problem/Improvement Needed |



| | | | |
|---|---|---|---|
| 🟢 | Value received from attending (pg. 23) | ➔ | Above 2008 score & ESI's all-show average |
| 🟢 | Net Promoter® Score - likelihood to recommend event (pg. 38) | ➔ | Above 2008 score & ESI's all-show average |
| 🟢 | Attendee profile: buying power & buying plans (pg. 58, 53) | ➔ | 90% have a buying role, above ESI's all-show average of 81%; 67% have buying plans up from 65% in 2008 & above ESI average of 47% |
| 🟢 | Attendee profile: first time attendees (pg. 97) | ➔ | Above ESI's all-show average. Good for the vitality of the show |
| 🟢 | Show floor: areas visited (pg. 63) | ➔ | Virtually all attendees (95%) visited all 3 halls & 2/3's visited the outside lot |
| 🟢 | Time spent on show floor (pg. 64) | ➔ | Up from 12.2 hours in 2008 to 14.2 hours |
| 🟢 | Education sessions (pg. 78) | ➔ | More went to sessions & gave them a higher rating than in 2008 |
| 🟡 | Show aspects – food & shuttle buses (pg. 77) | ➔ | While other show aspects were rated as good as or better than 2008, food concessions /restaurants & shuttle buses were rated significantly lower this year |
| 🟡 | Social media usage around event (pg. 68,101) | ➔ | All social media metrics were very low & currently there is almost no interest in using it around the event. But this could change before the next show. |
| 🔴 | Expenditure plans for next year (pg. 56, 57) | ➔ | Average spending plans down from 2008. Indicates an uncertain market at least for the next 12 months |

# MINExpo® 2012
# Exhibitor Scorecard

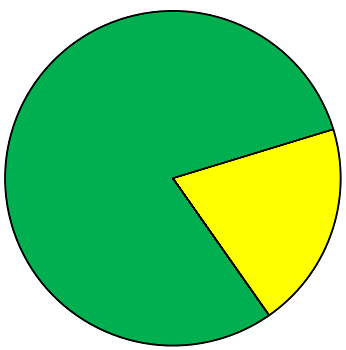
| | |
|---|---|
| | Good Performance/Good Fit |
| | Neutral/Should be monitored |
| | Definite Problem/Improvement Needed |



| | | | |
|---|---|---|---|
| | Value received from exhibiting (pg. 23) | → | Higher than ESI all-show average |
| | Net Promoter® Score - likelihood to recommend event (pg. 39) | → | Higher than ESI all-show average |
| | Anticipated ROI (pg. 105) | → | Over 9 out of 10 exhibitors (92%) anticipate deriving positive ROI from event |
| | Exhibitor profile (pg. 113) | → | Successful in maintaining regular exhibitors as well as attracting first timers |
| | Exhibitor engagement (pg. 70) | → | Nearly 9 out 10 took at least one marketing action before or during the event |
| | Audience aspects: quality & quantity of attendees and leads (pg. 108) | → | All rated much higher than ESI's all-show averages |
| | Event aspects – organizer, show manager, convention center, show promotion (pg. 108) | → | All received excellent/very good ratings above 50% indicating strong overall satisfaction |
| | Service providers: contractor & housing (pg. 109, 110) | → | Rated above ESI all-show averages |
| | Services: labor & move-out (pg. 109) | → | 20% of exhibitors rated these services a fair/poor |
| | Promotion: publication advertising (pg.73) | → | Attendee readership patterns appear to be changing. Coal Age readership down significantly while Mining Magazine is up. Exhibitors should monitor their ad spending |
| | Social media usage (p. 70, 101) | → | 30% of exhibitors said they used social media for their pre-show promotion but only 19% of attendees indicated they were using social media for professional reasons. This is certainly an area to monitor for changing behavior. |

# MINExpo® 2012 Exhibitor/Attendee "Fit" Scorecard

| | |
|---|---|
| | Good Performance/Good Fit |
| | Neutral/Should be monitored |
| | Definite Problem/Improvement Needed |



| | | | |
|---|---|---|---|
| | Exhibitor and attendee objectives (pg. 29, 98) | → | Exhibitors top objectives of increasing awareness and establishing a presence line up with miner's objectives of seeing new products and developments as well as seeing specific products and companies |
| | Industry (pg. 26) | → | Good alignment of the top four mining areas exhibitors want to reach, they are also the top four mining areas represented by attendees. Ferrous metals are a potential area for attendee growth |
| | Mining Areas of Involvement (pg. 27) | → | Good representation among miners for the top areas exhibitors want to reach, and exhibitors are satisfied with the audience. Smelting & Refining is a potential area for attendee growth |
| | Job Title/Function (pg. 28) | → | Alignment is good. Exhibitors are pleased with the representation of their most important function – production/operations/ maintenance |
| | Traffic Density (pg. 66) | → | Traffic density has risen every year since 1992 and is now equal to the ESI all-show average |
| | Attendee Interest vs. Exhibitor Product Alignment (pg.9-10, 30-34) | → | Overall, good ratio of 3 to 1 for miner interest vs. exhibitor presence on the show floor. Fifteen products and services in 7 product categories were identified for potential growth |
| | Show format: number of days (pg. 35) | → | Miners are equally divided between preferring 3 or 4 days, while exhibitors prefer the current three day schedule |
| | Show's yearly frequency (pg. 36) | → | Exhibitors are equally divided between 3 years or 4 years. Attendees had indicated a preference for every 4 years. |

# Alignment of Miners & Exhibitors

## Assessing Value

In order for an exhibition to grow and be relevant to the marketplace, it must provide good value to both parties concerned – attendees and exhibitors. For each party to achieve good value, there has to be good compatibility and alignment between their expectations and needs.

In this section of the report we tested the compatibility and alignment using a series of analytical techniques. For example, we made the following analyses of alignment between exhibitors and attendees:

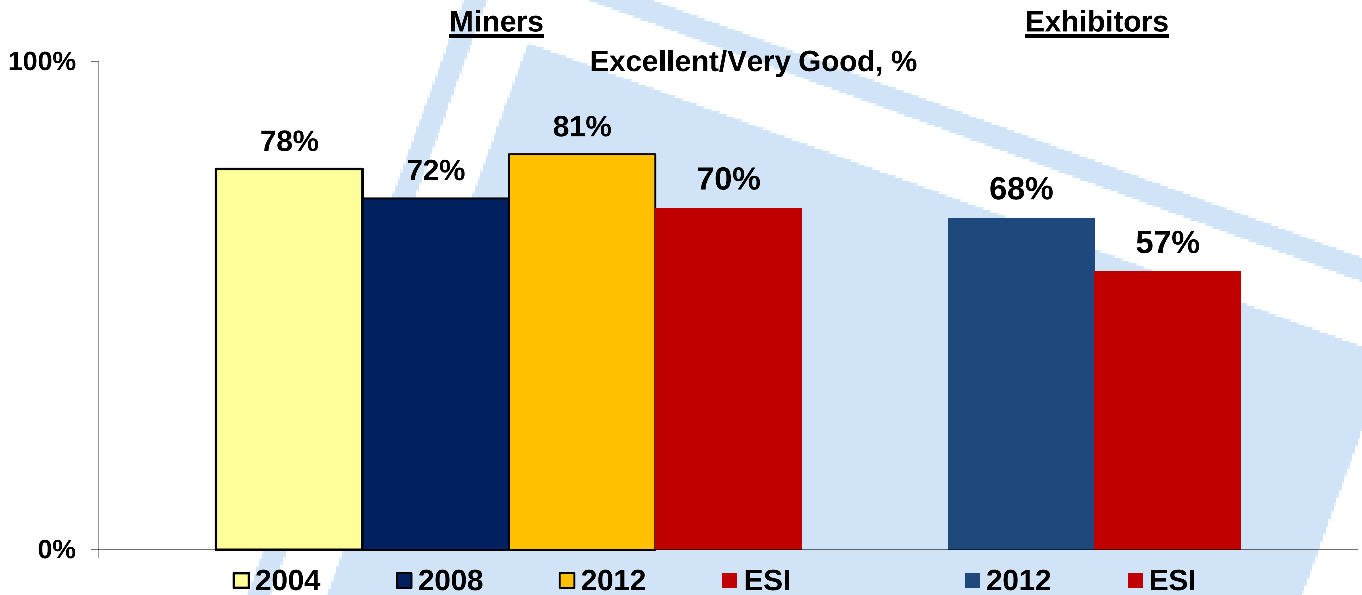
| **Attendees** | **Exhibitors** |
|---|---|
| Primary Type of Business | Types of businesses most important to reach |
| Job Title | Job titles most important to reach |
| Reasons for Attending | Objectives for exhibiting |
| Products of Interest | Products exhibited |

These comparisons will identify strengths and weaknesses of the show from the perspective of both groups that will have an impact on the value they each receive. This analysis can also identify potential growth segments of exhibitors and attendees.

