

**KMO 2006
- Visitor Survey -**

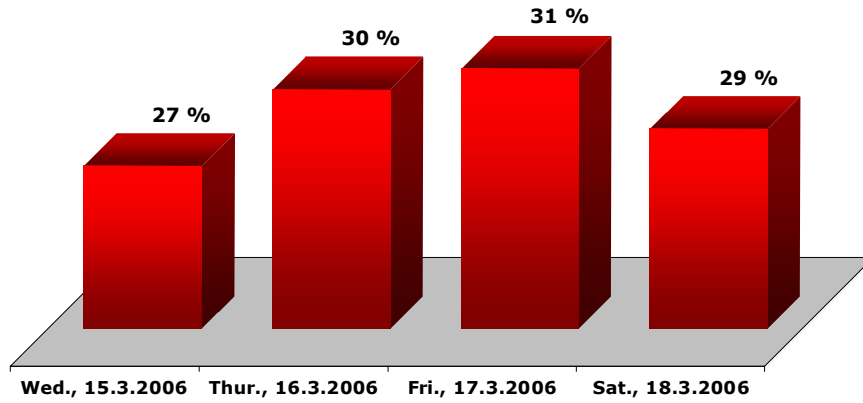
Trade Fair Centre Bad Salzuflen

Description of study

- KMO 2006 plastics processing trade fair
- Trade Fair Centre Bad Salzuflen, Volker Schütz
- Target interviewees: people working in industry
- Methods: face-to-face, computer aided (CAPI)
- Interviewers: 3 women for 4 days each
- Survey period: 15.03.2006 (Wed.) - 18.03.2006 (Sat.)
- Number of participants: 875

Visitor distribution

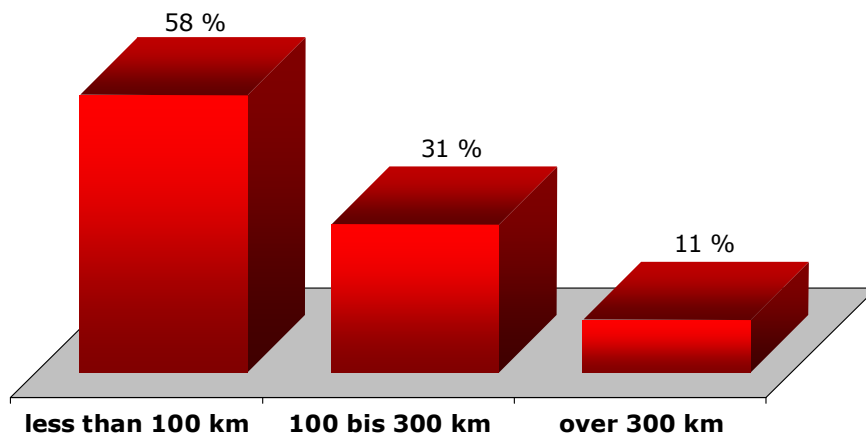
Multiple answers possible



Question 1: On which days did you visit the trade fair?

Distance: residence

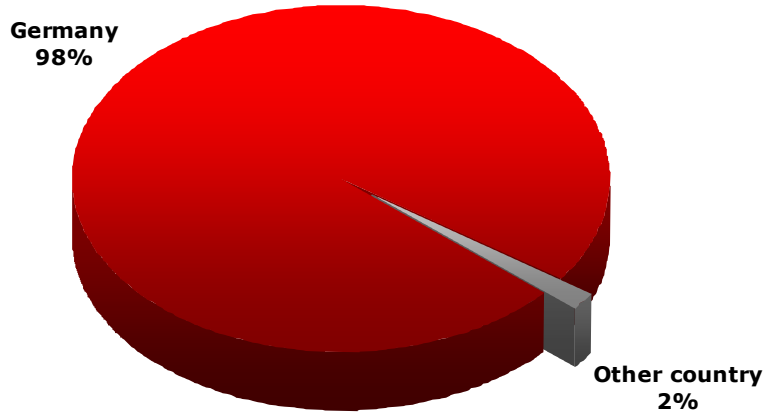
n= 875



Question 2: What is the distance between your permanent residence and Bad Salzflun?

