

Visitor Survey

PULPAPER
2010
1-3 June 2010
Helsinki Finland



**Nordiska
Undersökningsgruppen**

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Pulpaper 2010

Background and purpose of the visitor survey

Pulpaper was held on 1-3 June in Helsinki 2010. During the fair the Scandinavian Survey Group interviewed visitors on behalf of the organizer.

The purpose is to continuously follow up and study the visitor characteristics and attitude towards the exhibition. Furthermore is the purpose to obtain a base for product development.

Methodology

In total 380 interviews were conducted. The interviews took place on all days the exhibition was open, and during the whole period each day when it was open.

The people interviewed

The ones interviewed were randomly chosen (every x:nd person who passed the interviewer) visitors, not exhibitors or press.

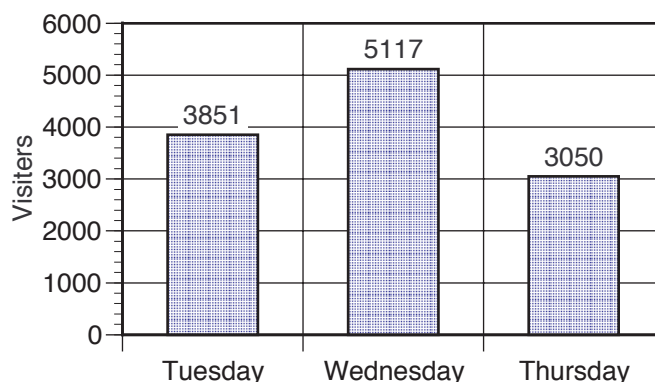
Total number of visitors 12 018



Visitor survey

Pulpaper 2010

Visitors per day



The visitor's role and position

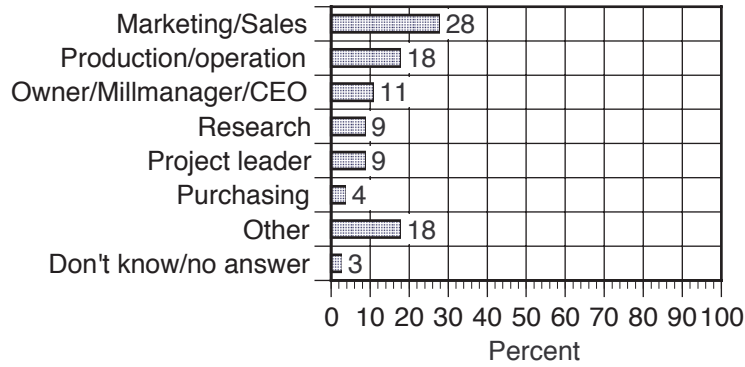


Fig 2.3 "What is your role and position?" Q 3

Country

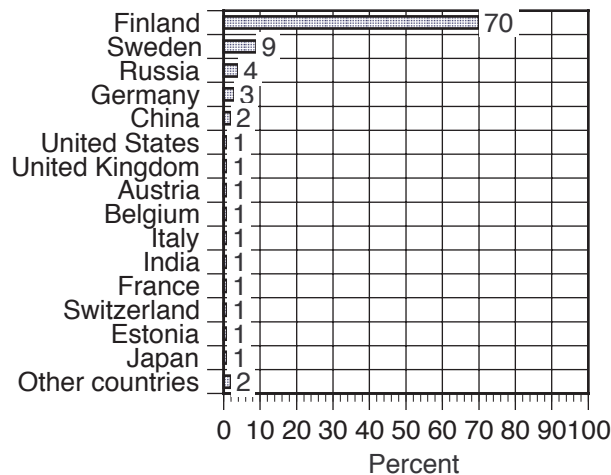


Fig 2.2 "Country"

	Trend		
	2004	2007	2010
Finland	77%	72%	70%
Sweden	7%	6%	9%
Russia	3%	5%	4%
Germany	2%	3%	3%
China	1%	1%	2%
United States	1%	2%	1%
United Kingdom	1%	1%	1%
Austria	1%	1%	1%
Other countries	7%	9%	9%

