

## Survey of Visitors



**2009**

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 771 visitors, selected at random, were asked for their views. Of these, 608 people agreed to be interviewed (163 people declined). The response rate was, thus, 79%.

## Trade visitors by sector

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Education		41%
Preschool	2%	
Compulsory school	19%	
Upper secondary school	11%	
University	2%	
Other	7%	
Libraries		17%
Public libraries	16%	
Other libraries	1%	
Church/denomination		5%
Book selling		5%
Author		5%
Publishing		5%
Other cultural sphere		4%
Media/photography		3%
Student		3%
Museum		2%
Printing industry		2%
Politics		1%
Other		7%
		100%

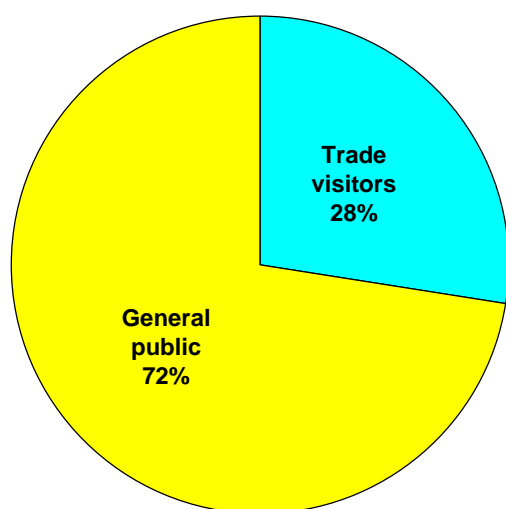
## Trade visitors by occupation

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Teacher	33%
Librarian	15%
Author	7%
Other library staff	3%
Headmaster	3%
Student	3%
Other school staff	3%
Bookseller	2%
Museum	2%
Bookseller's assistant	2%
Data/information	2%
Photographer	2%
Publisher	1%
Graphic designer	1%
Journalist	1%
Literary agent	1%
Politician	1%
Other	18%
	100%

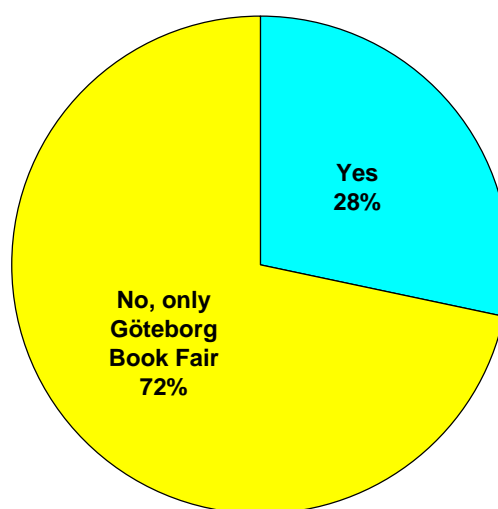
## Visitor breakdown

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

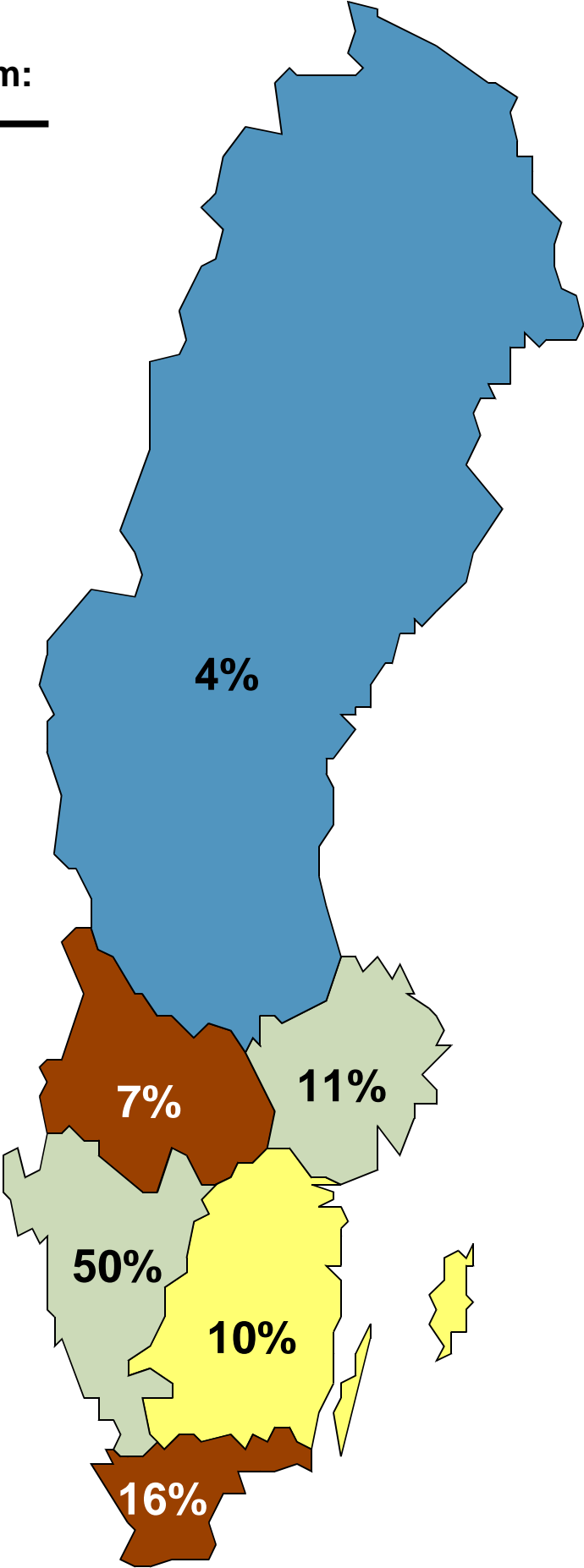
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**Average time spent at the Göteborg Book Fair:**  
**Trade visitors: 7 hours and 30 minutes.**  
**General public: 4 hours and 50 minutes.**

