

Table Of Contents

TABLE OF CONTENTS	1
SURVEY DESCRIPTION	2
Visitors traffic registration	3
Registration forms data entry	3
VISITORS TRAFFIC REGISTRATION	4
REGISTRATION FORMS DATA ENTRY	6
QUESTIONNAIRES	10
Registration form	

Survey Description

The research was carried out by the order of ITE. The main purpose of the research was to evaluate attendance at the exhibition.

The exhibition “Ingredients 2005” took place in Moscow in SK Olympiskii from November 8 till November 11, 2005.

Objective of the research were to analyse ‘Ingredients 2005’ visitors' amount and visitors' profile, to get visitors' estimation of the exhibition.

The research consisted of two parts:

- Visitors traffic registration
- Registration forms data entry

Visitors traffic registration

Methodology

There were two entry points. Two persons at two entry points registered all visitors entering the exhibition using the following method:

- The registration was carried out throughout all exhibition period.
- The registration was carried out during 15 minutes within every 30-minute interval. The data obtained was approximated and the total number of visitors was calculated.

Registration forms data entry

Registration forms completed by the visitors were entered into the database and then the main statistic parameters were calculated.

The total number of registration forms entered – 5123.

Visitors traffic registration

Measuring and approximation showed that the number of persons who entered the exhibition is **7 925**. However, some could visit the exhibition more than once.

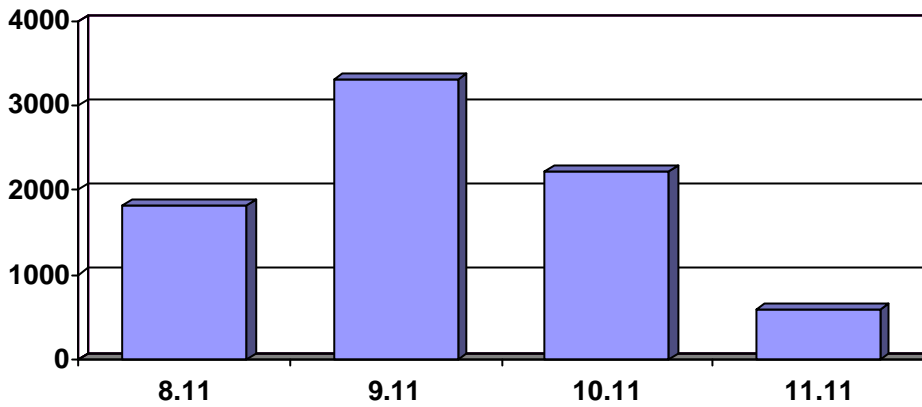
The exhibition lasted for 4 days.

Visitor traffic table

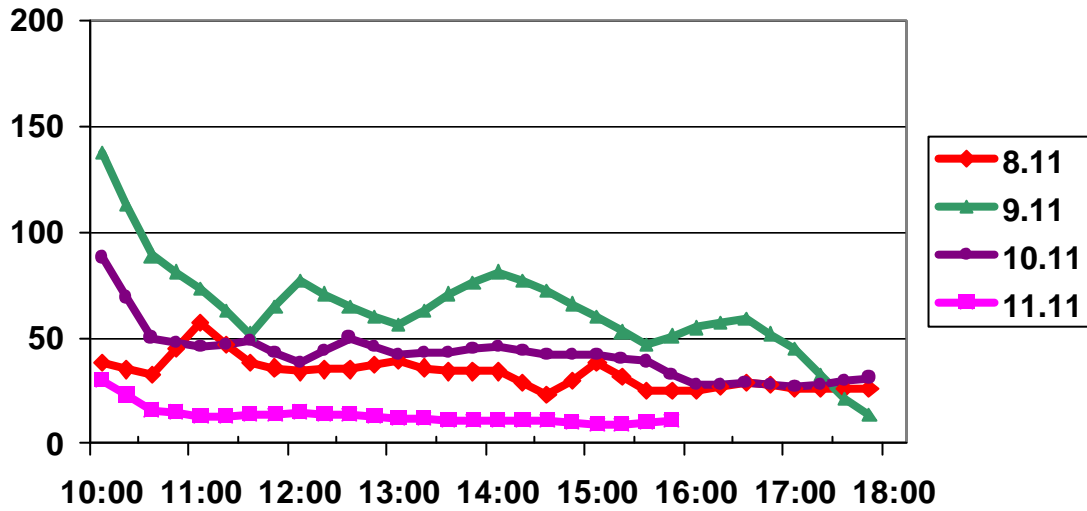
Time		South entrance				North entrance			
From	To	8.11	9.11	10.11	11.11	8.11	9.11	10.11	11.11
10:00	10:15	38	138	88	30	32	62	49	17
10:15	10:30	35	113	69	23	30	48	39	14
10:30	10:45	33	89	50	16	28	35	30	11
10:45	11:00	45	81	48	15	31	41	31	10
11:00	11:15	57	73	46	13	35	47	32	9
11:15	11:30	47	63	47	13	28	39	31	10
11:30	11:45	38	52	49	14	21	32	30	12
11:45	12:00	36	65	43	14	24	34	28	11
12:00	12:15	34	77	38	15	26	36	26	11
12:15	12:30	35	71	44	14	27	39	27	12
12:30	12:45	35	65	50	14	28	42	27	12
12:45	13:00	37	60	46	13	29	41	28	12
13:00	13:15	39	56	42	12	31	39	28	12
13:15	13:30	36	63	43	12	27	38	30	11
13:30	13:45	34	71	43	11	23	37	31	10
13:45	14:00	34	76	45	11	26	39	32	11
14:00	14:15	34	81	46	11	30	42	32	12
14:15	14:30	29	77	44	11	25	39	31	10
14:30	14:45	23	72	42	11	20	36	30	9
14:45	15:00	30	66	42	10	23	41	26	11
15:00	15:15	38	60	42	9	26	45	23	14
15:15	15:30	32	53	40	9	23	45	27	10
15:30	15:45	25	47	39	10	20	44	31	6
15:45	16:00	25	51	33	11	20	41	26	3
16:00	16:15	25	55	28		20	39	21	
16:15	16:30	27	57	28		18	36	21	
16:30	16:45	29	59	29		16	34	20	
16:45	17:00	28	52	28		15	34	19	
17:00	17:15	26	45	27		15	35	18	
17:15	17:30	26	33	28		14	32	17	
17:30	17:45	26	21	30		13	30	16	
17:45	18:00	26	14	31		12	27	15	
Total:	7925	1062	2056	1348	322	756	1249	872	260

