

# IBC Poll

## Preliminary Results

Updated on 17 November 2021

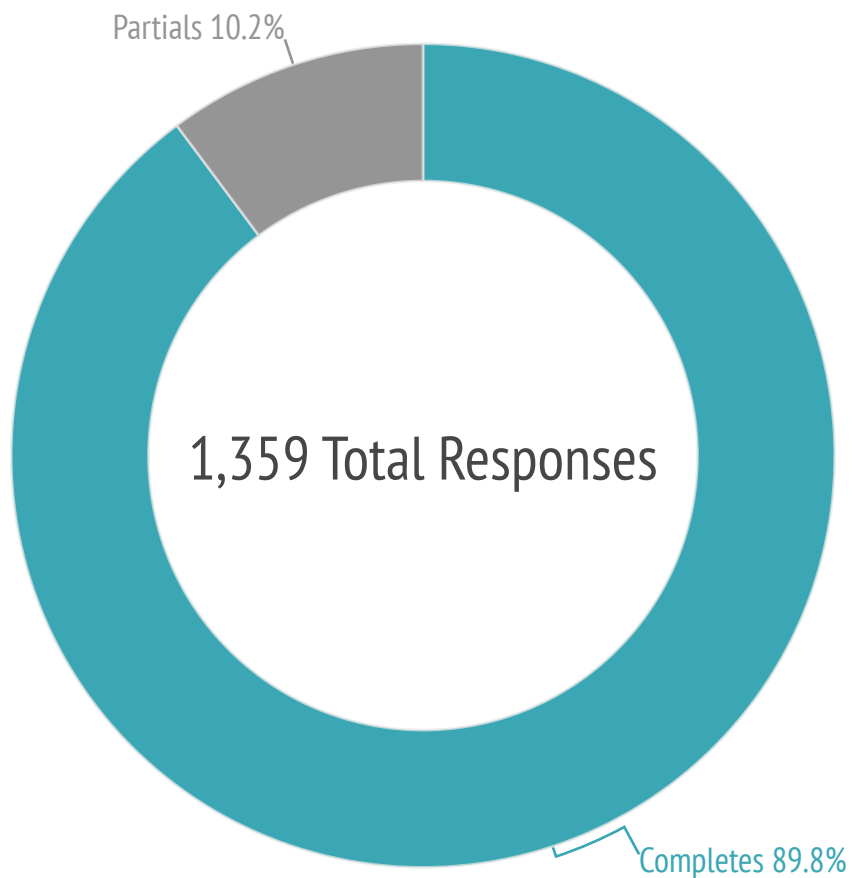


# Sample

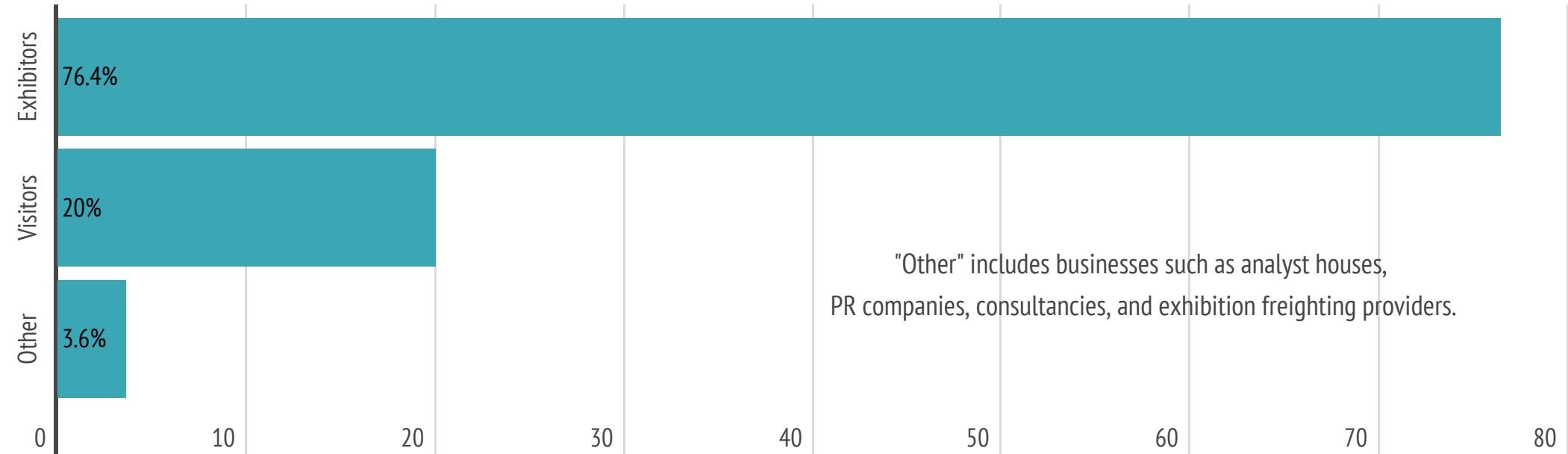
## Sample statistics from IBC poll

As of 5 pm GMT on 17th November 2021, we have received a total of 1,359 responses, with a 89.8% completion rate. The dashboard below provides a simple overview of the sample while the following page includes a preliminary overview of the intentions to attend. We will further update this page over the coming days but we do not expect material changes in the percentages to occur.

### Response Status



### Organization Type & IABM Membership



**65.4%**  
Of exhibitors are IABM members

# IBC Attendance

## Attendance intentions from IBC poll

18.9% of respondents plan to attend the show with 65.7% saying that they will not attend. These percentages do not vary significantly across different categories of research participants although visitors are slightly more likely not to attend compared to exhibitors. The "Other" category is more likely to attend compared to visitors and exhibitors.