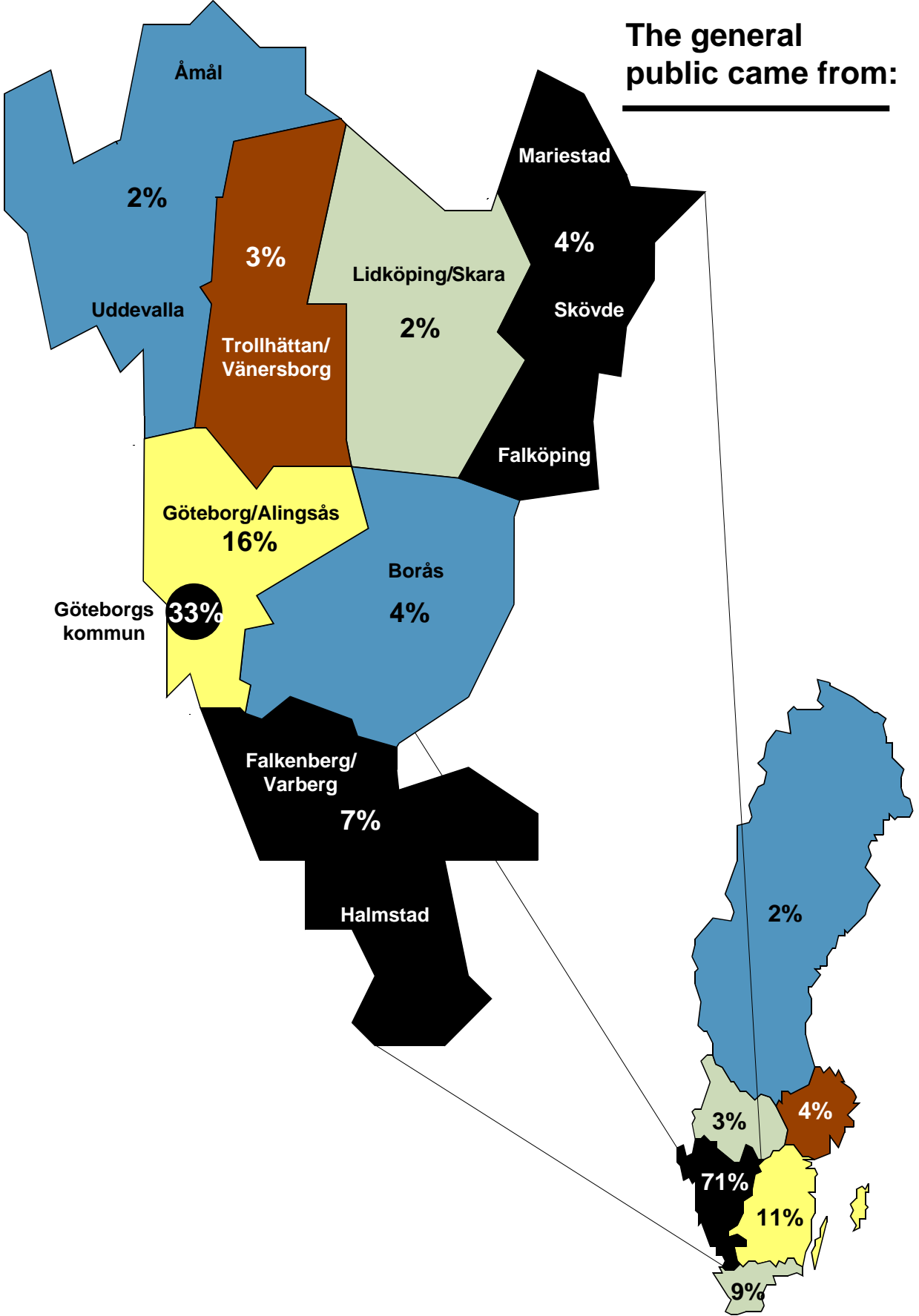
**Trade visitors came from:**

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A further 3% came from other countries.

**The general public came from:**



## Areas of interest

### Trade visitors

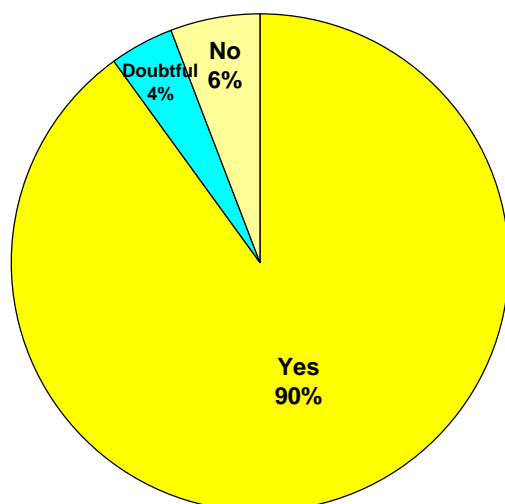
Fiction	70%
Non-fiction	60%
Children's books	48%
Textbooks/Teaching aids	30%
Culture	29%
Conferences	23%
Newspapers/magazines	22%
IT/Multimedia	14%
Educational activities	13%
Graphic products	11%
Art/Photo	11%
Second-hand bookshop	11%
Comics	10%
Data bases/computers	9%