## Overall Value Rating

Miners rated MINExpo® 2012 the highest of the past three shows and rated it higher than the ESI norm of 70%. The excellent rating increased significantly.

Exhibitor rating of the value is well above the ESI norm for other shows.




%

| | Miners 2004 | Miners 2008 | Miners 2012 | Exhibitors 2012 |
|---|---|---|---|---|
| Top 2 Rating | 69 | 72 | 81 | 68 |
| Excellent (5) | 23 | 19 | 31↑ | 22 |
| Very Good (4) | 46 | 53 | 50 | 46 |
| Good (3) | 27 | 24 | 18 | 27 |
| Fair (2) | 3 | 4 | 1 | 4 |
| Poor (1) | 1 | -- | -- | 1 |
| | **100** | **100** | **100** | **100** |
| Average Rating: | 3.9 | 3.9 | 4.1 | **3.8** |
| ESI Average: | 3.8 | 3.8 | 4.0 | **3.5** |

*↓/↑Indicates statistically significant change*

## Miners' Reasons for Value Rating

*What is the reason for your rating?*

Miner's rated the show highly because they found it informative, well-organized and found a wide variety of products and companies.

| | % | | |
|---|---|---|---|
| **Reason for Rating** | **2004** | **2008** | **2012** |
| **POSITIVE COMMENTS** | **58** | **36** | **55** |
| Informative | 11 | 3 | 12 |
| Well-organized/Good show/exhibits | 13 | 3 | 10 |
| Wide variety of products/Companies | 3 | 3 | 7 |
| New ideas/products/technologies | 18 | 9 | 6 |
| Accomplished goals | 2 | 4 | 6 |
| Everything in one place/Easy access | 4 | 2 | 6 |
| Good networking opportunities | 5 | 4 | 5 |
| Good attendance/Vendor participation | 1 | 1 | 3 |
| Made some good deals/Saved money | 1 | 1 | 3 |
| Good contacts | 4 | 1 | 2 |
| Able to talk with vendors/Reps | 3 | 3 | 1 |
| Enjoyed Las Vegas | 1 | -- | 1 |
| Other Positives | 3 | 1 | -- |
| **NEGATIVE COMMENTS** | **8** | **8** | **14** |
| Show is too large/Not enough time to see everything | 1 | 3 | 6 |
| Poor organization/Group items together | -- | -- | 4 |
| Not enough exhibitor variety/Didn't find what I was looking for | 2 | 1 | 3 |
| Too expensive | 2 | 2 | 1 |
| No new products/ideas | 1 | -- | 0 |
| Other Negatives | 2 | 2 | -- |
| **NEUTRAL COMMENTS** | **4** | **4** | **2** |
| Didn't spend enough time there | 2 | -- | -- |
| Other Neutrals | 2 | 4 | 2 |

## Exhibitors' Reasons for Value Rating

*What is the reason for your rating?*

Exhibitors most frequently mentioned positive comments were highly qualified leads, increasing awareness for their products and company, good traffic and quantity of attendees.

| Reason for Rating | % 2012 |
|---|---|
| **POSITIVE COMMENTS** | **53** |
| Obtained Highly Qualified Leads | 17 |
| Exposure/Increased Awareness to our Products & Company | 12 |
| Good Traffic/Quantity of Attendees/Activity | 11 |
| Quantity of Leads | 10 |
| Great/Successful Show | 7 |
| Met &/or Exceeded Objectives & Expectations | 7 |
| Met with Customers/Distributors | 5 |
| Sales Generated | 4 |
| Quality Attendees | 3 |
| Good Venue/Facilities/Well Organized | 3 |
| Good Booth Location | 3 |
| ROI | 2 |
| Learned & Experienced | 2 |
| Strong Networking | 2 |
| **NEGATIVE COMMENTS** | **26** |
| High Costs | 8 |
| Poor Location | 6 |
| Very Few Leads Obtained | 5 |
| Not Well Attended | 4 |
| Too Large of Event/Not Enough Time | 4 |
| Sales Results | 2 |
| GES | 2 |
| Weather Impacted Results | 2 |
| Other Reasons | 2 |
| **NEUTRAL COMMENTS** | **10** |
| Satisfactory | 4 |
| Too Soon to Tell | 3 |
| Other Reasons | 3 |

# Reasons for Attending

*What were your main reasons for attending MINExpo®?*

These results help to determine what will motivate people to attend the show and/or visit specific exhibits.

As typical for most shows, to see new products and developments continues to be the main reason for attending MINExpo®.

More than half (54%) of the attendees are coming to network with colleagues/vendors, 46% attend to see specific products and 41% to evaluate and compare products for future purchase. All of these percentages are in line with our all-show averages.

Exhibitors need to do pre-show promotion to ensure that they are on the attendees' agendas.

Twenty-eight percent of the attendees went to the show to get technical information/specifications. Exhibitors should be prepared to provide detailed product information and knowledgeable staff to meet attendee needs.

| Reason for Attending | 2000 | 2004 | 2008 | **2012** |
| --- | --- | --- | --- | --- |
| To see new products and developments | 86 | 85 | 87 | **90** |
| Network with colleagues/vendors | 51 | 50 | 48 | **54** |
| To see specific products | 38 | 41 | 46 | **46** |
| To see specific companies | 36 | 34 | 36 | **42** |
| Evaluate and compare products for future purchase | -- | -- | 44 | **41** |
| To get technical data | 49 | 36 | 34 | **28** |
| Attend sessions | -- | 19 | 19 | **21** |
| Meet management of vendors | 22 | 15 | 21 | **18** |
| Solve a specific problem | 12 | 15 | 12 | **16** |
| To make a purchase | 3 | 3 | 3 | **3** |

# Objectives for Exhibiting/Satisfaction in Meeting Objectives

*Please rate the importance of each of the following objectives for exhibiting at MINExpo®.*

*How satisfied are you with MINExpo® in meeting each of these objectives you rated highly important?*

Exhibitor satisfaction is high among the key areas of importance – increasing awareness; maintaining image, presence and awareness; and establishing a presence. The exception is for obtaining sales leads where satisfaction is slightly lower compared to other objectives.

