



# Internationale Bouwbeurs 2011

Resultaten

# Kerncijfers Bouwbeurs 2011



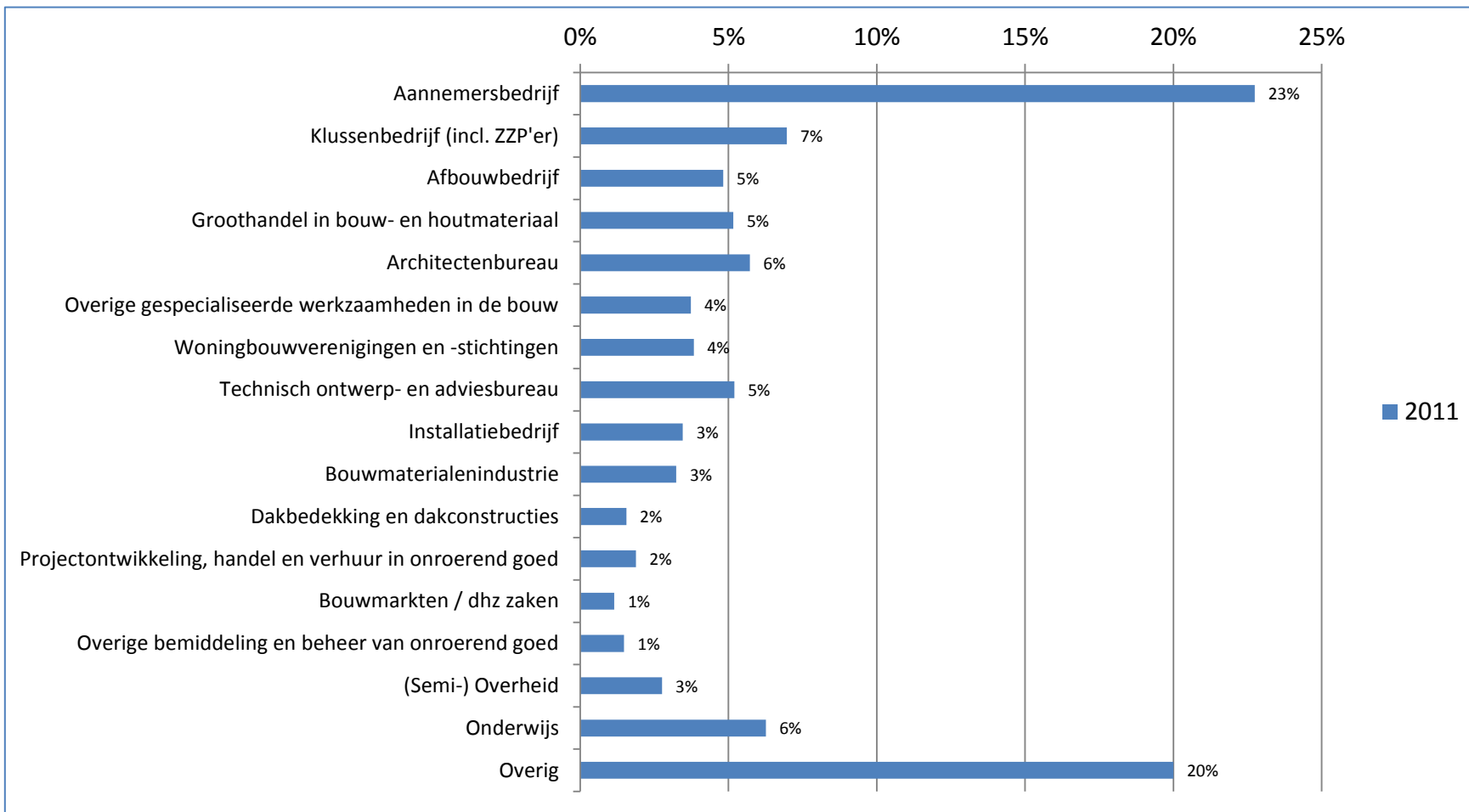
- **Aantal bezoekers: 105.827**
- **Netto beursoppervlakte: 45.468m<sup>2</sup>**
- **Aantal exposanten: 811**



