

# Survey of Visitors



**2008**

This report is based on a survey of people who visited the Göteborg Book Fair. It provides information on visitors' opinions of the event, their occupations, areas of interest etc.

A total of 619 visitors, selected at random, were asked for their views.

## Trade visitors by sector

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Education		44%
Preschool	4%	
Compulsory school	23%	
Upper secondary school	8%	
University	3%	
Other	6%	
Libraries		13%
Public libraries	11%	
Other libraries	2%	
Student		7%
Media/photography		6%
Author		4%
Publishing		4%
Other cultural sphere		3%
Church/denomination		3%
Book selling		2%
Museum		2%
Printing industry		1%
Politics		1%
Other		10%
		100%

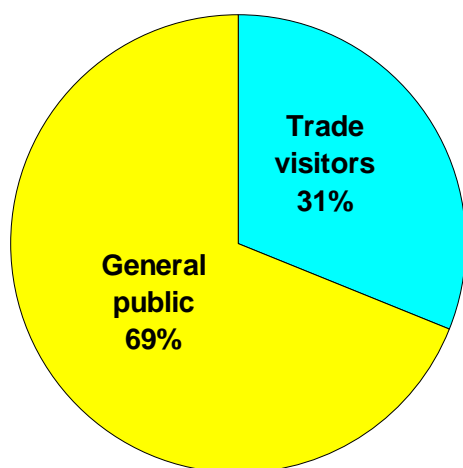
## Trade visitors by occupation

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Teacher	36%
Librarian	12%
Student	7%
Journalist	4%
Author	4%
Other library staff	2%
Headmaster	2%
Other school staff	2%
Photographer	2%
Bookseller's assistant	1%
Data/information	1%
Museum	1%
Politician	1%
Publisher	1%
Bookseller	1%
Graphic designer	1%
Other	22%
	100%

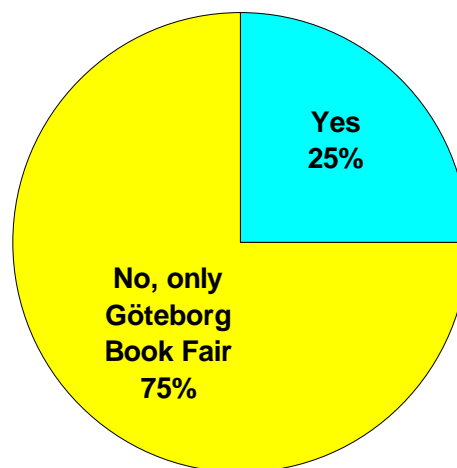
## Visitor breakdown

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## Do the trade visitors visit other fairs as professionals?

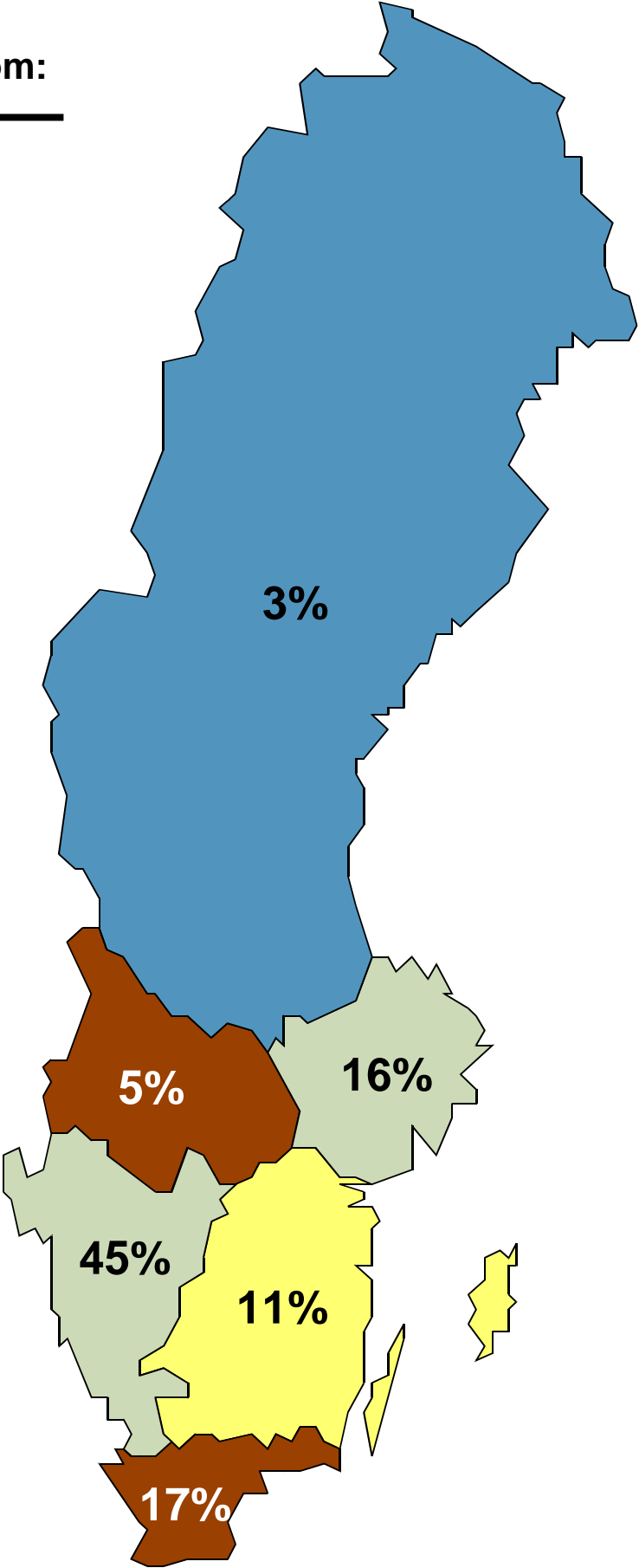
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**Average time spent at the Göteborg Book Fair:**  
**Trade visitors: 7 hours and 10 minutes.**  
**General public: 4 hours and 50 minutes.**