Main interest

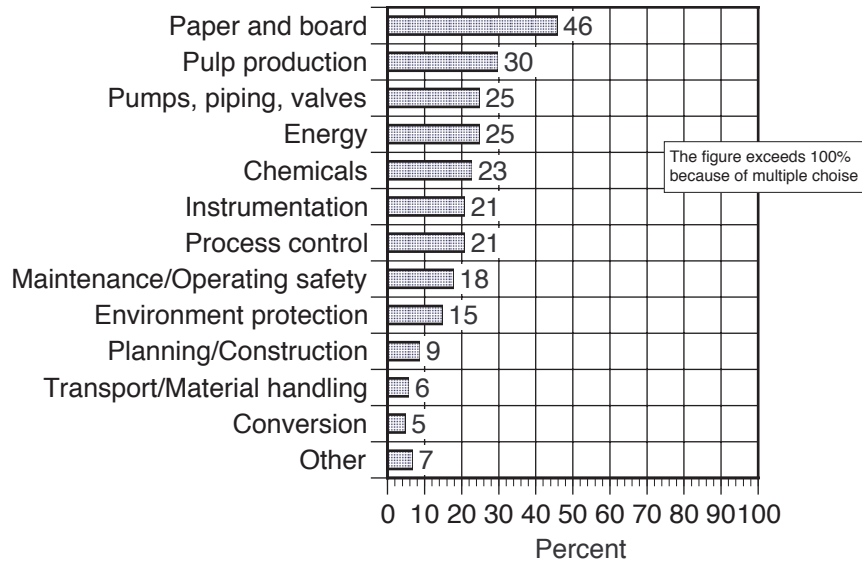


Fig 2.5 "Which of the following exhibitor categories are you primarily interested in?" Q 8

How many employees?

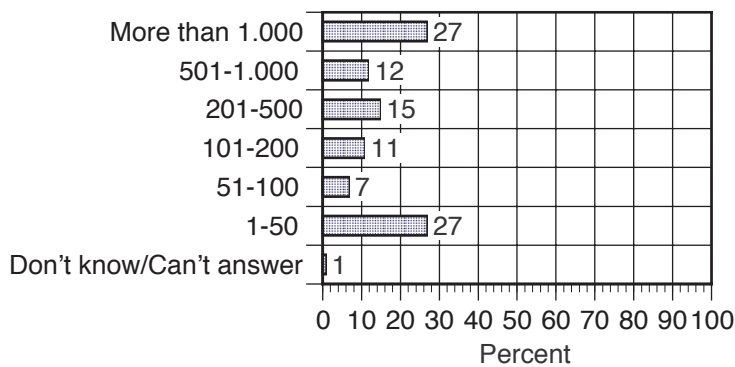


Fig 2.6 "How many employees does your company have?" (Q4)

The visitor's influence regarding purchase

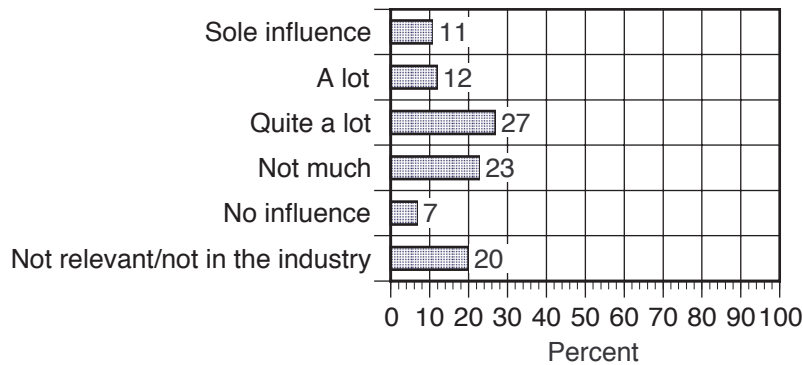


Fig 2.7 "When ordering product and services at Pulpaper, how much influence will you have?" (Q5)

Trend			
	2004	2007	2010
Sole influence	10%	14%	11%
A lot	16%	7%	12%
Quite a lot	28%	24%	27%
Not much	28%	25%	23%
No influence	10%	17%	7%
Not relevant/not in the industry	8%	13%	20%

Trade fair habits

Has the visitor visited the trade fair before?

