

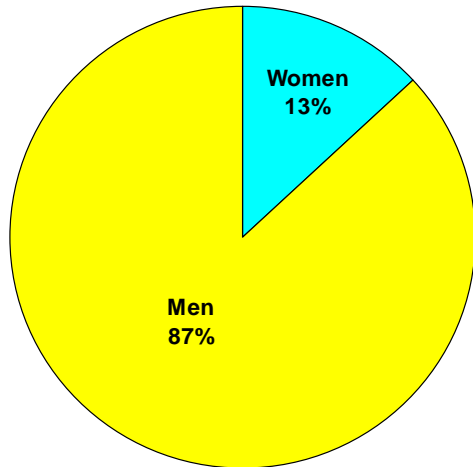
Visitor survey



2007

This is a survey of trade visitors at VA-mässan 2007 in Göteborg and their views about the fair. The survey data was gathered in interviews with a random selection of trade visitors. A total of 369 visitors were asked to participate on leaving the fair. The response rate was 81% (69 visitors declined to take part). The survey is based on the answers of the 300 visitors who did participate.

Trade visitors by gender



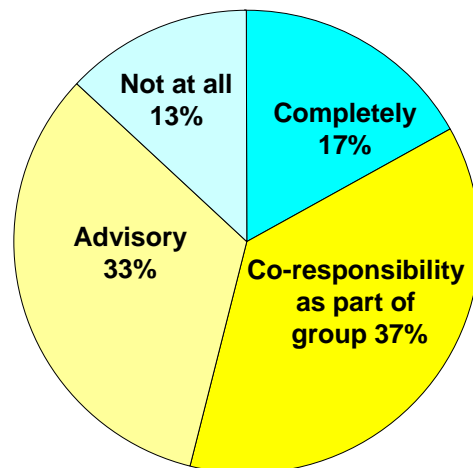
Which sectors were the trade visitors engaged in?

Wastewater plant	55%
Municipality/county council	11%
Drainage and water contractor	10%
Consultant	6%
Other industry	2%
Drainage and water supply	2%
Public sector	2%
Petroleum refinery, petrochemical industry	1%
Pulp and paper industry	1%
Pharmaceutical-, biochemistry industry	1%
Metal-, steel-, mine industry	1%
Other	8%
<hr/>	
	100%

What position did the trade visitors hold?

Production, operation, maintenance	33%
Technician	30%
Management	8%
Foreman, works manager	6%
Sales	5%
Purchasing	1%
Quality	1%
Environment responsible	1%
Other	15%
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	100%

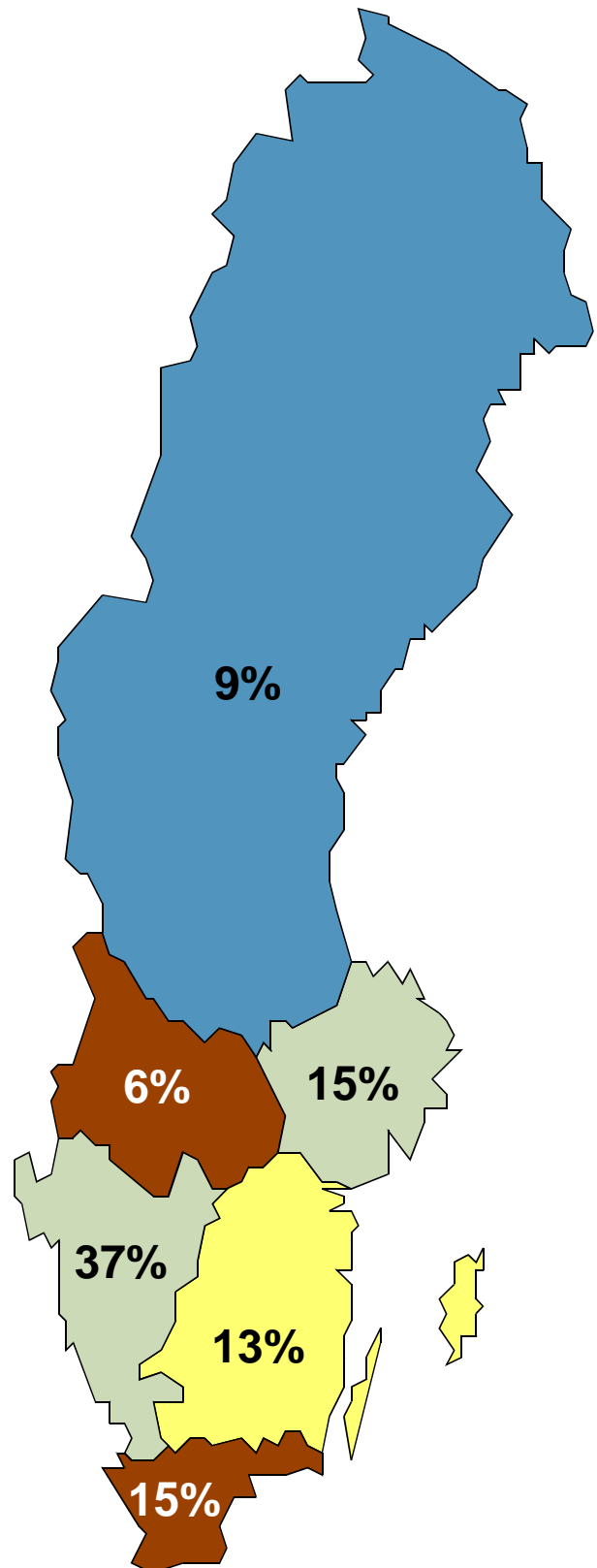
To what extent do trade visitors influence the purchasing of products shown at the fair?