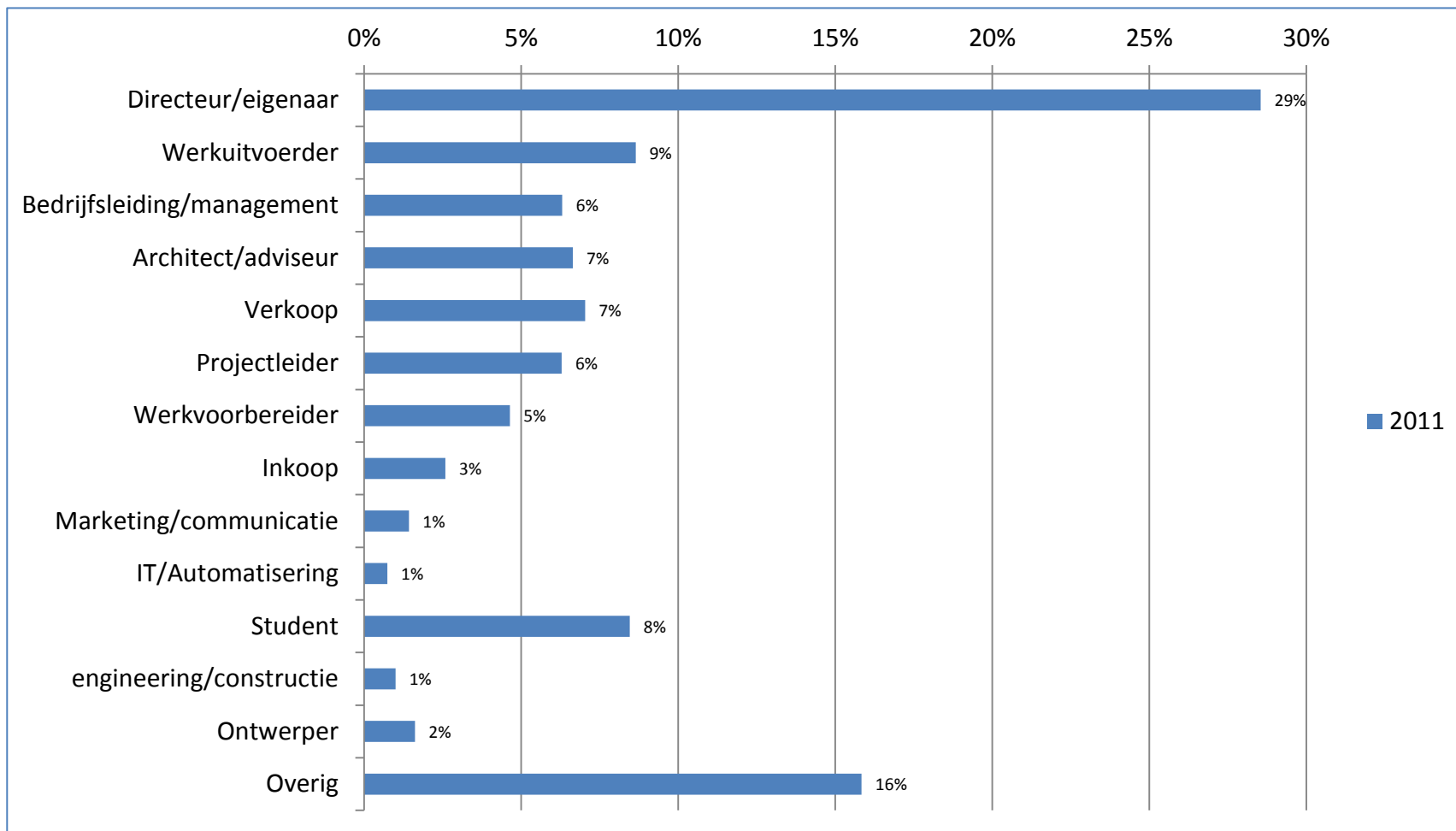
## BEZOEKERSEVALUATIE



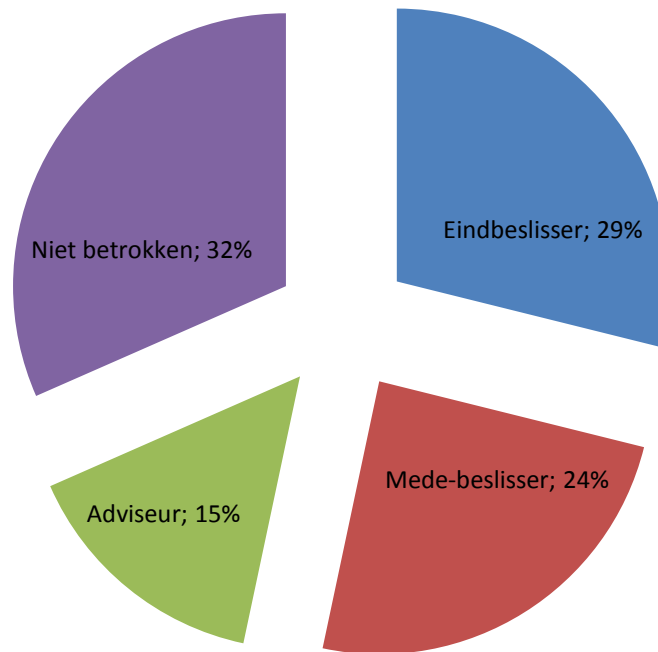