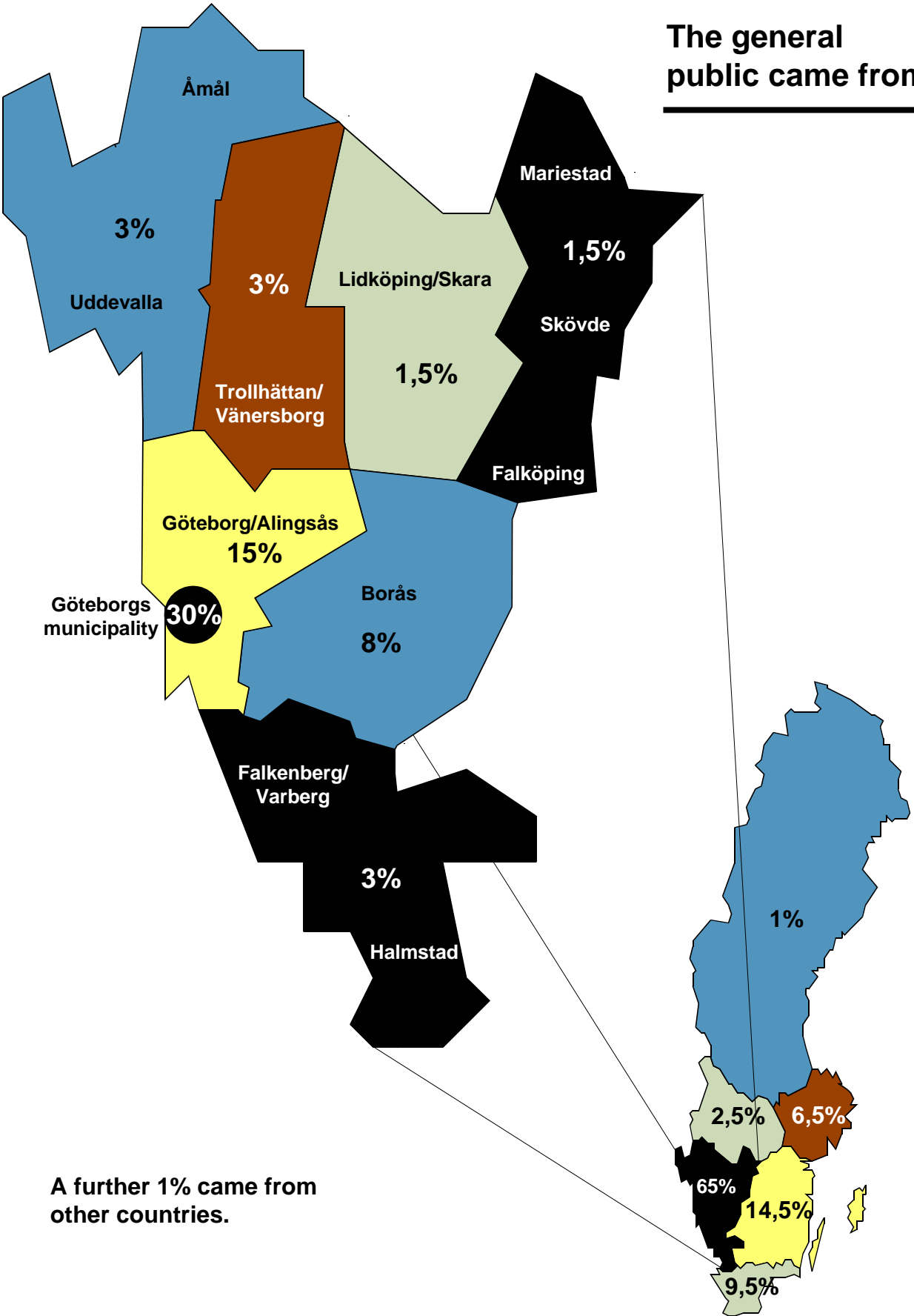
**Trade visitors came from:**

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A further 3% came from other countries.

**The general public came from:**



## Areas of interest

### Trade visitors

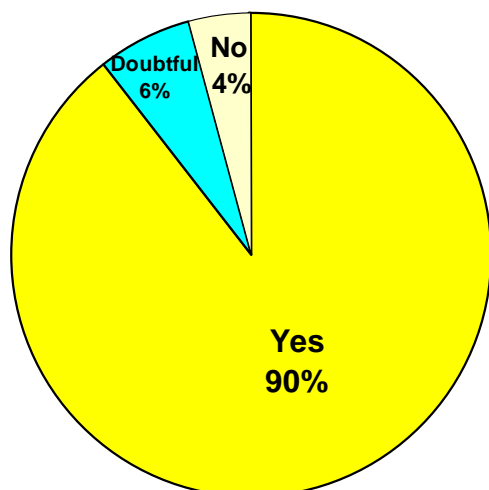
Fiction	66%
Non-fiction	47%
Children's books	42%
Textbooks/Teaching aids	31%
Culture	19%
Conferences	17%
Newspapers/magazines	15%
Educational activities	12%
Art/Photo	10%
Literary societies	9%
Postcards/charts/posters	9%
Library equipment	9%
Second-hand bookshop	7%
Graphic products	6%
IT/Multimedia/CD-ROM	5%
Comics	5%
Institutes/organizations	5%
Data bases/computers	4%
Museums	3%
Other	9%

### General public

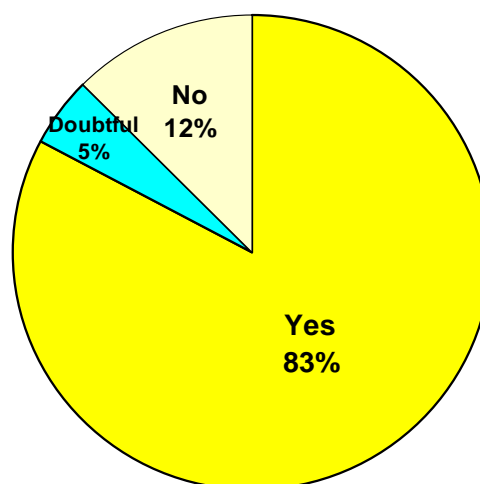
Fiction	73%
Non-fiction	48%
Children's books	29%
Culture	22%
Newspapers/magazines	20%
Conferences	17%
Art/Photo	14%
Textbooks/Teaching aids	13%
Comics	12%
Second-hand bookshops	12%
Postcards/charts/posters	10%
Literary societies	7%
Educational activities	6%
Institutes/organizations	6%
Museums	5%
Graphic products	4%
IT/Multimedia/CD-ROM	4%
Library equipment	3%
Data bases/computers	2%
Other	13%