The trade visitors spent an average of 6 hours and 30 minutes at the fair.

Where did the trade visitors come from?

According to visitors registration



A further 5 % came from countries outside Sweden.

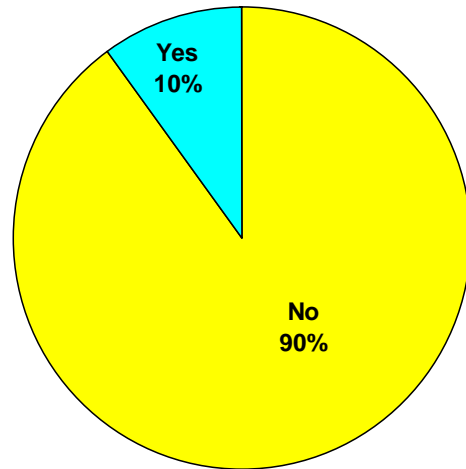
They came from:

Norway	2%
Denmark	1%
Other countries	2%

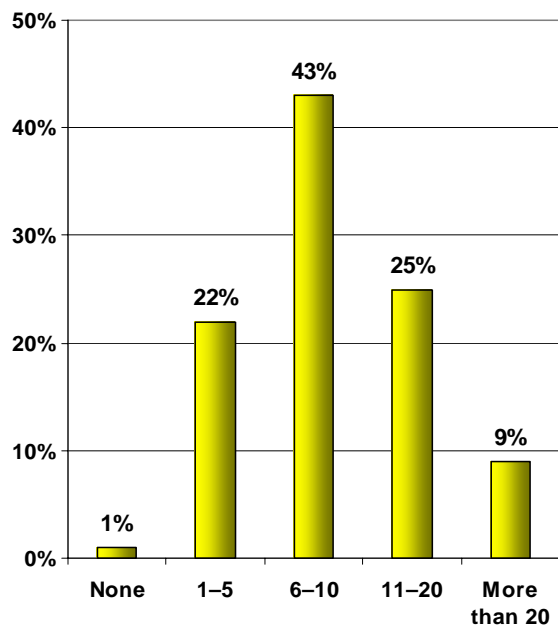
Which products were the trade visitors interested in?

Sewage purification	53%
Drinking-water production	43%
Pipe system	25%
Analysis, sampling, measuring	22%
Groundworks	17%
Process automation	15%
IT	12%
Working environment, safety	10%
Services	6%
Other	4%

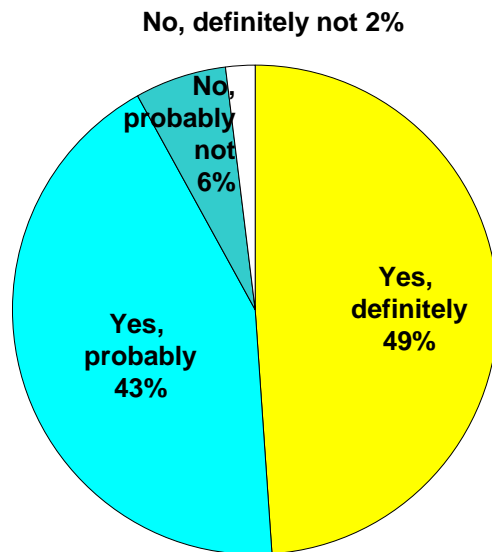
Were any product groups lacking at the fair?