Country: residence

n= 875

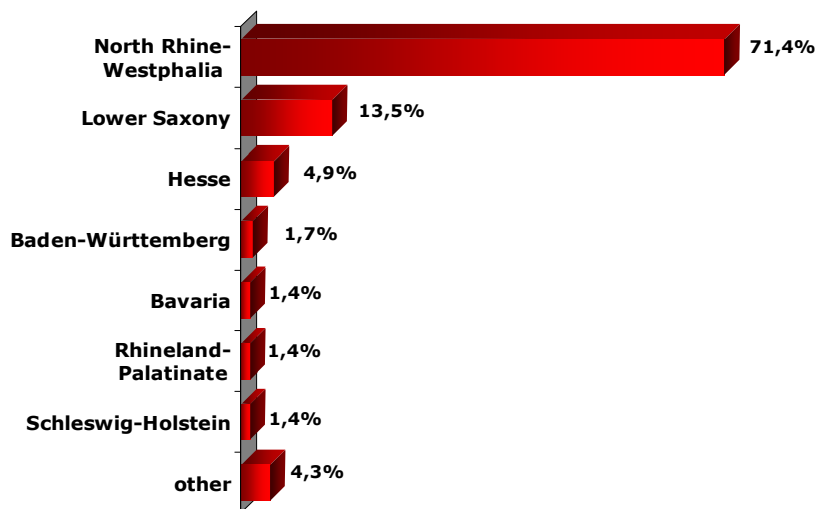


Question 3: In which country is your permanent residence?

Seite 5

German state: residence

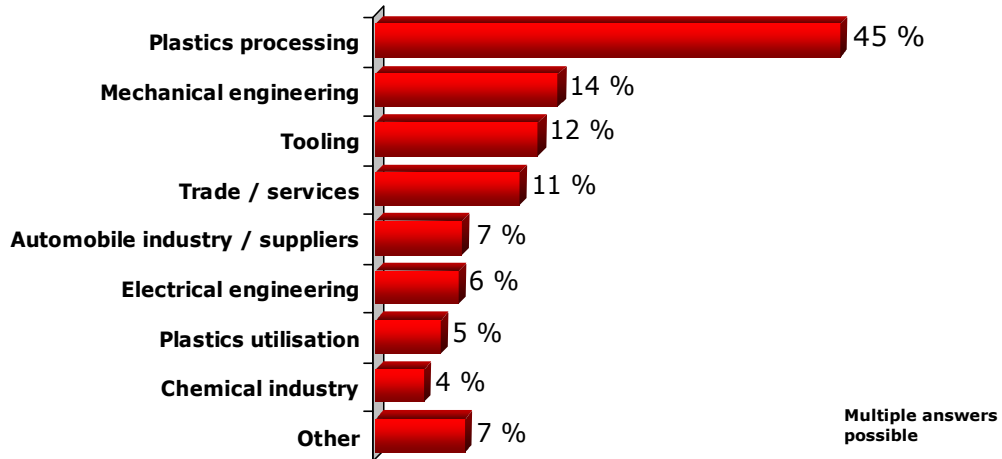
n= 875



Question 4: In which federal state do you live?

Seite 6

Industry sector

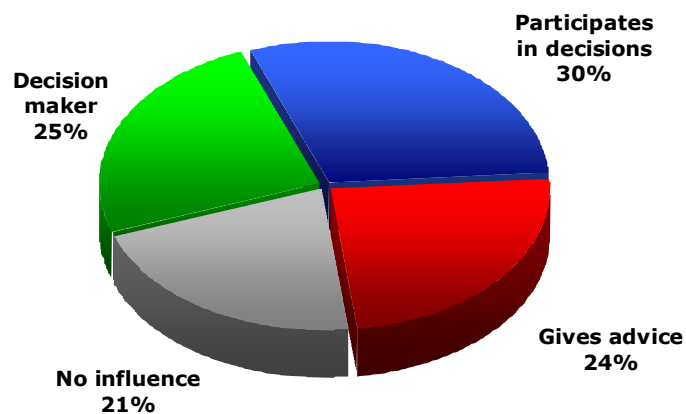


Question 5: In which industry sector does your company / organisation operate?