## Was it an obvious decision to visit this year's fair?

### Trade visitors



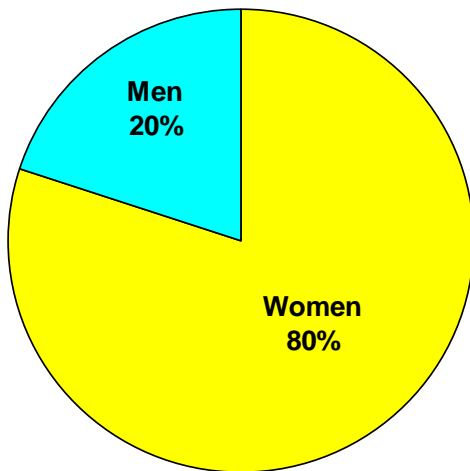
### General public



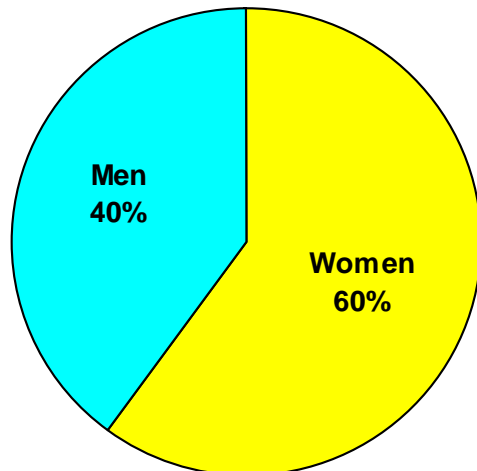
## Visitors by gender

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**Trade visitors**