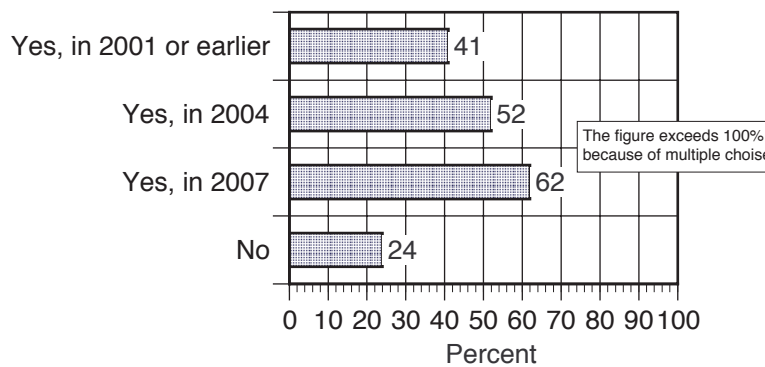


Fig 2.8 "Have you visited Pulpaper in previous years?" (Q6a)

Trend			
	2004	2007	2010
First time	43%	36%	24%

Has the visitor visited any similar trade fairs?

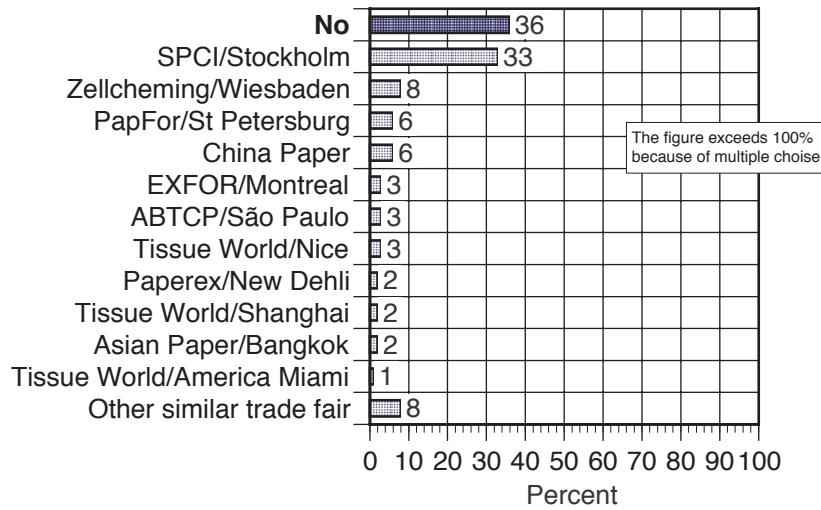


Fig 2.9 "Have you visited any similar trade fairs in the last three years?" (Q6b)

How did the visitor find out about the exhibition?

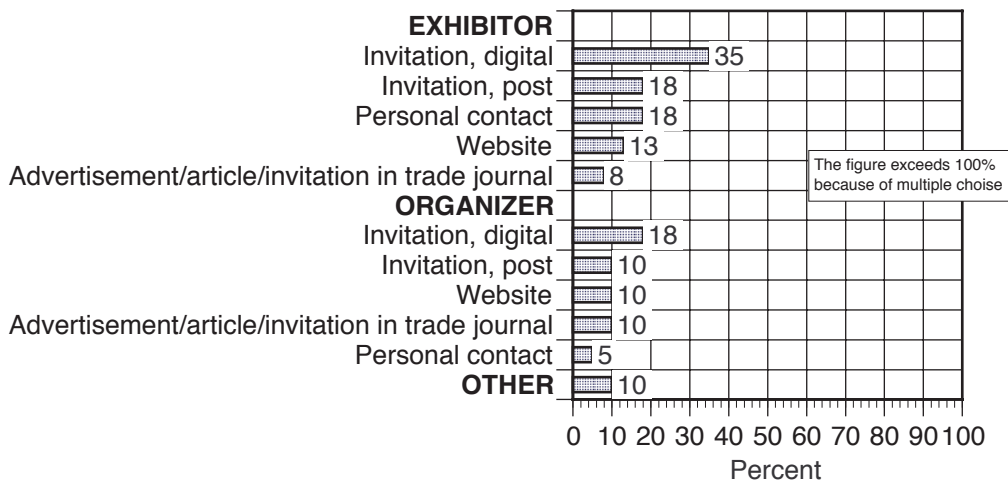


Fig 2.11 "How did you find out about PulPaper 2010?" (Q7)