# Sector waar de bezoeker werkzaam is



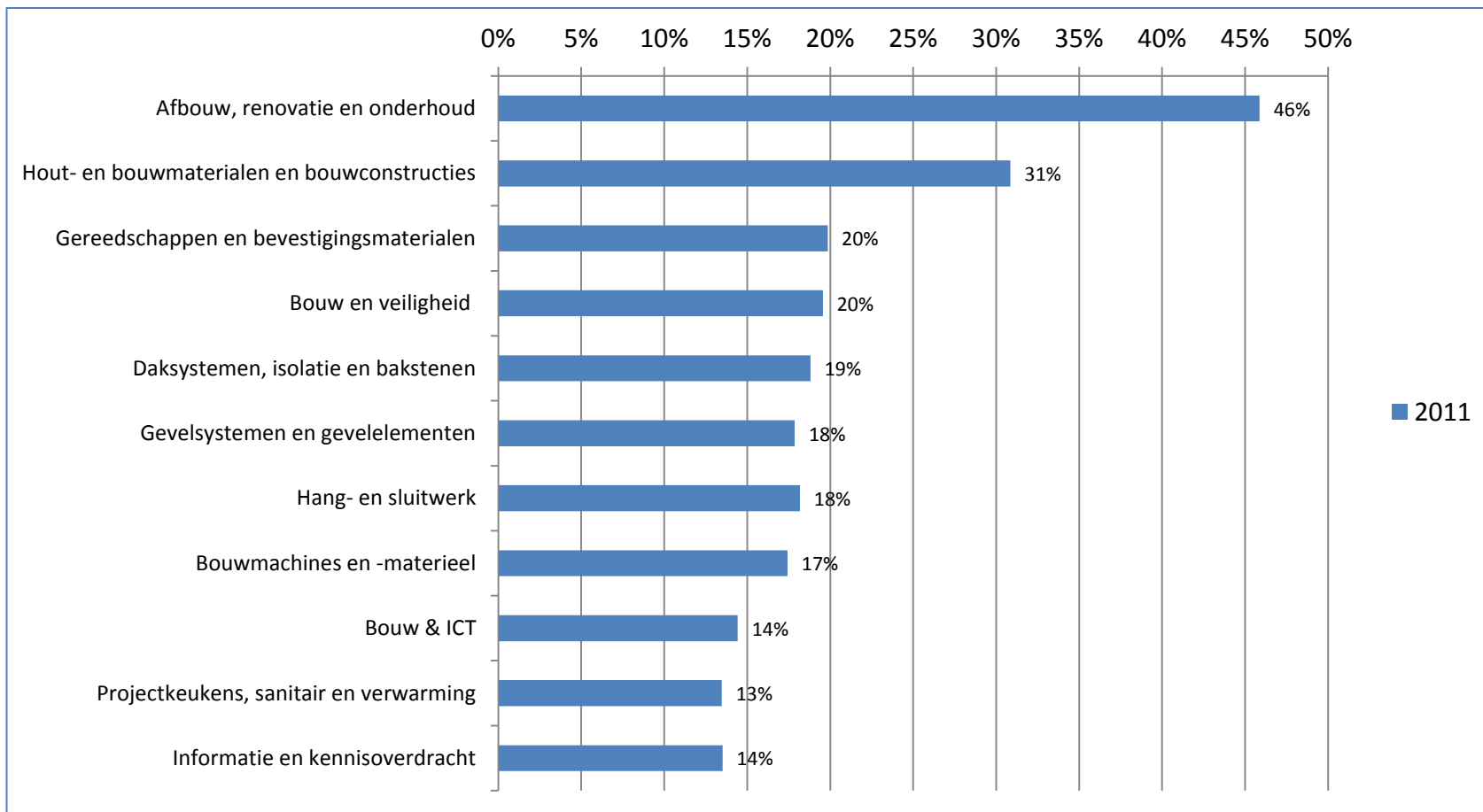
# Functie waarin de bezoeker werkzaam is