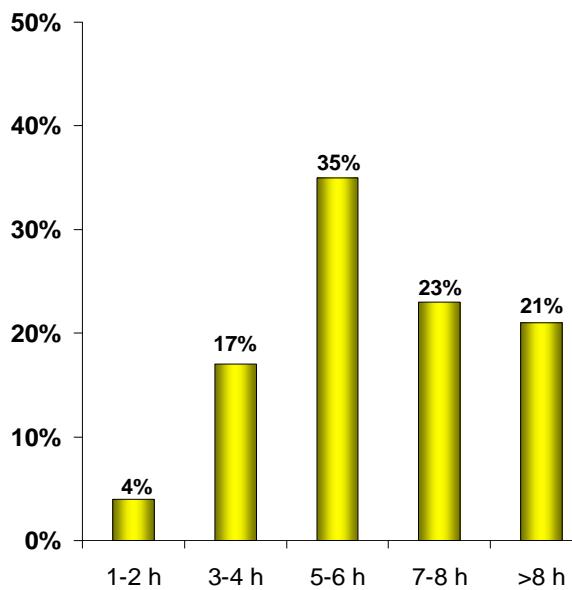
**General public**



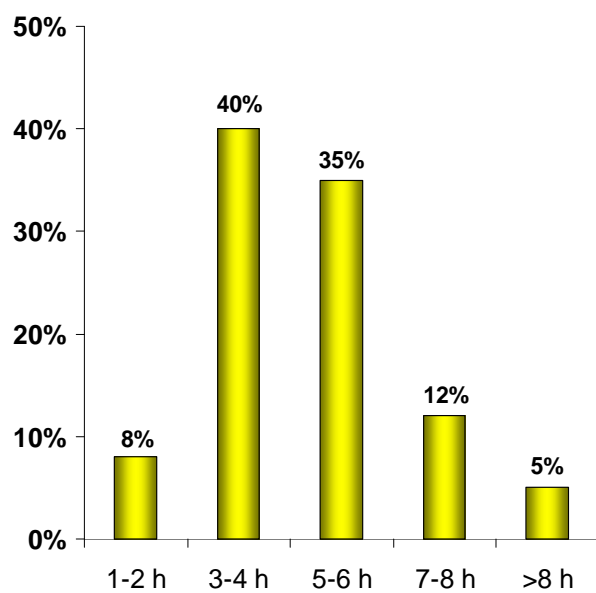
## Time spent by visitors at the Göteborg Book Fair

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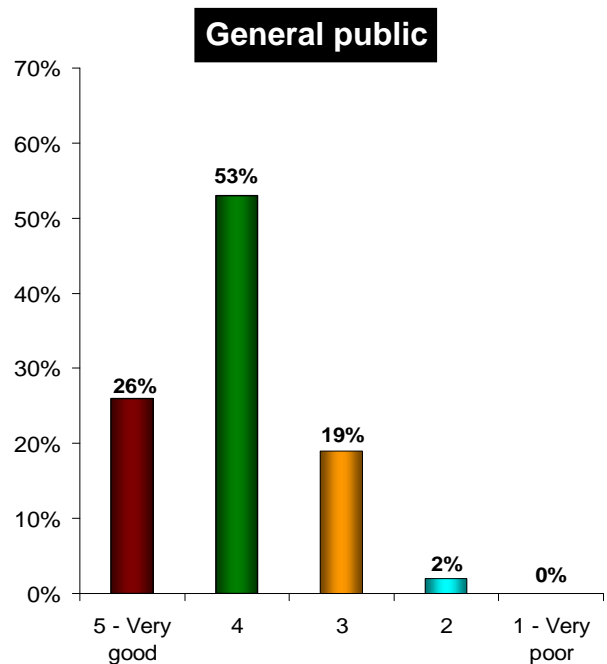
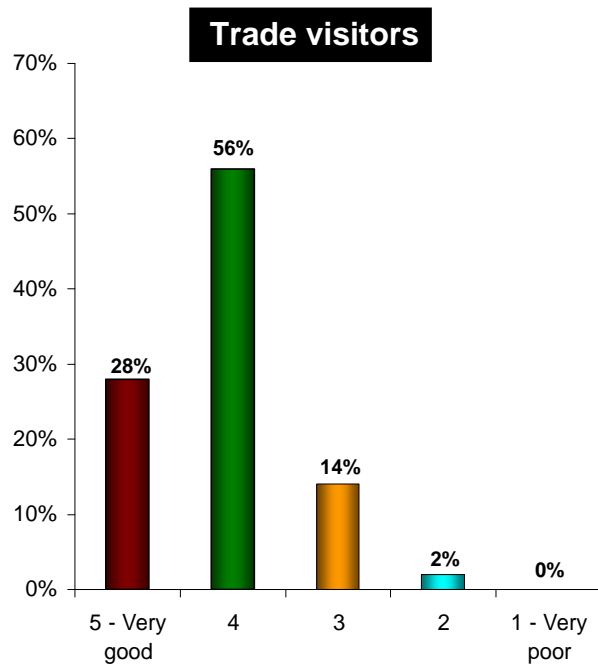
**Trade visitors**