While finding agents/distributors/ dealers, making sales at the show, and recruiting employees is of lesser importance to exhibitors, satisfaction among those who did have these objectives is a bit low.

| | Importance, % | | Satisfaction, % | |
|---|---|---|---|---|
| **Exhibitor Objectives for Participation** | **Extremely/ Very Important** | **Not Very/ Not at All Important** | **Extremely/ Very Satisfied** | **Not Very/ Not at All Satisfied** |
| Increase awareness | 96 | 0 | 84 | 1 |
| Maintain image, presence, and/or awareness | 90 | 1 | 87 | 1 |
| Establish a presence, image | 88 | 2 | 85 | 2 |
| Obtain sales leads | 87 | 3 | 66 | 6 |
| Meeting with customers to discuss product issues/improvements | 80 | 4 | 75 | 1 |
| Networking with others | 78 | 3 | 76 | 2 |
| New product introduction | 70 | 7 | 85 | 1 |
| Support sales force | 62 | 13 | 73 | 2 |
| Support distributors/reps | 51 | 20 | 72 | 4 |
| Find new agents, resellers, distributors, dealers, etc. | 36 | 36 | 58 | 8 |
| Support NMA (National Mining Association) and industry | 33 | 25 | 77 | 1 |
| Make sales at the show | 28 | 35 | 46 | 16 |
| Because our competition exhibits | 27 | 63 | 79 | 1 |
| Attend educational sessions | 9 | 63 | 79 | 7 |
| Recruit employees | 6 | 80 | 42 | 21 |
| Other | 12 | 80 | 100 | 0 |

## Industry

Exhibitors were asked to rate the importance of reaching attendees from each of the mining sectors listed in this table. The numbers in the EXPECTATION column represent the percentage of exhibitors who indicated that it is extremely or very important for their company to reach that specific sector. In the last two columns (under PERCEPTION) are the percentages who are extremely or very satisfied and not very or not at all satisfied with MINExpo® in delivering each audience segment based on those who rated that area "extremely or very important" to reach.

Alignment is good for the top three mining areas – coal, precious minerals, and industrial/nonmetallic minerals. Exhibitors also consider ferrous metals an important area but only 9% of the miners were involved in that area.

Exhibitors are also interested in reaching non-mining attendees and are fairly satisfied with the representation in the audience.

### Audience Delivered vs. Exhibitor Expectations and Perceptions

| | | Exhibitor Ratings | | |
|---|---|---|---|---|
| | REALITY: | EXPECTATION: | PERCEPTION: | |
| Industry | 2012 MINExpo® Miner Profile (%) | Extremely/ Very Important to Reach (%) | Extremely/Very Satisfied with Audience Delivered (%) | Not Very/ Not at all Satisfied with Audience Delivered (%) |
| **MINING** | **100** | **93** | **70** | **5** |
| Coal | 34 | 76 | 70 | 3 |
| Precious Minerals | 30 | 79 | 66 | 1 |
| Industrial/Nonmetallic Minerals | 20 | 78 | 67 | 1 |
| Nonferrous Metals | 18 | 77 | 65 | 1 |
| Sand & Gravel | 12 | 60 | 59 | 5 |
| Ferrous Metals | 9 | 76 | 65 | 1 |
| Other Stone Mining and Quarrying* | 9 | -- | -- | -- |
| **NON-MINING** | | **73** | **55** | **4** |
| Engineering Firm | | 47 | 64 | 3 |
| Manufacturing | | 41 | 67 | 5 |
| Distributor/Dealer | | 39 | 77 | 2 |
| Contractor | | 39 | 59 | 2 |
| Consulting Firm | | 25 | 59 | 5 |
| Financial Firm | | 8 | 85 | 0 |

**Not included on exhibitor survey*

## Mining Areas of Involvement Representation

Exhibitors were asked to rate the importance of reaching attendees whose mining area focuses primarily on each of the categories listed. The numbers in the EXPECTATION column represent the percentage of exhibitors who indicated that it is extremely or very important for their company to reach that specific category. In the last two columns (under PERCEPTION) are the percentages who are extremely or very satisfied and not very or not at all satisfied with MINExpo® in delivering each audience segment based on these who rated that area "extremely or very important" to reach.

The event has a very good representation of areas of mining that exhibitors indicate are most important for them to reach. In particular, exhibitors are very satisfied with the representation in open pit mining and underground mining. Smelting & refining is one area where exhibitor satisfaction is below 60% and may be an area to focus on for future attendance growth.

### Audience Delivered vs. Exhibitor Expectations and Perceptions

| | | Exhibitor Ratings | | |
|---|---|---|---|---|
| | REALITY: | EXPECTATION: | PERCEPTION: | |
| Area of Mining Involvement | 2012 MINExpo® Attendee Profile (%) | Extremely/ Very Important to Reach (%) | Extremely/Very Satisfied with Audience Delivered (%) | Not Very/ Not at all Satisfied with Audience Delivered (%) |
| Open Pit Mining | **77** | 79 | 71 | 1 |
| Underground Mining | **53** | 73 | 68 | 1 |
| Processing/Preparation | **52** | 62 | 69 | <1 |
| Mine Site Development | **39** | 62 | 64 | 3 |
| Exploration & Surveying | **39** | 31 | 66 | 1 |
| Reclamation/Closure | **37** | 34 | 63 | 3 |
| Smelting & Refining | **15** | 40 | 57 | 2 |

# Job Title/Function Representation

This analysis follows the same interpretation as the analysis on the previous page; however, this table represents the job function profile of the key audience segments to which MINExpo® exhibitors market their products.

Alignment with the job title/function of miners and the expectations of exhibitors is good.

Exhibitors are most interested in reaching Production/Operations/ Maintenance management and Engineering management, even more so than top management titles in Administration.

Messaging for MINExpo® 2016 should focus especially on promoting attendance among these production and engineering management titles.

## Audience Delivered vs. Exhibitor Expectations and Perceptions

| | | Exhibitor Ratings | | |
|---|---|---|---|---|
| | REALITY: | EXPECTATION: | PERCEPTION: | |
| Job Title/Function | 2012 MINExpo® Miner Profile (%) | Extremely/ Very Important to Reach (%) | Extremely/Very Satisfied with Audience Delivered (%) | Not Very/Not at all Satisfied with Audience Delivered (%) |
| **ADMINISTRATION** | **30** | **67** | **65** | **4** |
| Vice President/General Manager/Director/CFO | 18 | 66 | 63 | 3 |
| President/Owner/CEO | 10 | 62 | 61 | 4 |
| Other Administration | 2 | -- | -- | -- |
| **PRODUCTION/OPERATIONS/MAINTENANCE** | **45** | **96** | **74** | **11** |
| Management | 10 | 85 | 67 | 1 |
| Operation/Productions Manager | 7 | 85 | 68 | 3 |
| Maintenance Manager | 6 | 74 | 58 | 4 |
| Mine Manager | 5 | 82 | 61 | 4 |
| Safety/Health/Environmental Director/Manager | 4 | 50 | 57 | 8 |
| Superintendent | 4 | 58 | 59 | 5 |
| Foreman | 4 | 46 | 58 | 4 |
| Operator/Worker/Technician | 4 | 39 | 58 | 3 |
| Other Production/Operations/Maintenance | 1 | -- | -- | -- |
| **ENGINEERING** | **20** | **79** | **67** | **4** |
| Management | 8 | 71 | 61 | 1 |
| Engineer | 6 | 72 | 63 | 4 |
| Geologist/Mining Engineer | 6 | 41 | 58 | 3 |
| Other Engineering | 0 | -- | -- | -- |
| **SALES/MARKETING** | **0** | **39** | **77** | **2** |
| Vice President/Director | 0 | 36 | 66 | 3 |
| Manager | 0 | 37 | 71 | 1 |
| Salesperson/Representative | 0 | 31 | 78 | -- |
| Other Sales/Marketing | 0 | -- | -- | -- |
| **Purchasing** | **4** | **75** | **53** | **8** |
| **Consultant** | **1** | **38** | **54** | **6** |
| **Other** | **0** | **--** | **--** | **--** |

# Other Information – Miner Attendee Demographics, Traffic Density, Buying Plans, Purchases, Role in Buying an Time at Show

# Job Title/Function

# (Year-to-Year Trend)

*Which of the following best describes your job title/function?*

About a third (31%) of miner attendees are in top management/ administration positions and 43% have production/operations/ maintenance functions.

