

EVENT NAME	Buildnz Designex 2013	buildnz designex
ORGANISER	XPO Exhibitions	
EVENT DATE	Jun 23-25, 2013	
VENUE	ASB Showgrounds, Greenlane, Auckland	

Unique Visitor Attendance (UVA) 4,890

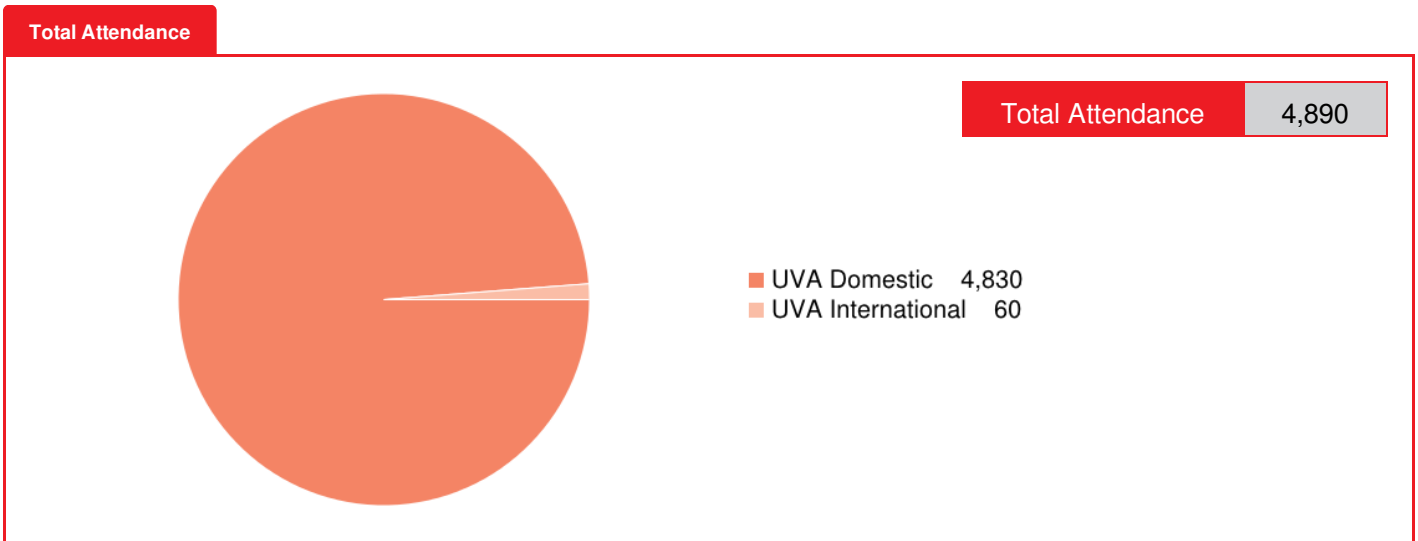
Statement of Verification Methodology

UVA - Total number of unique visitors. Each visitor is counted once only for the duration of the event. A visitor is an individual who attends an exhibition to gather information, purchase or contact exhibitors. Visitors do not include exhibitor staff, media, supplier and organiser staff. Attendees are all individuals attending an exhibition and include visitors, exhibitors, media, speakers, children.* Visits and repeat visits are counted as one entry per day. All analysis % are based on the UVA figures, unless otherwise indicated.

*Children are only included in Total Attendance where the organiser can prove they influence purchase decisions.

ATTENDANCE BREAKDOWN

Daily Total Visits			
Daily Visits	UVA	Repeat	Total Visits
23 Jun 2013	1,599	-	1,599
24 Jun 2013	1,955	61	2,016
25 Jun 2013	1,336	387	1,723
Totals	4,890	448	5,338



ATTENDEE PROFILE DEMOGRAPHICS

Geographical Analysis

Blenheim	12	0.2%
Cambridge	28	0.6%
Kerikeri	14	0.3%
Lower Hutt	16	0.3%
Nelson	19	0.4%
New Plymouth	35	0.7%
Palmerston North	27	0.6%
Porirua	10	0.2%
Pukekohe	17	0.3%
Rotorua	13	0.3%
Taupo	24	0.5%
Tauranga	76	1.6%
Thames	11	0.2%
Tuakau	10	0.2%
Wanganui	15	0.3%
Warkworth	23	0.5%
Whangarei	85	1.7%
Whitianga	14	0.3%
Other cities	262	5.4%
Australia	29	0.6%
Other Overseas	40	0.8%
Total Attendees	4,890	100%



Part of the show I am most interested in

Part Interested In	No of Unique Visitors	% of Attendees
BuildNZ	427	8.7%
Designex	253	5.2%
No Responses Given	4,210	86.1%
Total Responses	4,890	100%

My job function is

Job Function Analysis	No of Unique Visitors	% of Attendees
Architect Commercial	79	1.6%
Architect Residential	578	11.8%
Architectural Draftsperson	176	3.6%
Builder Commercial	77	1.6%
Builder Owner/Manager	267	5.5%
Builder Residential	338	6.9%
Building Supply Merchant	83	1.7%
Cabinet Maker / Joiner	52	1.1%
Designer	267	5.5%
Developer Commercial	23	0.5%
Developer Residential	107	2.2%
Director/Principal/CEO	233	4.8%
Drain Layer	4	0.1%
Engineer	117	2.4%
Facility/Venue/Property Manager	26	0.5%
Gas Fitter	13	0.3%
Hardware Distributor	29	0.6%
Hardware Manufacturer	29	0.6%
Hardware Retailer	43	0.9%
Interior Designer	183	3.7%
Kitchen/Bathroom Manufacturer	29	0.6%
Maintenance Manager	26	0.5%
Marketing Manager	78	1.6%
Media	31	0.6%
Painter/Paper Hanger	16	0.3%
Plumber	23	0.5%
Project Manager	170	3.5%
Purchasing Manager	43	0.9%
Quantity Surveyor	39	0.8%
Retail Buyer	38	0.8%
Roofing Contractor	11	0.2%
Sales	255	5.2%
Sales Manager	180	3.7%

Specifier	17	0.3%
Staff	167	3.4%
Student	76	1.5%
Other	612	12.5%
No Responses Given	355	7.2%
Total Responses	4,890	100%

In which industry are you employed?