Library equipment	9%
Postcards/charts/posters	8%
Literary societies	8%
Institutes/organizations	7%
Museums	5%
Other	6%

### General public

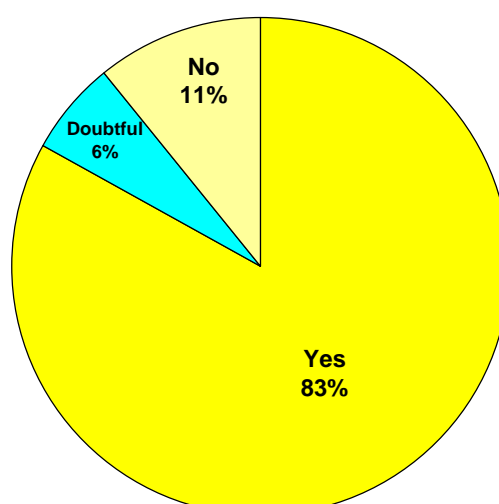
Fiction	67%
Non-fiction	51%
Children's books	29%
Newspapers/magazines	19%
Culture	19%
Conferences	19%
Art/Photo	12%
Comics	10%
Second-hand bookshops	10%
Textbooks/Teaching aids	9%
IT/Multimedia	8%
Postcards/charts/posters	6%
Literary societies	5%
Educational activities	5%
Museums	4%
Data bases/computers	4%
Graphic products	3%
Institutes/organizations	2%
Library equipment	1%
Other	9%