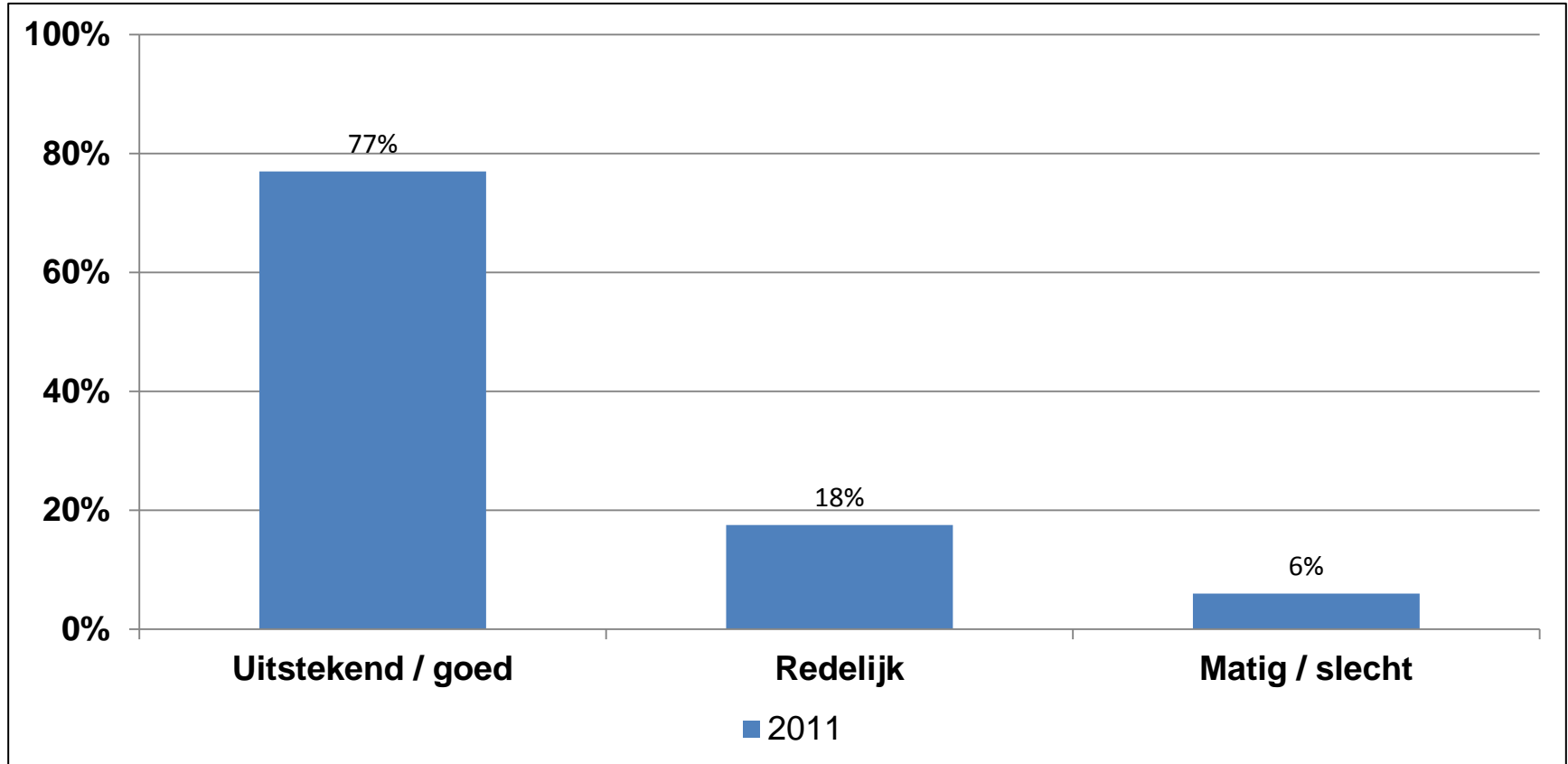
# Rol m.b.t. aankoop producten



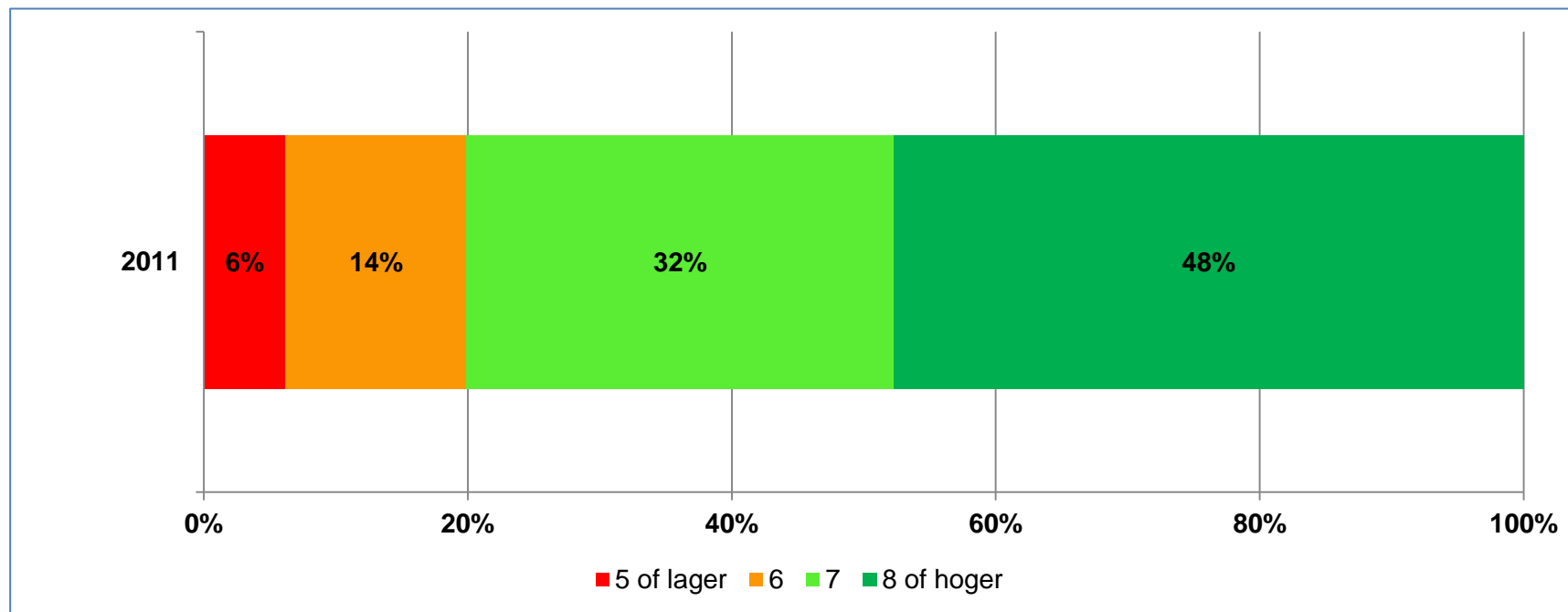