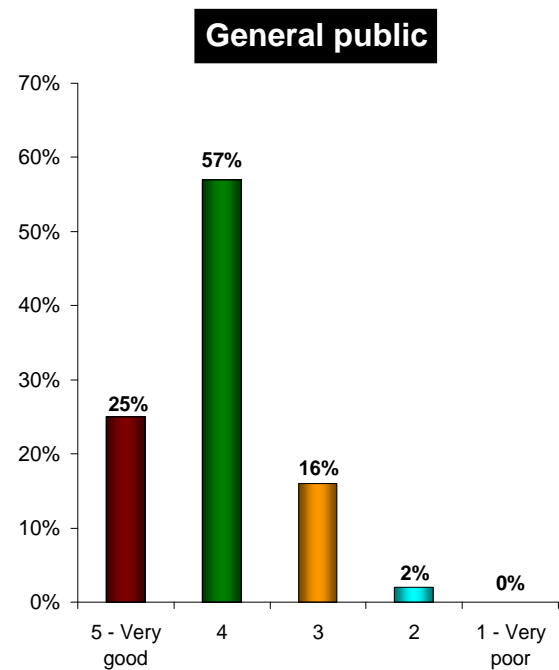
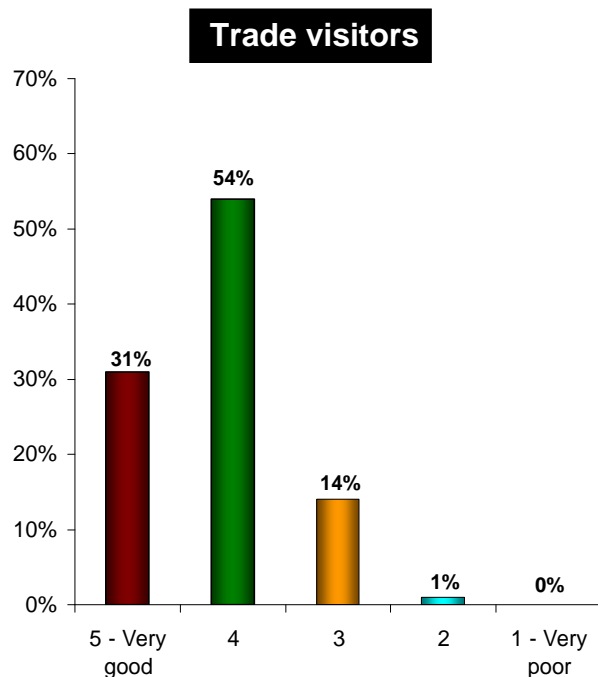
**General public**



## Visitors opinion of the quality of the exhibitors at Göteborg Book Fair?



## Visitors overall impression of this years Göteborg Book Fair?



## **FAIR STATISTICS**

<b>Visits</b>	<b>101 280</b>
<b>Net exhibition area</b>	<b>13 528 m<sup>2</sup></b>
<b>Exhibitors</b>	<b>948</b>
<b>Countries represented</b>	
Exhibitors	20
Seminar programme	30
<b>Media representatives</b>	<b>1 210</b>

***The next Göteborg Book Fair will be held  
24 - 27 September 2009.***

***For further information about the Göteborg Book Fair please contact:***

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