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

### Trade visitors

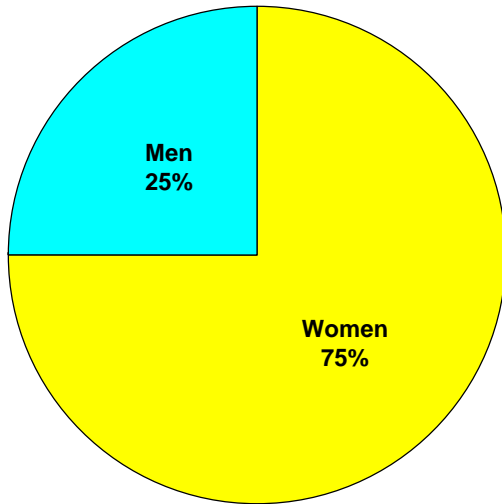


### General public

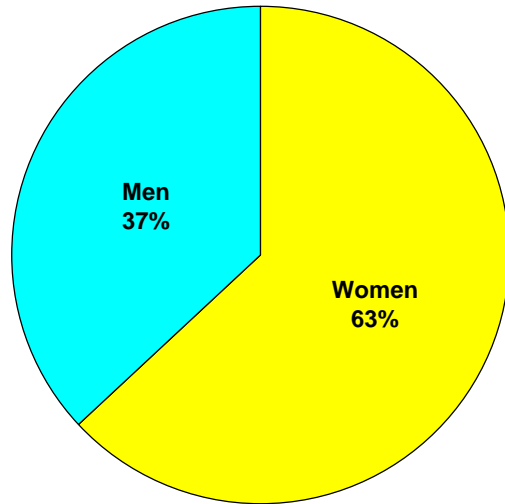


## Visitors by gender

### Trade visitors

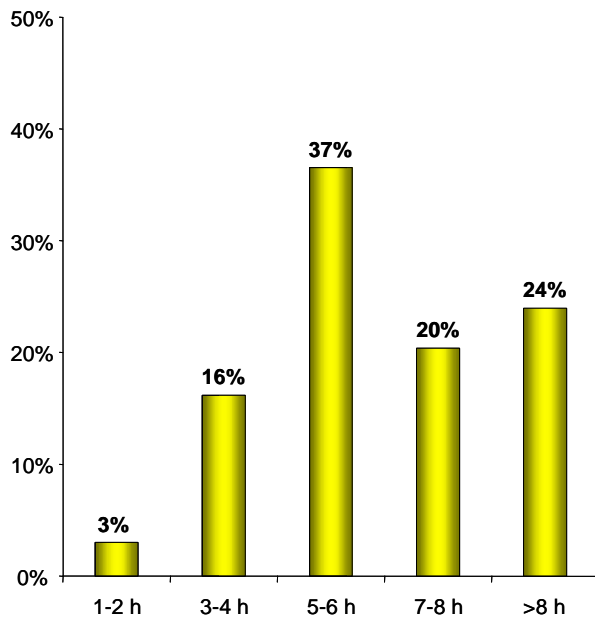


### General public

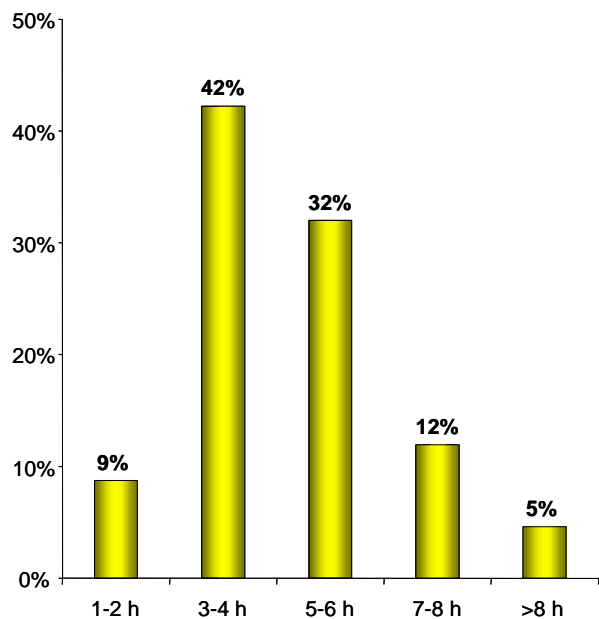


## Time spent by visitors at the Göteborg Book Fair

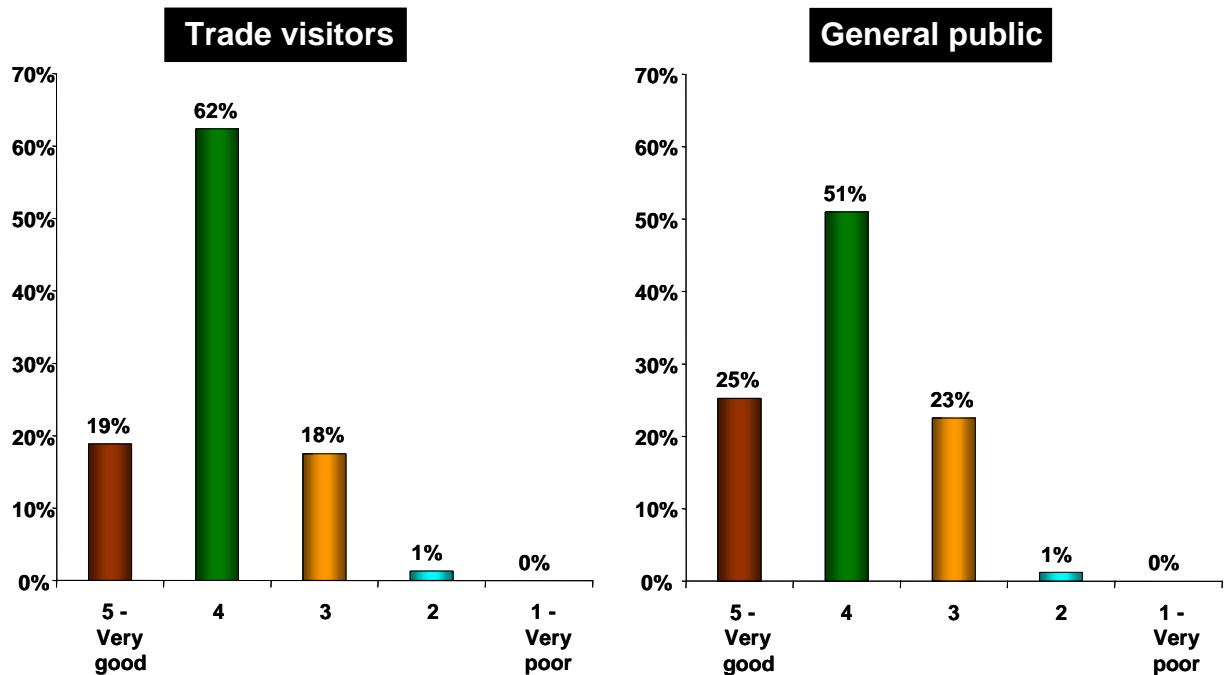