Compared with the 2008 event, Administration titles are up significantly from 22% to 31%, in particular, the number Presidents/Owners/CEOs nearly double from 6% to 11% and almost back to the levels seen in 2000 and 2004.

Purchasing titles were down this year (4% vs. 8%) and also back to levels seen in previous years.

| | % | | | |
|---|---|---|---|---|
| **Job Title/Function** | 2000 | 2004 | 2008 | **2012** |
| **ADMINISTRATION** | 35 | 29 | 22 | **31↑** |
| President/Owner/CEO | 14 | 12 | 6 | **11↑** |
| Vice President/General Manager/Director/CFO | 16 | 15 | 13 | **18** |
| Other Administration | 5 | 2 | 3 | **2** |
| **PRODUCTION/OPERATIONS/MAINTENANCE** | 29 | 39 | 42 | **43** |
| Management | 11 | 10 | 5 | **9** |
| Mine Manager | 4 | 7 | 6 | **5** |
| Operation/Productions Manager | 2 | 4 | 7 | **7** |
| Maintenance Manager | | | 8 | **5** |
| Safety/Health/Environmental Director/Manager | -- | 2 | 4 | **4** |
| Superintendent | 5 | 7 | 5 | **4** |
| Foreman | 3 | 5 | 4 | **4** |
| Operator/Worker/Technician | -- | 2 | 2 | **4** |
| Other Production/Operations/Maintenance | 4 | 2 | 1 | **1** |
| **ENGINEERING** | 15 | 23 | 22 | **20** |
| Management | 2 | 9 | 10 | **8** |
| Engineer | 6 | 8 | 6 | **6** |
| Geologist/Mining Engineer | 7 | 5 | 5 | **6** |
| Other Engineering | -- | 1 | 1 | **0** |
| **SALES/MARKETING** | 10 | 3 | 3 | **1** |
| Vice President/Director | 3 | 1 | -- | **0** |
| Manager | 5 | 1 | 1 | **0** |
| Salesperson/Representative | 2 | 1 | 1 | **1** |
| Other Sales/Marketing | -- | <1 | 1 | **0** |
| Purchasing | 1 | 4 | 8 | **4↓** |
| Consultant | 3 | 1 | 2 | **1** |
| Other | 7 | 1 | 1 | **0** |
| | 100 | 100 | 100 | **100** |

↓/↑ *Statistically significant change compared with previous show.*

## Industry Representation (Year-to-Year Trend)

*What are the major products mined/manufactured or services provided by the organization with which you are employed?*

Similar to 2008 only respondents employed by mining organizations are included in the results.

Multiple responses were allowed for this demographic question.

Attendees from the Sand & Gravel industry continue to increase significantly and this year doubled to 12% when compared to 6% in 2008.

The percentage of attendees from the Coal industry continues to decline and this year make up only a third of attendees (34%) compared to over 4 out of 10 attendees in previous years.

| | % | | | |
|---|---|---|---|---|
| **Industry** | 2000 | 2004 | **2008** | **2012I** |
| **MINING** | **100** | **93** | **100** | **100** |
| Coal | 43 | 44 | 41 | **34** |
| Precious Minerals | 25 | 17 | 30 | **30** |
| Industrial/Nonmetallic Minerals | 26 | 19 | 17 | **20** |
| Nonferrous Metals | 14 | 11 | 21 | **18** |
| Sand & Gravel | 2 | 2 | 6 | **12↑** |
| Ferrous Metals | 11 | 6 | 12* | **9** |
| Other Stone Mining and Quarrying | 8 | 2 | 6 | **9** |
| Other Products Mined | 6 | 7 | 2* | **<1** |

↑ *Statistically significant change compared with previous show.*

# Areas of Involvement in the Mining Field (Year-to-Year Trend)

*In which of the following areas in the mining field is your company involved?*

Open pit mining continues to be the largest mining area in which attendees' companies are involved, followed by underground mining and processing/preparation.

The percentage of attendees involved with Exploration & Surveying continued to increase significantly from 23% in 2004 to 31% in 2008 and now to 38% this year.

Attendees' companies are involved in an average of 3.3 areas. This is an increase from 2.8 areas in 2008.

| | % | | | |
|---|---|---|---|---|
| **Area of Involvement** | 2000 | 2004 | 2008 | **2012** |
| Open Pit Mining | 72 | 70 | 77 | **78** |
| Underground Mining | 44 | 50 | 55 | **52** |
| Processing/Preparation | 38 | 43 | 45 | **50** |
| Mine Site Development | 25 | 26 | 37 | **40** |
| Exploration & Surveying | 18 | 23 | 31 | **38**↑ |
| Reclamation/Closure | -- | -- | -- | **37** |
| Precious Metals | 16 | 16 | 23 | **23** |
| Smelting & Refining | 6 | 11 | 16 | **16** |

↑ *Statistically significant change compared with previous show.*

# Years in Mining Industry & Age of Attendee

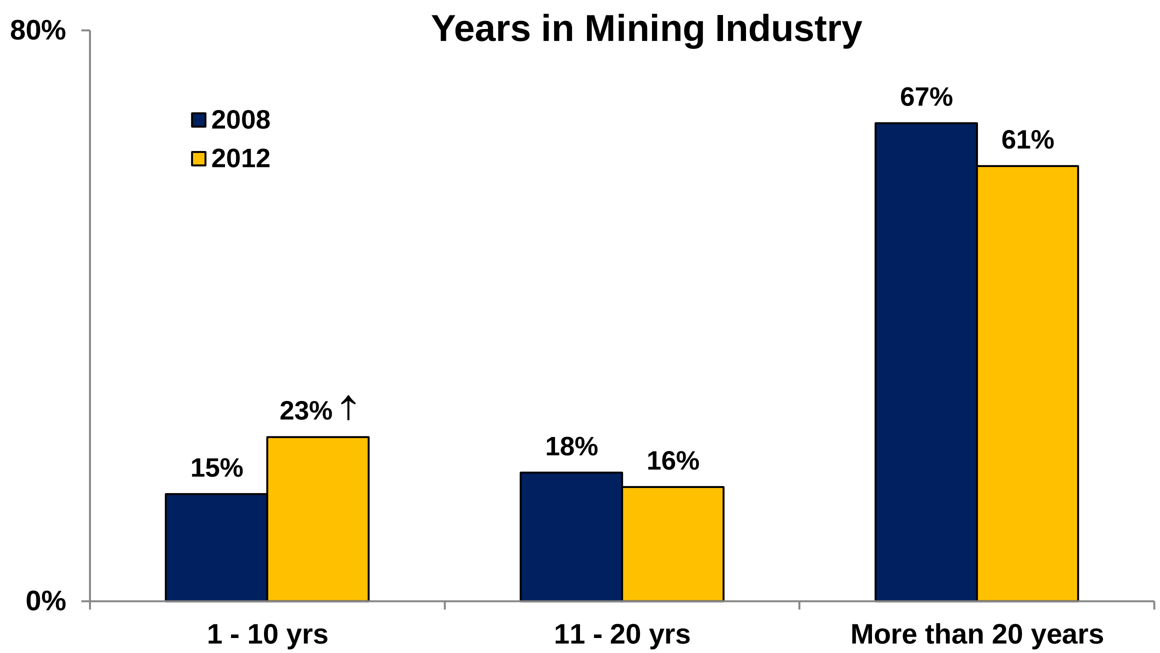
*How many years have you been in the mining industry?*

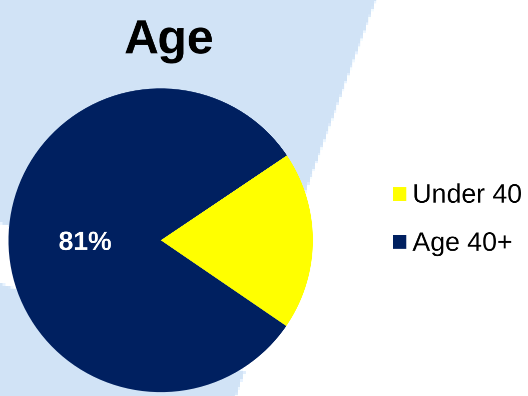
*Select the range that includes your current age.*

While over 6 out of 10 attendees continue to have worked in the industry for more than 20 years, significantly more attendees are younger and have worked in the industry for 1 to 10 years. In 2008 this group was only 15% of attendees and now in 2012, this group makes up nearly a quarter of attendees (23%).