Time at the trade fair

Days

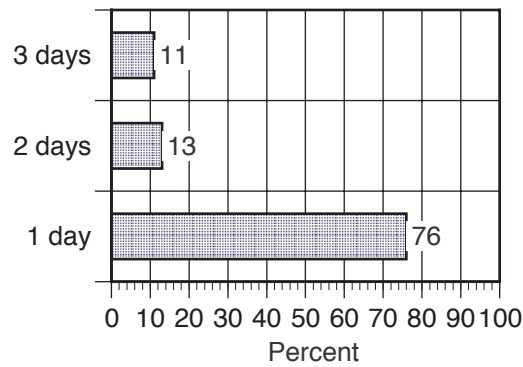


Fig 3.8 "How many days will you spend at PulPaper?" (Q11)

Trend			
	2004	2007	2010
3 days	9%	4%	11%
2 days	18%	14%	13%
1 day	73%	82%	76%

Contacts

No. of contacts with potentially new suppliers

(Base: The ones who have made/will make contacts)

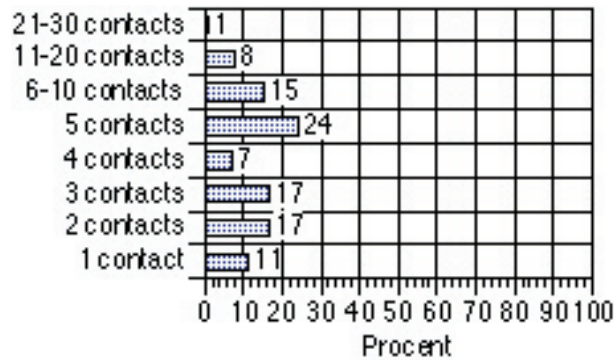


Fig 3.9 "Could you give me a rough estimate of the total number of: -meetings with potentially new suppliers/business contacts at Pulpaper?" (Q12a)

No. of contacts with existing suppliers

(Base: The ones who have made/will make contacts)

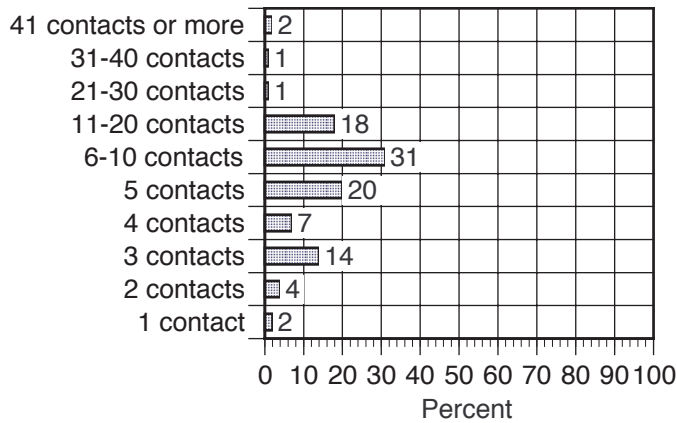


Fig 3.10 "Could you give me a rough estimate of the total number of: -meetings with existing suppliers/business contacts?" (Q12b)

Orderplacings

Orderplacings within the next 12 months?

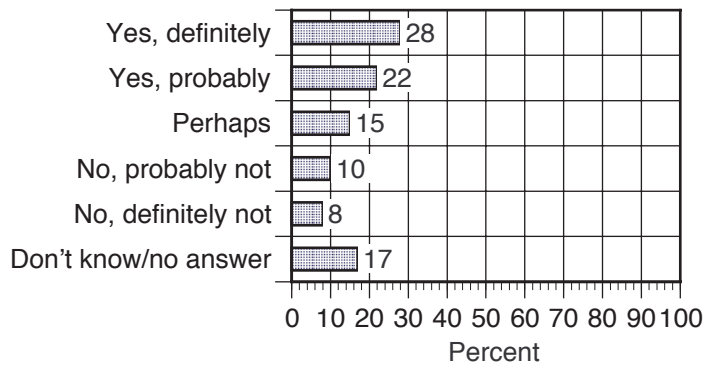


Fig 3.11 "Will your company place orders with any of the exhibitors in the next 12 months?" (Q13a)

Order value (Eur)

(Base: The 50% who definitely or probably will place orders within the next 12 months)