Seite 7

Influence: purchasing

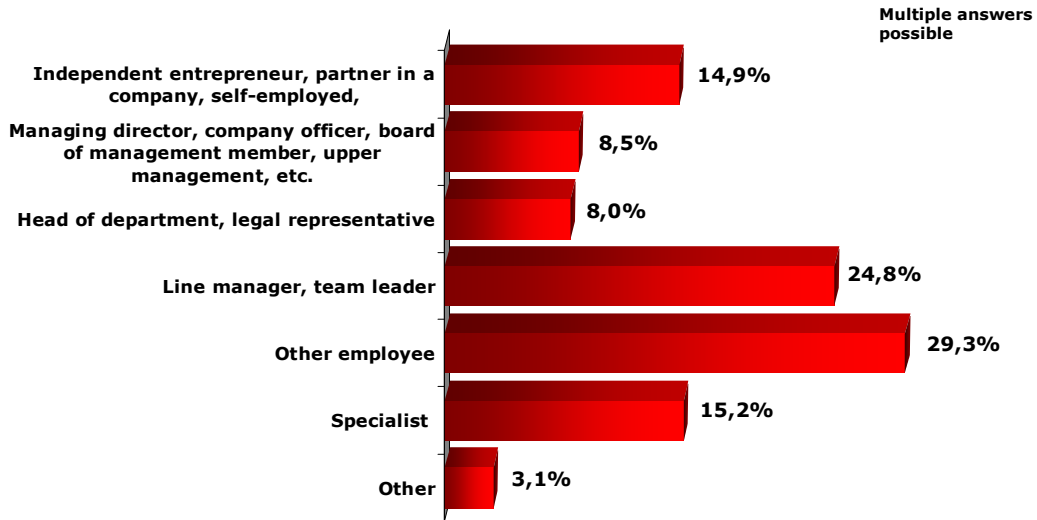
n= 872



Question 6: What is your influence on purchasing and procurement decisions?

Seite 8

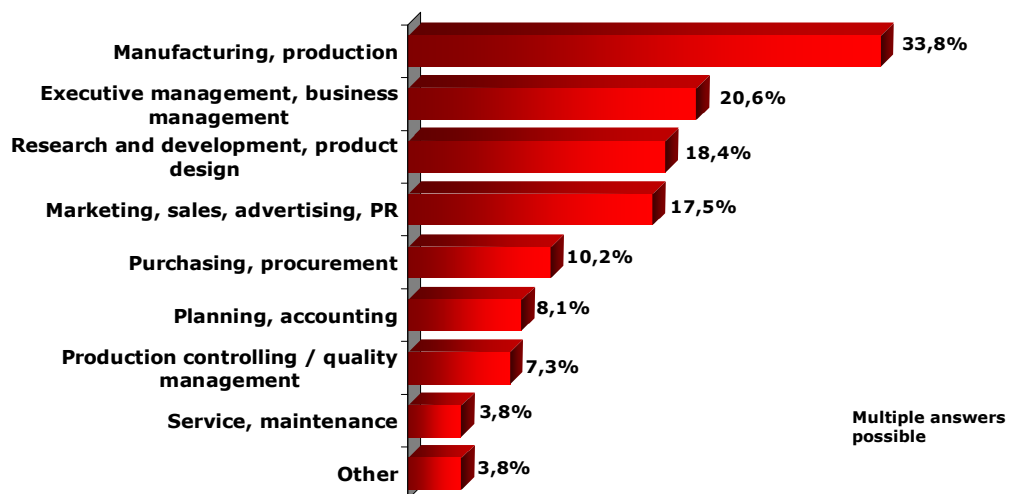
Position in the company



Question 7: What position do you hold in your company or organization?