Despite the shift in the years of experience, the average age of miners is stable (50 years old in 2012, 48 years old in 2008) and is higher than the ESI all-show average of 46 years old.  Only 2 out of 10 attendees (19%) are under 40 years old.

Attracting attendees who are new to the industry is a good sign for the vitality of the event and helps to enable growth in future shows.




↑ *Statistically significant change compared with previous show.*

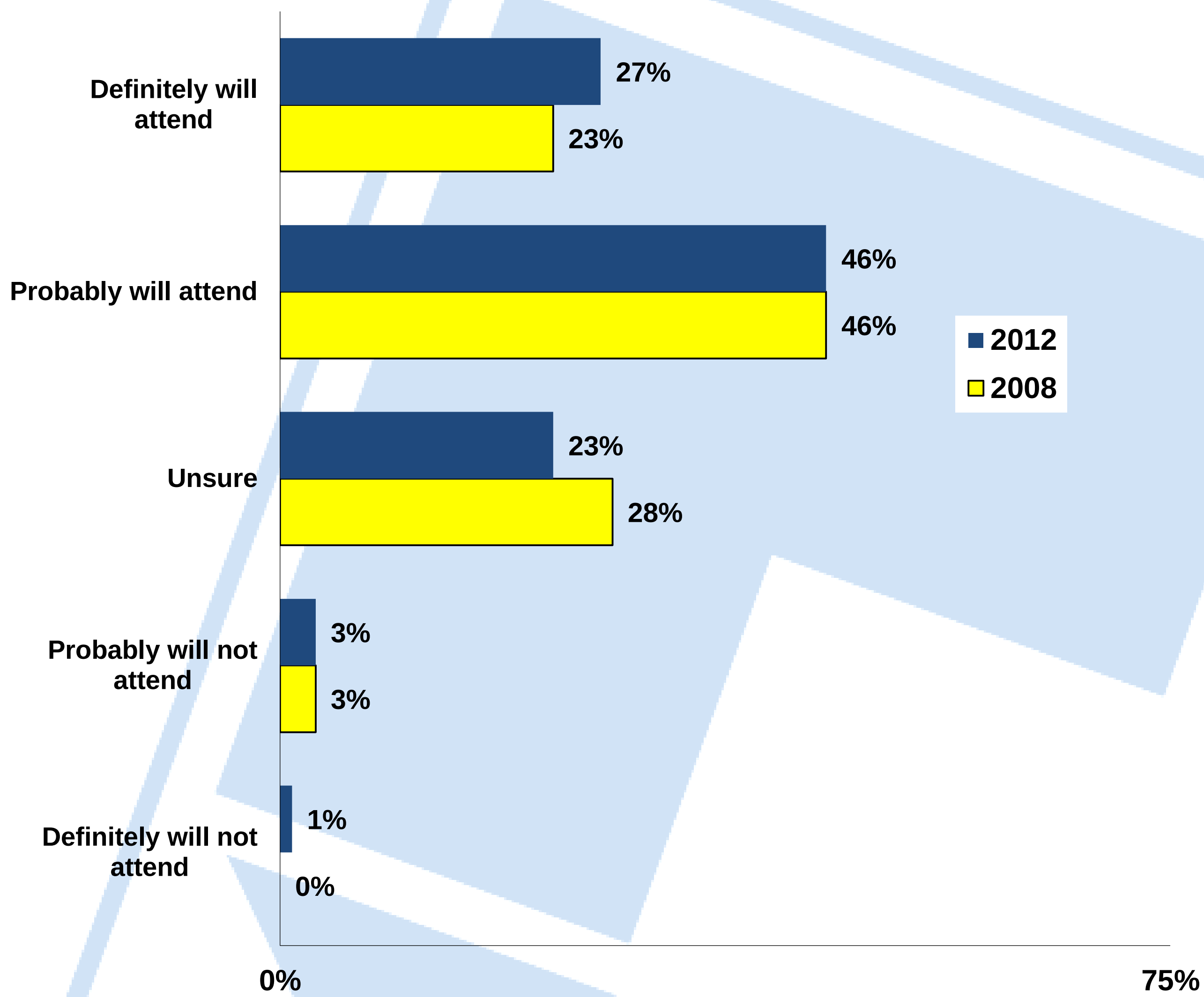
## Likelihood to Attend in 2016

*How likely are you to attend MINExpo® 2016?*

Seventy-three percent of miners are highly likely to attend MINExpo® 2016 (69% in 2008).

The high proportion (above the ESI all-show average) of attendees who plan to attend the next show is another indicator of loyalty to the show.