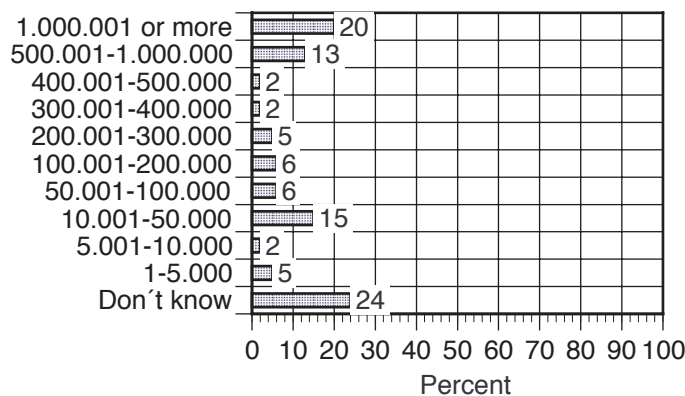


Fig 3.12 "If "Yes, definitely" or "Yes, probably", can you give a rough estimate of the total order value for these exhibitors?" (Q13b)

Where in the world?

(Base: The 50% who definitely or probably will place orders within the next 12 months)

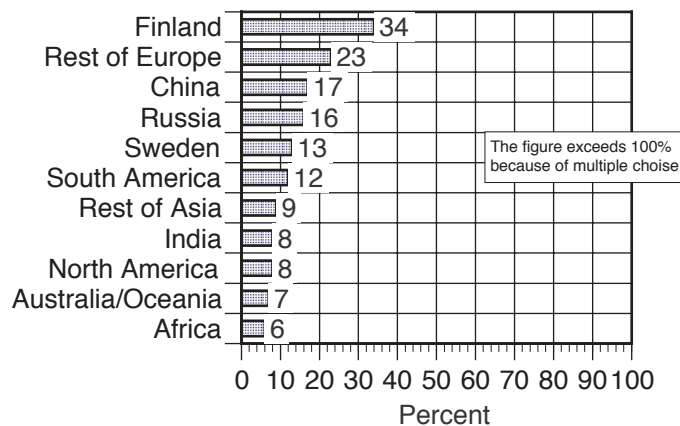


Fig 3.13 "If "Yes, definitely" or "Yes, probably", where in the world will the order be used/placed?" (Q13c)

The overall impression

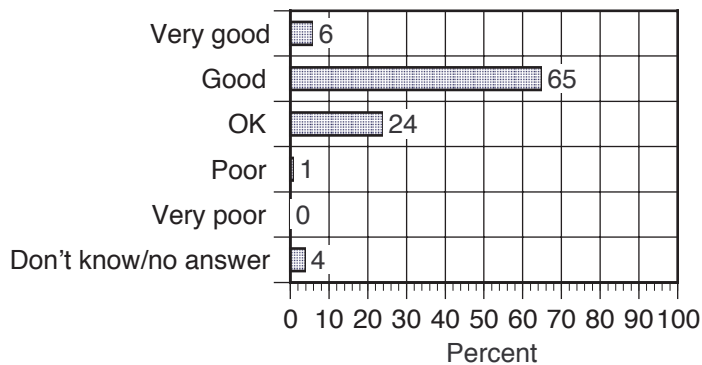


Fig 4.3 "What is your overall impression of PulPaper?" (Q15)

The interest in revisiting

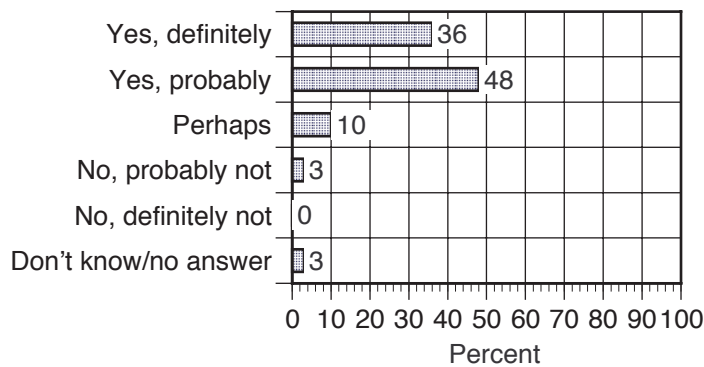


Fig 4.4 "Would you be interested in coming back to the next PulPaper trade fair?" (Q16)

	Trend		
	2004	2007	2010
Yes, definitely	34%	29%	36%
Yes, probably	45%	43%	48%
Perhaps	14%	9%	10%
No, probably not	3%	8%	3%
No, definitely not	1%	5%	0%
Don't know/no answer	3%	6%	3%
Mean	4,1	3,9	4,2