* Calculated values are marked with red. Besides, each interval from XX:15 to XX:30 and from XX:45 to XX:00 was also calculated.

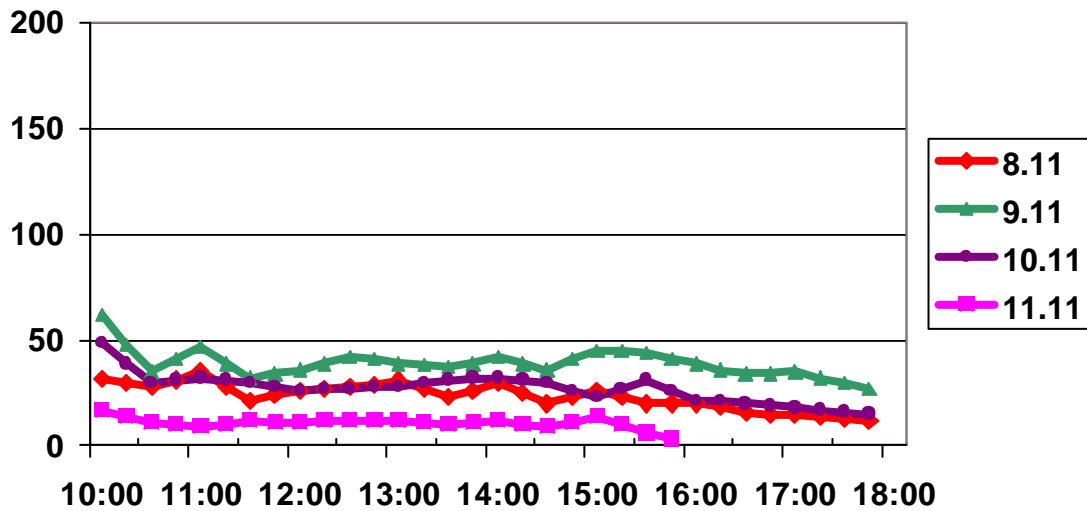
Daily visitors split



South entrance



North entrance



Registration forms data entry

At the exhibition at the stand of registration visitors have filled 5 666 registration forms.

Total number of registration forms entered into the database is **5 123**.

Registered visitors amount to 64.6% of the total visitor number (assumed each visitor came to the exhibition only once).