**Highly Likely to Attend in 2016: 73% (ESI All-Show Average 65%)**



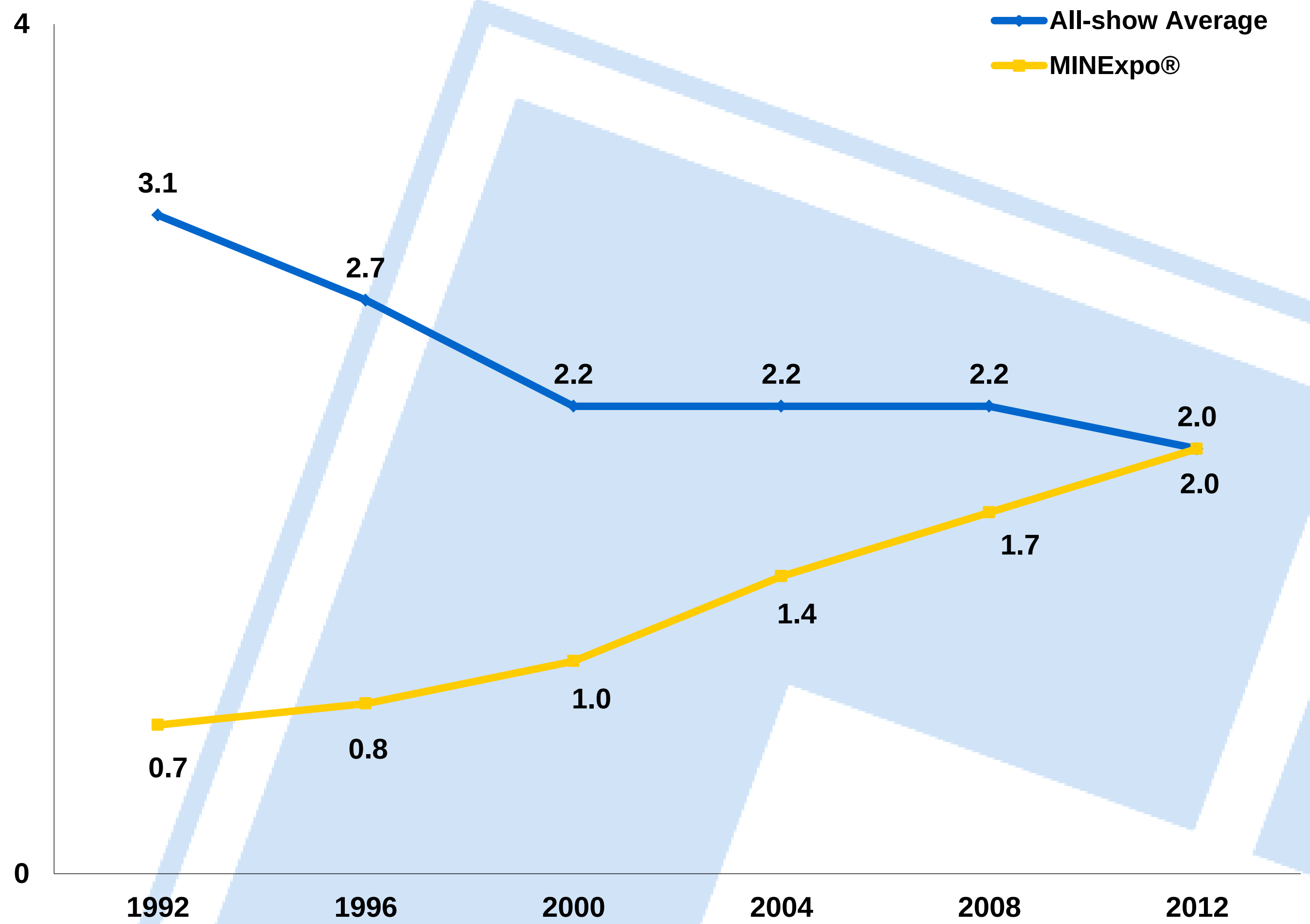
## Traffic Density

Traffic Density is a measure of the average number of attendees who could have occupied every 100 sq. ft. of exhibit space during the show. It therefore, takes into consideration such factors as total net attendance, total exhibit space, average number of hours the attendees spent at the exhibits, and the total number of hours the show was open.

The Traffic Density for MINExpo® 2012 was 2.0. This means that on average approximately 2 attendees could have occupied every 100 sq. ft. of exhibit space during the full period the show was open.

Traffic Density at MINExpo® continues to increase as it has done each year since 1992. It is now, for the first time, equal to ESI's all-show average (2.0).

Traffic Density measures the activity and synergism on the exhibit floor. Densities that are very high (over 5) make it difficult for effective face-to-face contact and thus adversely affects performance. Densities below 1.2 make it difficult for exhibitors to compete for the time and attention of attendees.



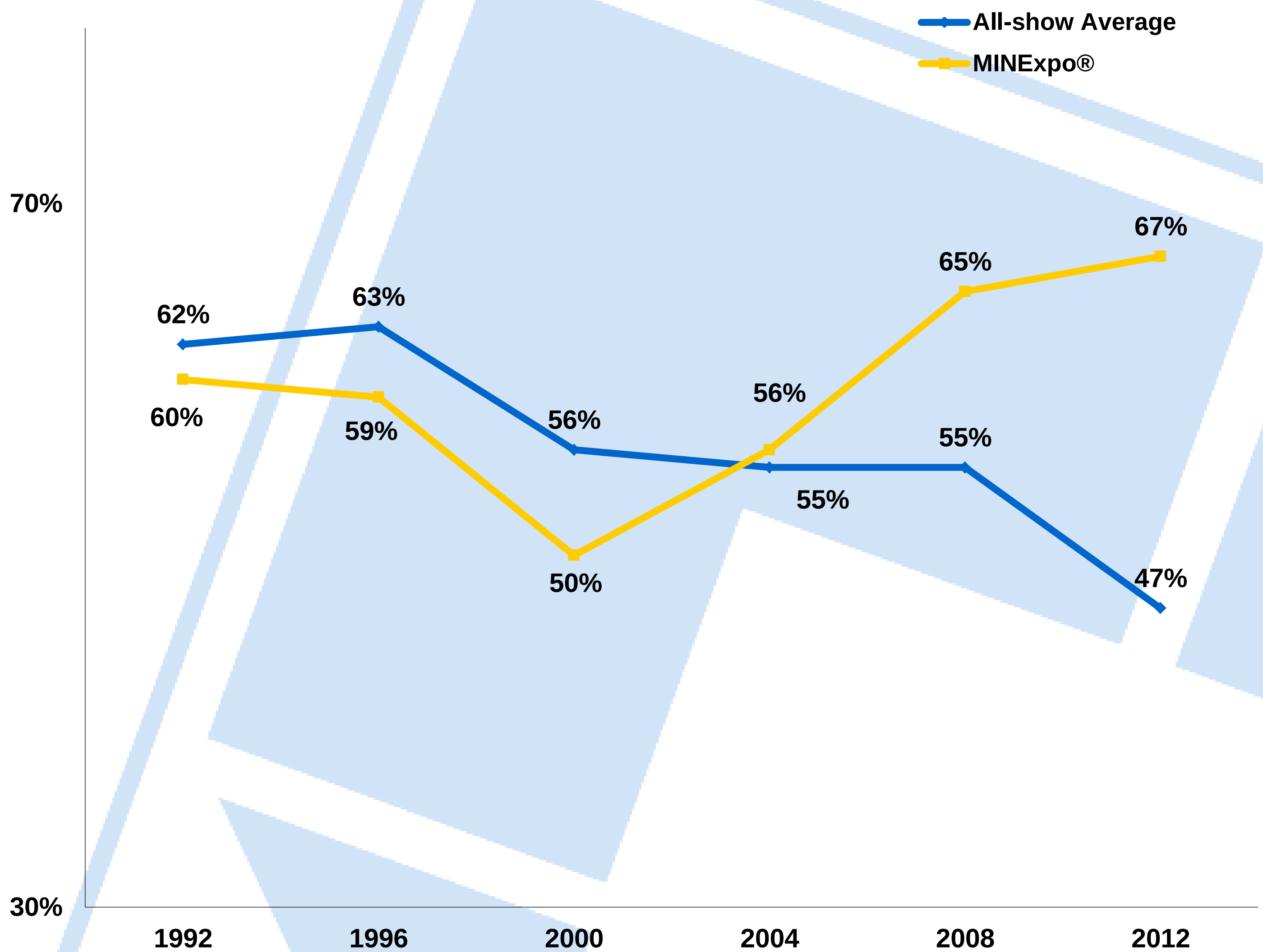

$$\textit{Traffic Density (TD)} = \frac{N \times tv \times 100}{A \times ts}$$

Where:

N = Net Attendance = 29,673 (excludes exhibitors, press, staff and speakers)
A = Total exhibit space = 826,530 sq. ft.
tv = Average time attendees spent at the exhibits = 14.2 hours
ts = Total hours the exhibits were open = 24 hours

## Total Buying Plans (TBP)

Total Buying Plans (TBP) is the percentage of attendees planning to buy one or more of the products or services measured. TBP for MINExpo® 2012 is 67%, which is significantly higher than the ESI all-show average of 47% and continues an upward trend since 2000.



## Company’s Average Equipment Purchases

*What is your company’s average planned expenditure for the types of equipment exhibited at MINExpo®?*

Planned expenditures are lower for 2012 than in 2008 at an average of $8.5 million vs. $9.3 million in 2008.

Fewer miners said their company’s planned expenditures for the year would be more than $10M in 2012 (36%) than in 2008 (41%).

| | % | |
|---|---|---|
| **Dollar Volume** | **2008** | **2012** |
| Up to $10,000 | 2 | 2 |
| $10,001 to $100,000 | 3 | 7 |
| $100,001 to $ 1 million | 19 | 21 |
| $1,000,001 to $10 million | 32 | 32 |
| More than $10 million | 41 | 36 |
| None | 3 | 2 |
| | **100** | **100** |
| **Base:** | **245** | **240** |
| **Mean:** | **$9.3 million** | **$8.5 million** |
| **Median:** | **$7.4 million** | **$4.5 million** |

## Planned Purchases

*Approximately how much do you or your company anticipate spending for the types of products/services exhibited as a direct result of attending the show?*

Spending as a direct result of MINExpo® 2012 is an average of $3.5 million. This is the lowest average reported over the past four shows.