# Interessegebieden bezoekers



# Oordeel aanbod op de Bouwbeurs

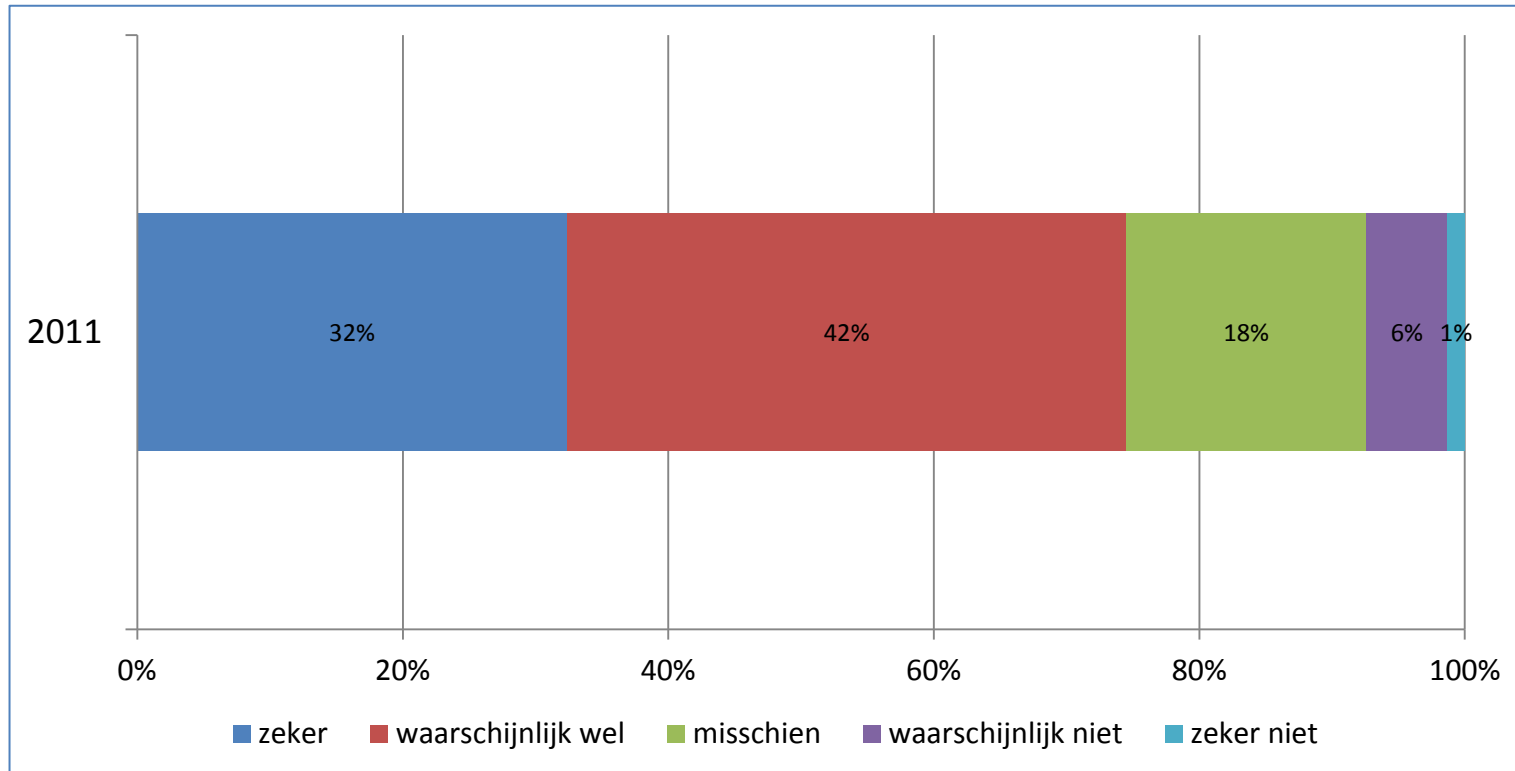