Seite 9

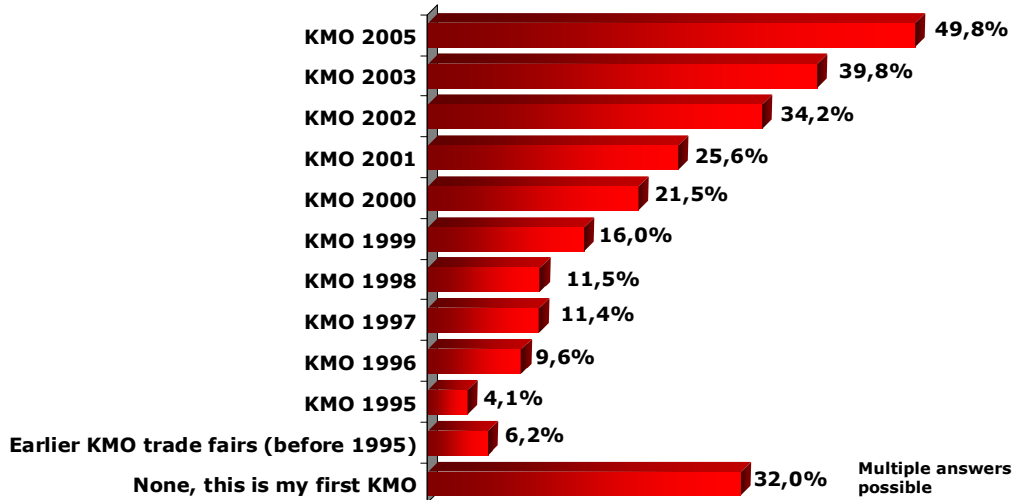
Area of responsibility



Frage 8: In welchem Aufgabenbereich sind Sie tätig?

Seite 10

KMO visitor history

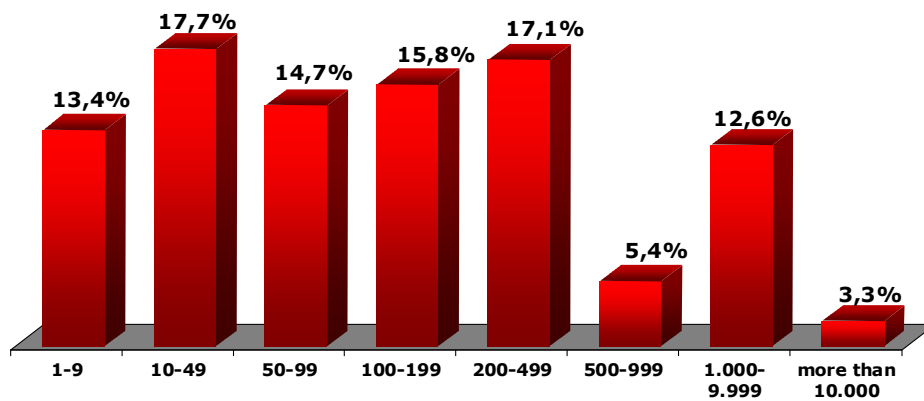


Question 9: Which other KMO fairs in Bad Salzufen did you go to?

Seite 11

Company size

n = 868

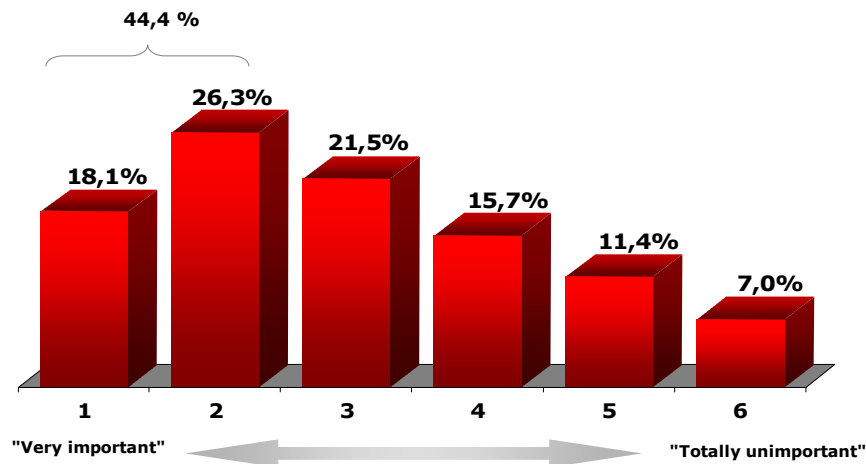


Question 10: How many employees does your company have?

Seite 12

KMO international approach

n= 860



Question 11: Is it important for future KMOs to attract more international exhibitors and visitors?

Seite 13

Key conclusions

- 89% of visitors travel up to 300 km to the trade fair.
- 98% of visitors live in Germany.
- 71% of the interviewees live in North Rhine-Westphalia.
- Nearly half the visitors are from the sector of plastics producing.
- More than three quarters of the visitors are involved in purchasing and procurement!
- A third of the visitors are from the top tier of management.
- More than half the visitors work in production and product development.

Seite 14

Key conclusions

- Roughly half the visitors came to the KMO 2005.
- Two thirds of the visitors had been to KMOs in previous years; one third were first-time KMO visitors!
- More than half the interviewees work for companies with more than 100 employees.
- Two thirds of the visitors would welcome a more international KMO.
- From the point of view of the explorare institute the survey was carried out in compliance with accepted sector standards.

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