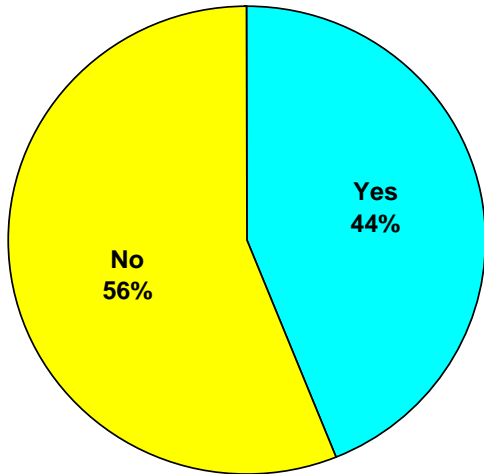
How many exhibitors did the trade visitors talk to?



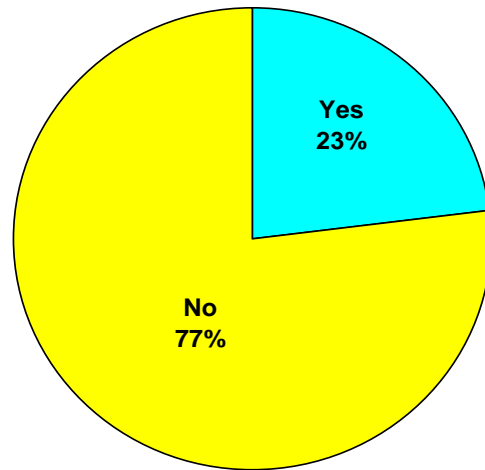
Do the trade visitors plan to attend next VA-mässa in Göteborg?



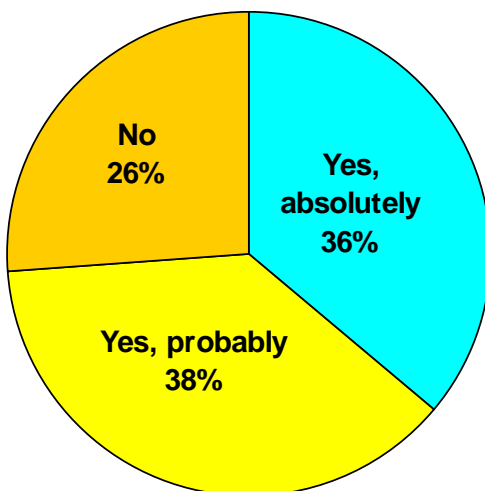
Do the trade visitors visit other fairs?



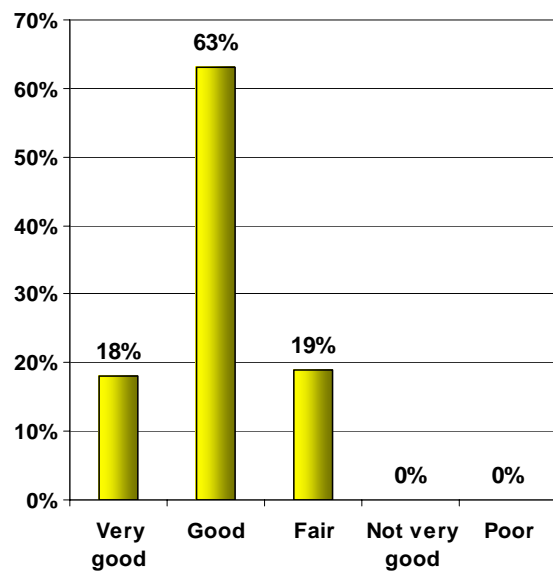
Did the trade visitors visit VA-mässan 2004 in Stockholm?



Do the trade visitors plan to buy or suggest the purchase of products shown at the fair?



How did the trade visitors rate VA-mässan overall?



PRELIMINARY STATISTICS

Visitor, total	8 553
Visitor from abroad	468
from Norway	162
from Denmark	114
from Finland	50
from other countries	142
Conference delegates (incl. lecturer)	651
Exhibition area	6 546 m²
Exhibitors	214
Companies represented	242
Countries represented	23

Survey carried out by

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