Geography of visitors in percentages

Countries (Top 20)	*	
	visitors	percent
Russia	4593	89.7%
Ukraina	175	3.4%
Belarus	89	1.7%
Germany	33	0.6%
Kazakhstan	22	0.4%
Netherlands	15	0.3%
Uzbekistan	15	0.3%
China	13	0.3%
France	13	0.3%
Latvia	12	0.2%
Spain	11	0.2%
Poland	10	0.2%
Denmark	9	0.2%
England	9	0.2%
Georgia	9	0.2%
Lithuania	9	0.2%
Armenia	7	0.1%
Italy	6	0.1%
USA	6	0.1%
Moldova	6	0.1%

* Here and further in the report the percents represent share from all interviewed visitors. The sum of percents in the table cells can be other than 100. It can be less than 100 (of the table shows inconsiderable or omitted answers), or more than 100 (if more than 1 answer were possible)

Cities (Top 30)		
	visitors	percent
Moscow	2419	47.2%
St-Petersburg	243	4.7%
Krasnogorsk	82	1.6%
Kiev	70	1.4%
Nijnii Novgorod	68	1.3%
Minsk	50	1.0%
Voronej	47	0.9%
Novosibirsk	45	0.9%
Penza	40	0.8%
Krasnodar	37	0.7%
Tula	36	0.7%
Vladimir	35	0.7%
Ekaterinburg	35	0.7%
Korolev	26	0.5%
Ryazan	26	0.5%
Kazan	23	0.4%
Saratov	23	0.4%
Vidnoe	22	0.4%
Rostov-on-Don	22	0.4%
Samara	22	0.4%
Chelyabinsk	22	0.4%
Dnepropetrovsk	21	0.4%
Jukovskiy	21	0.4%
Podolsk	21	0.4%
Yaroslavl	21	0.4%
Kharkov	20	0.4%
Belgorod	19	0.4%
Orel	19	0.4%
Perm	19	0.4%
Izevsk	18	0.4%

Total about 600 cities

Distribution of visitors on federal regions *		
	visitors	percent
Tzentral'nyi FO	3493	68.2%
Privoljskii FO	334	6.5%
Severo-Zapadnyi FO	327	6.4%
Yujnyi FO	122	2.4%
Sibirskii FO	113	2.2%
Ural'skii FO	68	1.3%
Dal'nevostochnyi FO	23	0.4%
CIS	330	6.4%
Abroad	73	1.4%
N/A	240	4.7%

* cities of near and far abroad are incorporated into groups CIS and Abroad

What is your company's field of business?		
	visitors	percent
Manufacturer	3503	68.4%
Wholesaler	593	11.6%
Importer / Exporter / Distributor / Dealer	569	11.1%
Scientific / Research Institution	159	3.1%
Advertising / Marketing	126	2.5%
Retailer	106	2.1%
Press / Publishing	104	2.0%
Other	268	5.2%
No Answer	481	9.4%

What is your company's field of business? MANUFACTURER of ...		
	visitors	percent
Food Supplements	867	16.9%
Confectionery	866	16.9%
Meat Products	660	12.9%
Dairy Foods	462	9.0%
Fats and Oils	352	6.9%
Beverages	308	6.0%
Bakery Products	299	5.8%
Chocolate and Cocoa Products	215	4.2%
Ice Cream	210	4.1%
Vegetable / Fruit Products	173	3.4%
Dietary and Health Foods	144	2.8%
Fish Products / Seafood Products	126	2.5%
Pasta Products	107	2.1%
Snack Foods / Semi-finished Products	102	2.0%
Frozen Products	95	1.9%
Other	372	7.3%
No Answer	1620	31.6%

What are your main areas of interest?		
	visitors	percent
Ingredients for confectionery and bakery	2080	40.6%
Ingredients for meat industry	1469	28.7%
Ingredients for dairy industry	1184	23.1%
Ingredients for dietary and health food	859	16.8%
Ingredients for fats and oils industry	857	16.7%
Ingredients for beverages	776	15.1%
Vitamins / BAAs	727	14.2%
Ingredients for ice-creams	618	12.1%
Ingredients for fish industry	614	12.0%
Other	438	8.5%
No Answer	637	12.4%

Are you visiting the Ingredients Russia Show for the first time?		
	visitors	percent
No	2233	43.6%
Yes	2006	39.2%
No Answer	884	17.3%

Your job title?		
	visitors	percent
General director / Director / Deputy director	1186	23.2%
Manager	1044	20.4%
Production engineer	1020	19.9%
Head of department	739	14.4%
Marketing specialist	110	2.1%
Other	479	9.3%
No Answer	635	12.4%

How did you find out about this event?		
	visitors	percent
Invitation from exhibitors	1771	34.6%
Invitation from organisers	1669	32.6%
From friends / partners	545	10.6%
Regular visitor	427	8.3%
Internet	414	8.1%
Magazine advertisements	232	4.5%
Street banners / billboards	58	1.1%
Featured in article	43	0.8%
TV advertisements	42	0.8%
Radio advertisements	17	0.3%
Other	83	1.6%
No Answer	584	11.4%

Questionnaires

See Appendix