# Rapportcijfer bezoekers



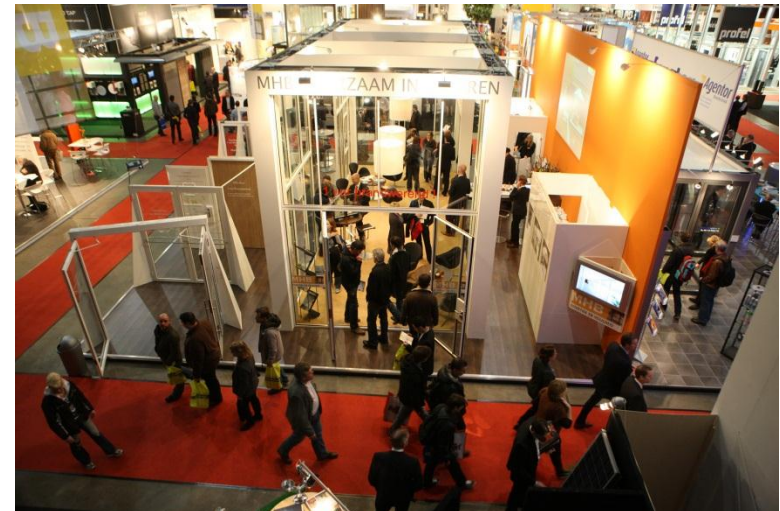
Gemiddeld rapportcijfer bezoekers	
2011	7,3