Significantly fewer miners said that their company plans to spend more than $10 million for purchases (12%) than did in 2008 (21%).

| | % | | | |
|---|---|---|---|---|
| **Dollar Volume** | **2000** | **2004** | **2008** | **2012** |
| Up to $10,000 | 1 | 7 | 4 | 4 |
| $10,001 to $100,000 | 28 | 11 | 11 | 16 |
| $100,001 to $500,000 | 43 | 27 | 15 | 12 |
| $500,001 to $1 million | -- | -- | 12 | 20 |
| $1,000,001 to $5 million | 20 | 40 | 23 | 20 |
| $5,000,001 to $10 million | 8 | 15 | 8 | 10 |
| More than $10 million | -- | -- | 21 | 12↓ |
| None | -- | -- | 6 | 6 |
| | **100** | **100** | **100** | **100** |
| **Base** | **76** | **81** | **175** | **171** |
| **Mean** | **$4,091,400** | **$6,313,800** | **$4,640,000** | **$3,542,400** |
| **Median** | **$500,000** | **$1,500,000** | **$1,500,000** | **$750,000** |

↓/↑*Indicates statistically significant change*

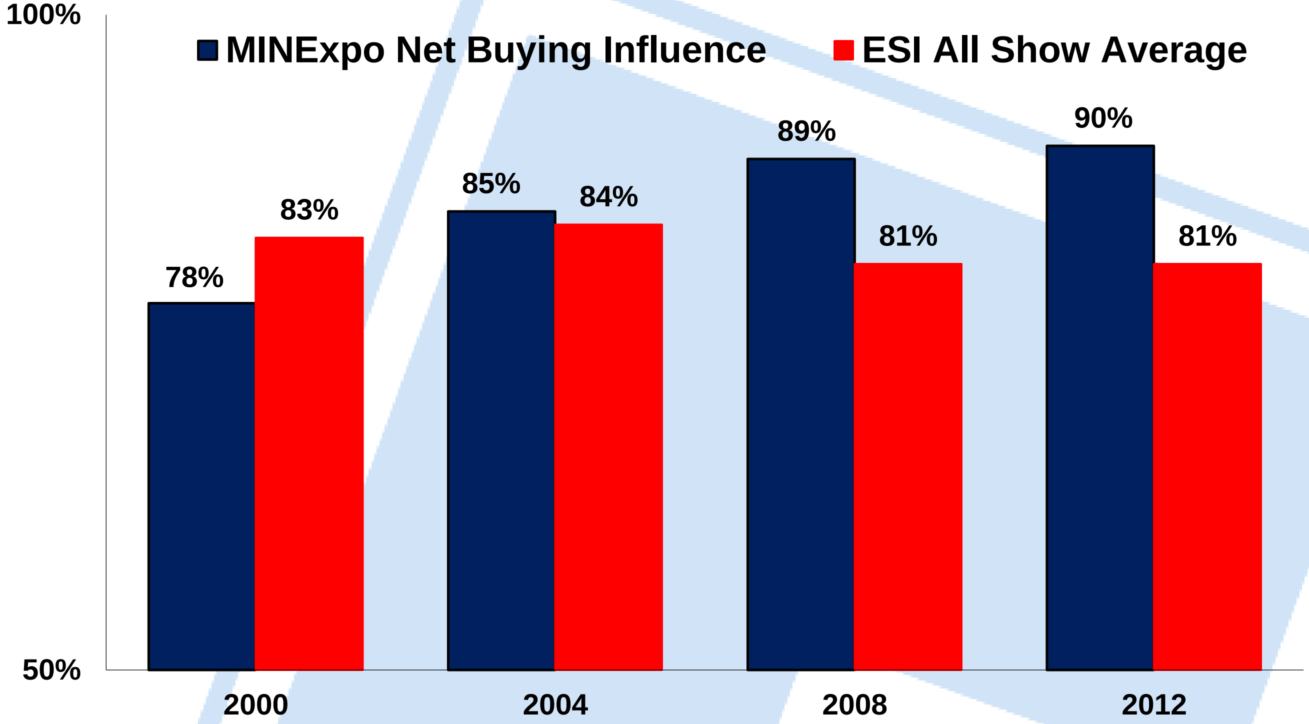
## Role in Buying

*What role(s) do you play in the purchase of the types of products/services exhibited?*

An attendee who determines a need, evaluates products, recommends/ selects products, or who approves purchases is considered to be a buying influence.

The Net Buying Influences (NBI) of the MINExpo® attendees is 90% which is higher ESI's all-show average of 81%

More specifically, 43% of the attendees have the final say in the purchase of at least one of the categories measured, 32% specify the supplier, and 62% recommend one or more of the products for purchase. For comparison, our current all-show averages are 32% for final say, 29% for specify, and 52% for recommend.




| | % | | | |
|---|---|---|---|---|
| | 2000 | 2004 | 2008 | 2012 |
| **Net Buying Influence** | **78** | **85** | **89** | **90** |
| Final Say | 37 | 38 | 40 | **43** |
| Specify Supplier | 27 | 30 | 40 | **32** |
| Recommend | 50 | 60 | 69 | **62** |

# New Suppliers Found at MINExpo®

*How many new suppliers did you find as a result of attending MINExpo®?*

Two-thirds of the respondents (231 out of 353) provided the number of new suppliers they found at the show.

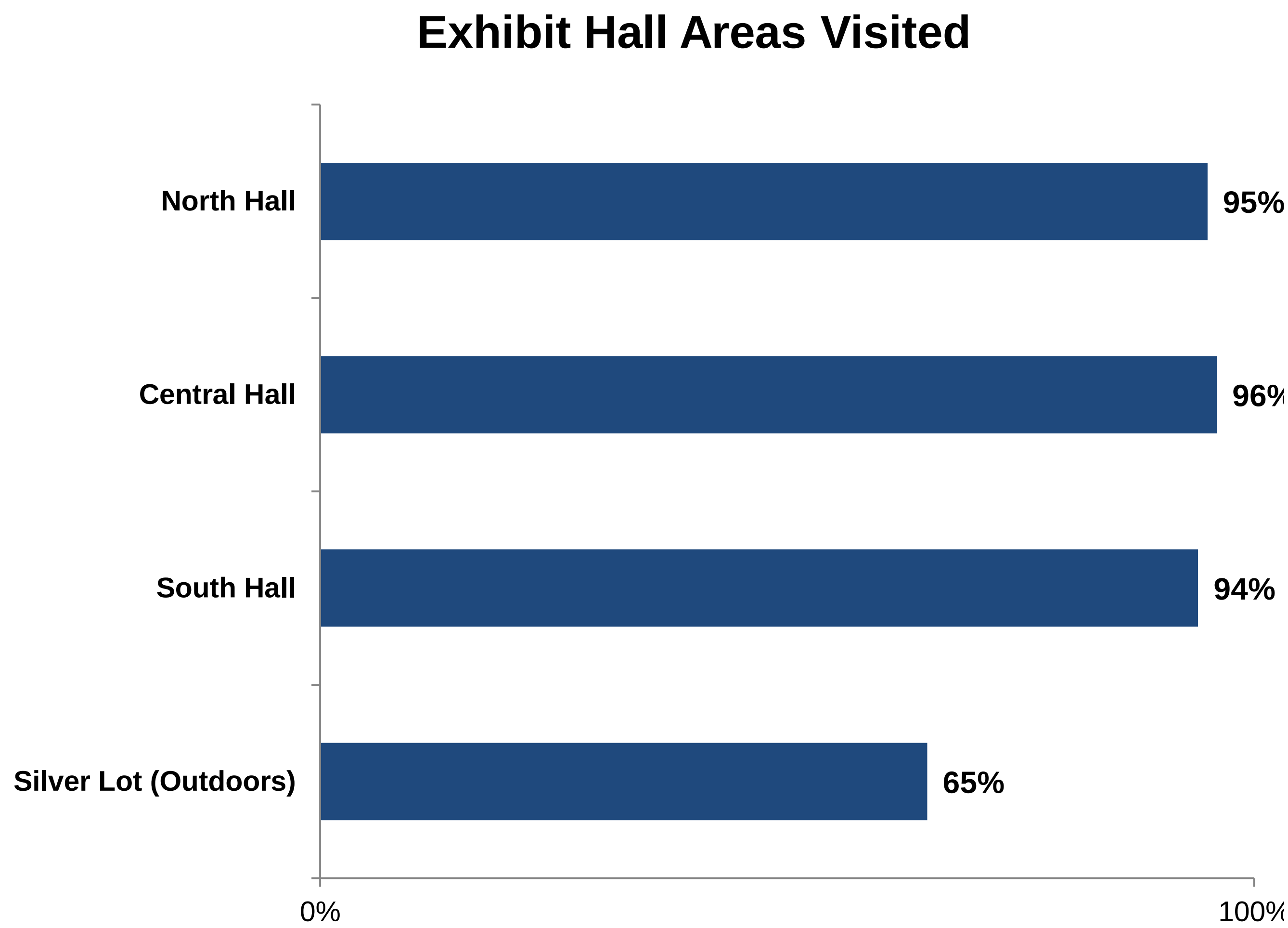
Nearly half of attendees (45%) say they found 6 or more new suppliers as a result of attending the show. The average number of new suppliers they discover is 7. This is the same average number as 2008.