### Trade visitors



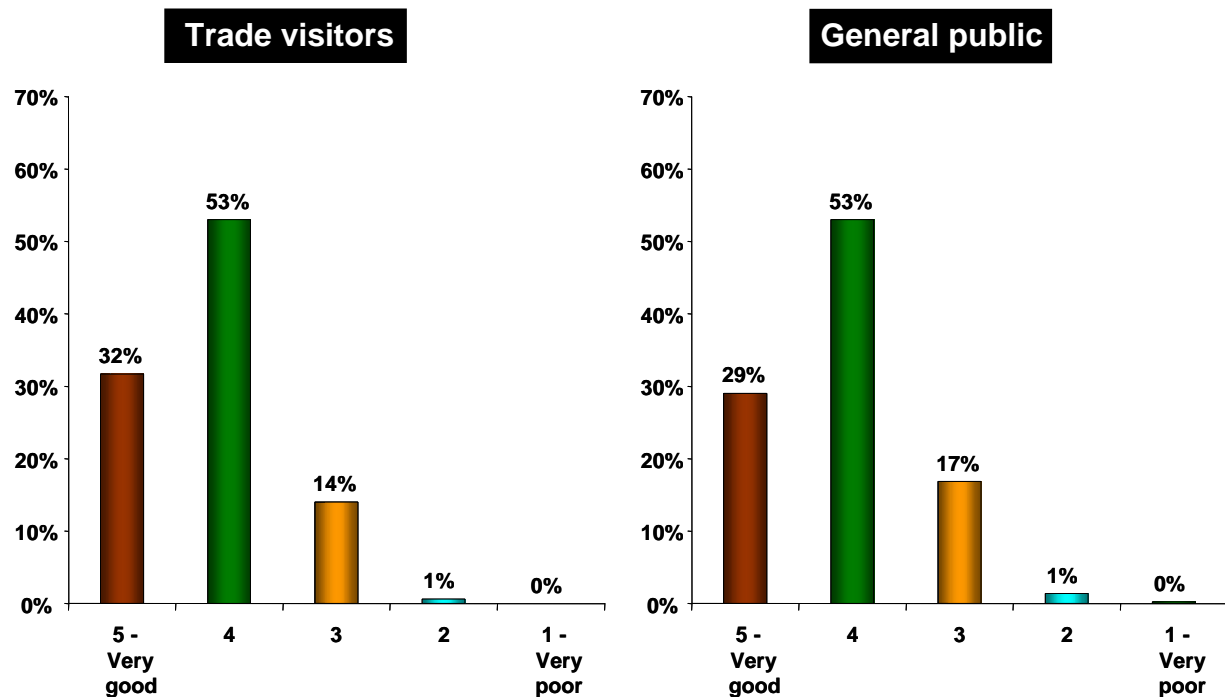
### General public



## 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>97 211</b>
<b>Net exhibition area</b>	<b>13 623 m<sup>2</sup></b>
<b>Exhibitors</b>	<b>895</b>
<b>Countries represented</b>	
Exhibitors	24
Seminar programme	27
<b>Media representatives</b>	<b>1 284</b>

*The next Göteborg Book Fair will be held  
23 - 26 September 2010.*

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