# Bezoekintentie Bouwbeurs 2013

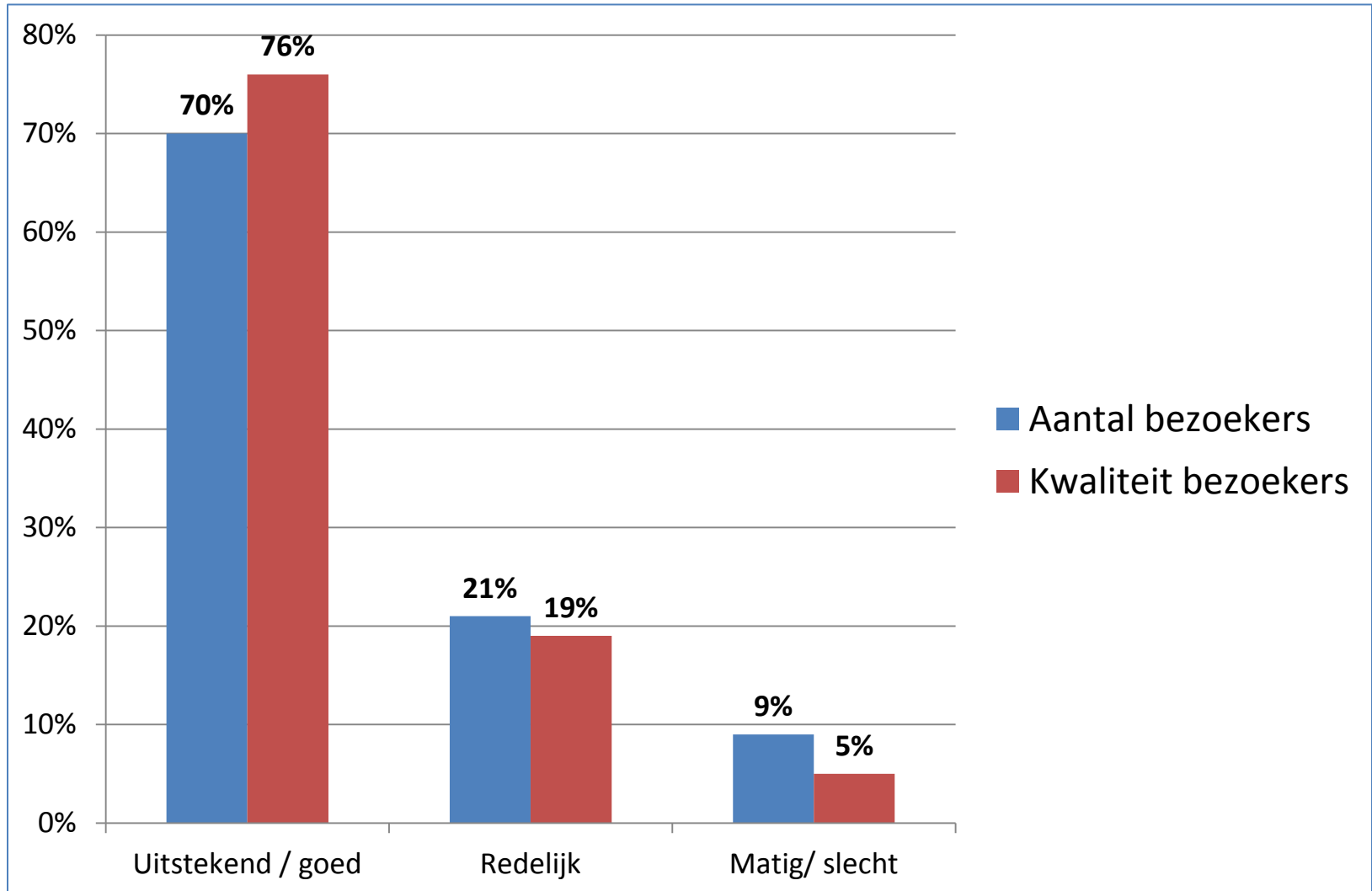




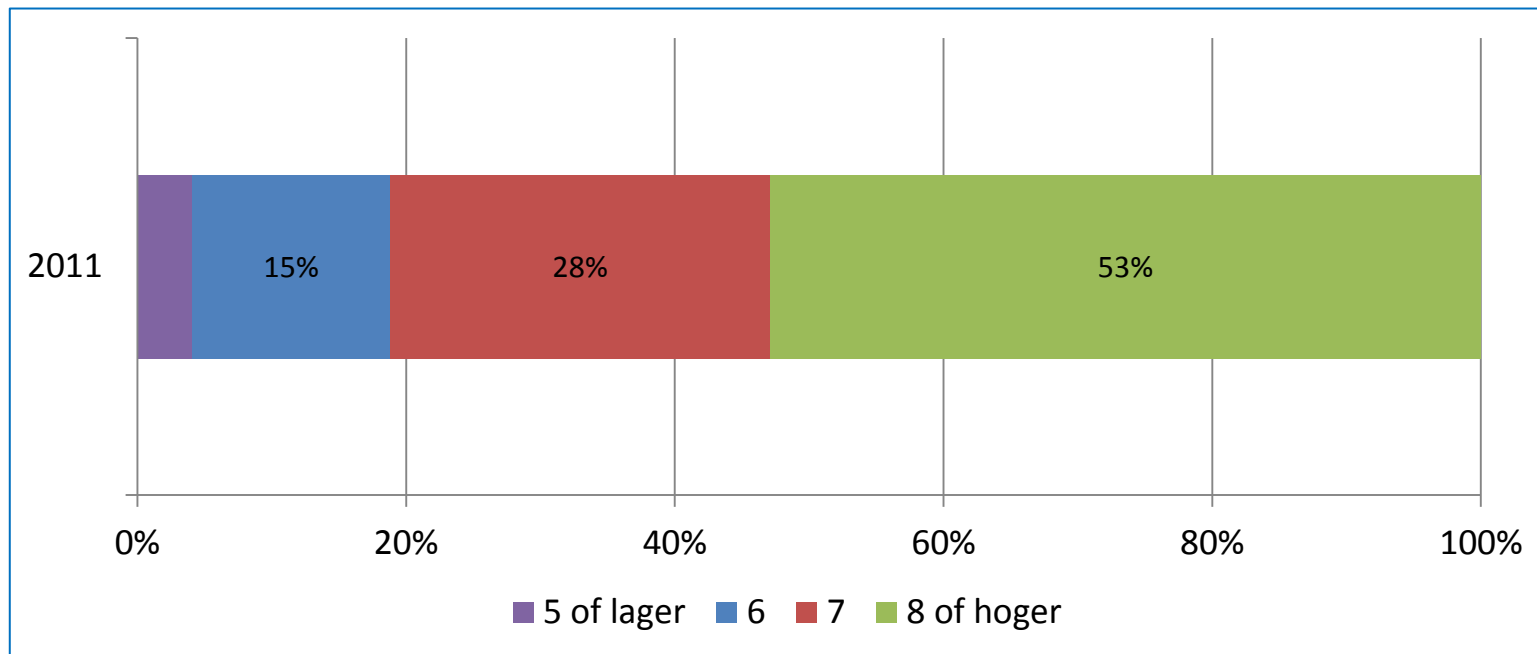
# EXPOSANTENEVALUATIE



# Exposantenoordeel over bezoekers