| | % | |
|---|---|---|
| **New Suppliers** | **2008** | **2012** |
| None | 4 | **12** |
| 1 – 2 | 15 | **9** |
| 3 – 5 | 40 | **34** |
| 6 – 10 | 29 | **29** |
| 11 – 20 | 7 | **11** |
| More than 20 | 5 | **5** |
| | **100** | **100** |
| **Base:** | **168** | **231** |
| **Mean:** | **7** | **7** |
| **Median:** | **5** | **5** |

## Exhibit Hall Areas Visited

*Which exhibit halls/areas did you visit?*

Miners visit all the convention center halls equally and two-thirds (65%) visit the displays in the outside lot.



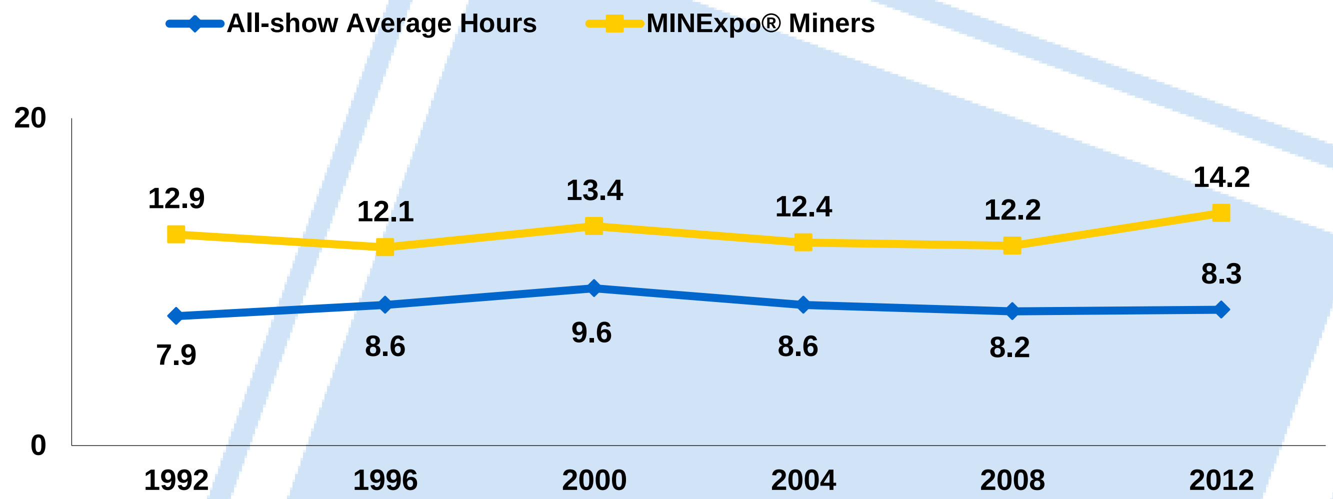
## Hours & Days Spent at the Exhibits by Miners

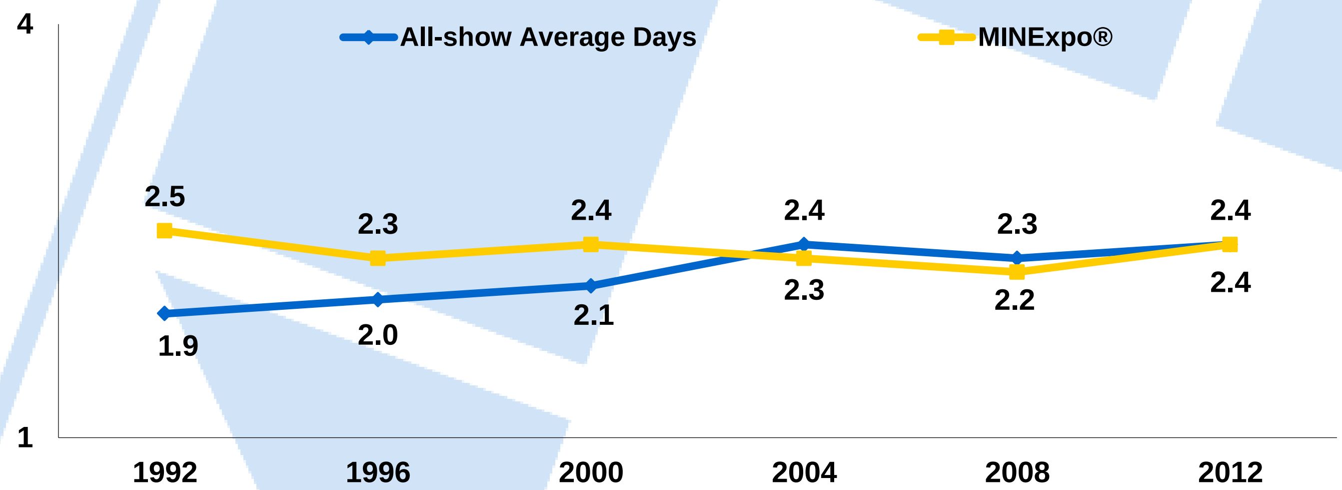
*How many hours did you spend at the exhibits each day?*

The attendees spent an average of 14.2 hours at the MINExpo® exhibits and 2.4 days at the event. This is up from 12.2 hours and 2.2 days in 2008. For comparison, ESI's current all-show averages are 8.3 hours and 2.4 days.

The amount of time spent on the show floor relative to the total number of exhibitors illustrates that exhibitors compete heavily for the time and attention of attendees. Pre and at-show promotion, attention-getting techniques that selectively attract, graphics and all other factors that control attraction are essential to competing for attendee time and attention and achieving results.

***Attendees spent an average of 14.2 hours at the exhibits spread over 2.4 days***



## Specific Days Spent at the Exhibits

Monday and Tuesday continue to be the peak traffic days. Exhibitors need additional booth personnel on these days in order to reach all of their potential audience.

| | % | | | |
|---|---|---|---|---|
| **Day** | 2000 | 2004 | 2008 | **2012** |
| Monday | 76 | 75 | 79 | **88**↑ |
| Tuesday | 83 | 79 | 85 | **91**↑ |
| Wednesday | 60 | 54 | 54 | **61** |
| Thursday | 22 | 17 | -- | **--** |

↑*Indicates statistically significant change*