Industry Analysis	No of Unique Visitors	% of Attendees
Architecture	1,000	20.5%
Commercial Construction	246	5.0%
Commercial Interior Design	69	1.4%
Curtain/Soft furnishing industry	29	0.6%
Design-Other	156	3.2%
Electrical	80	1.6%
Engineering	108	2.2%
Government Department	63	1.3%
Heritage Building	7	0.1%
Hotel/Venue	9	0.2%
Manufacturing/Wholesale	474	9.7%
Media	61	1.3%
Plumbing / Gasfitting	56	1.2%
Property Management	75	1.5%
Property/Development/Project Mgmt	242	4.9%
Residential Construction	719	14.7%
Residential Interior Design	148	3.0%
Residential Renovation	209	4.3%
Retail	190	3.9%
Shop/Office Fitting	49	1.0%
Other	449	9.2%
No Responses Given	451	9.2%
Total Responses	4,890	100%

Buying Decisions?

Purchasing Role Analysis	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,531	31.3%
No influence on buying decisions	621	12.7%
Responsible for purchasing decisions	2,251	46.0%
No Responses Given	487	10.0%
Total Responses	4,890	100%

What is your purchasing power?

Purchasing Power Analysis	No of Unique Visitors	% of Attendees
\$0-\$499	115	2.4%
\$500-\$999	94	1.9%
\$1,000-\$4,999	236	4.8%
\$5,000-\$9,999	310	6.3%
\$10,000-\$49,999	514	10.5%
\$50,000-\$99,999	325	6.6%
\$100,000 - \$249,999	284	5.8%
\$250,000 +	610	12.5%
None	891	18.2%
No Responses Given	1,511	31.0%
Total Responses	4,890	100%

How many employees in your company?

Employee Analysis	No of Unique Visitors	% of Attendees
1	839	17.2%
1-5	1,442	29.5%
6-10	581	11.9%
11-20	396	8.1%
21-50	372	7.6%
51-100	233	4.8%
101+	245	5.0%
No Responses Given	782	15.9%
Total Responses	4,890	100%

Are you a member of?

Member Analysis	No of Unique Visitors	% of Attendees
NZIA	14	0.3%
RMBF	9	0.2%
CBANZ	11	0.2%
DINZ	6	0.1%
FANZ	4	0.1%
ADNZ	6	0.1%
PrefabNZ	13	0.3%
No Responses Given	4,827	98.7%
Total Responses	4,890	100%

Please indicate your buying interests? Please select as many as appropriate?

Buying Interests	No of Unique Visitors	% of Attendees
Appliances	1,025	21.0%
Architectural Hardware	945	19.3%
Audio Visual	168	3.4%
Bathroomware	542	11.1%
Blinds/Curtains/Shutters	293	6.0%
Builders Hardware	500	10.2%
Carpets, Rugs	-	0.0%
Cladding	789	16.1%
Computer Systems	163	3.3%
Decorative Accessories	97	2.0%
Door/Screens	150	3.1%
Electrical Products/Services	181	3.7%
Fabrics, Textiles	-	0.0%
Fashion, Colour Forecasting	-	0.0%
Flooring	608	12.4%
Furnishings	68	1.4%
Furniture - Comml, Rsdntl, Hospitality	-	0.0%
Gas Suppliers	33	0.7%
Glass	88	1.8%
Hand Tools	272	5.6%
Heating, Fireplaces	-	0.0%

Household Hardware	275	5.6%
Insulation	369	7.5%
Interior Design	634	13.0%
Kitchen, Benchtops	-	0.0%
Landscaping	196	4.0%
Lighting	249	5.1%
Locks and Latches	106	2.2%
Office Fitout Systems	131	2.7%
Paint and Paint Aids	101	2.1%
Plumbing Supplies	116	2.4%
Pools and Pool Accessories	142	2.9%
Power Tools	307	6.3%
Protective Coatings	127	2.6%
Roofing	222	4.5%
Shop Fittings	85	1.7%
Stairs	56	1.1%
Surface & Wall Finishes	174	3.6%
Tiles	89	1.8%
Other	192	3.9%
Total Responses	9,493	

Analysis had multiple responses - % based on single visits

What are your reasons for attending the buildnz designex?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	1,853	37.9%
To evaluate new technology	2,578	52.7%
To place orders	216	4.4%
To purchase a stand in the future	367	7.5%
Other	604	12.4%
Total Responses	5,618	

Analysis had multiple responses - % based on single visits

All data published in this Certificate of Attendance has been audited by the CAB Auditors and is authorised for issue by the Exhibition Division of the Circulations Audit Board as at July 16, 2013. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance at this exhibition.

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Authorised for issue: Ary Kusnadi - Head | Media Audit Division July 16, 2013

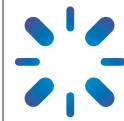
Organiser



XPO
EXHIBITIONS

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Registration Statistics Provider



XPO
EXHIBITIONS



Endorsed by the
Exhibition & Event
Association of Australia

Next Event Name: Buildnz Designex 2015
Date of Next Event: 21 Jun 2015 - 23 Jun 2015
Next Venue: ASB Showgrounds, Greenlane, Auckland