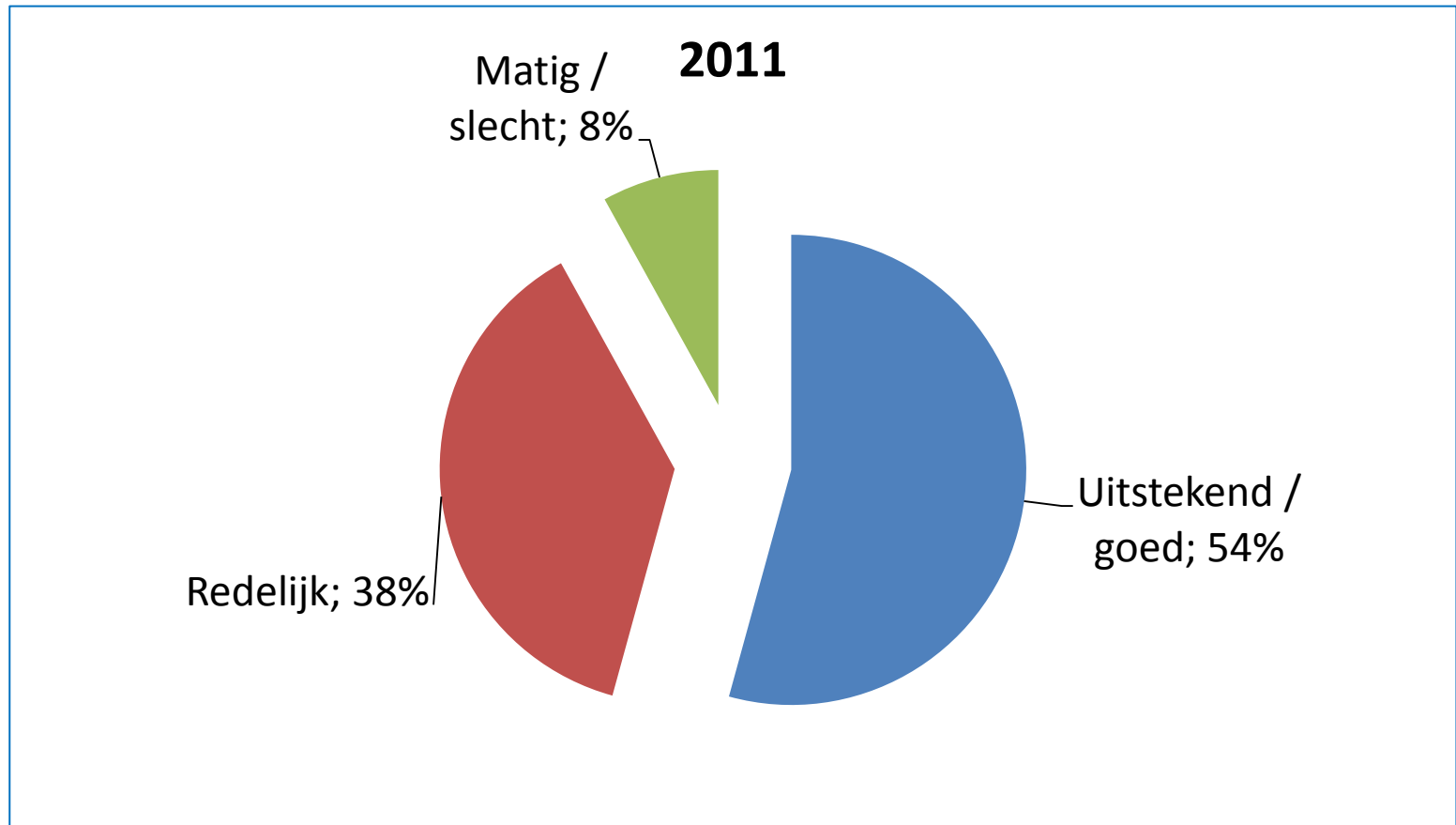


# Beurscijfer exposanten



Gemiddeld rapportcijfer exposanten	
2011	7,4

# Oordeel zakelijk resultaat exposanten



# Deelname intentie Bouwbeurs 2013

