



**BUILDNZ DESIGNEX & NATIONAL SAFETY SHOW 2015 | TRADE EXHIBITION**

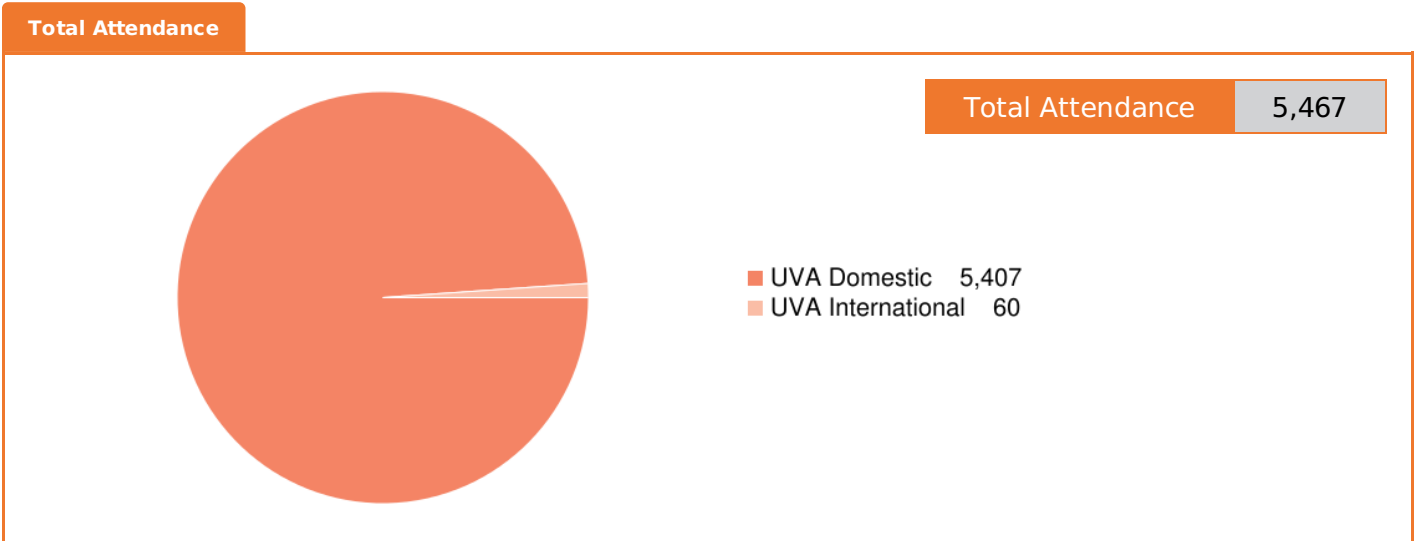
<b>EVENT NAME</b>	Buildnz Designex & National Safety Show 2015		
<b>ORGANISER</b>	XPO Exhibitions	 	
<b>EVENT DATE</b>	Jun 21-23, 2015		
<b>VENUE</b>	ASB Showgrounds Greenlane, Auckland		

**Unique Visitor Attendance (UVA) 5,467**

**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**

<b>Daily Total Visits</b>			
<b>Daily Visits</b>	<b>UVA</b>	<b>Repeat</b>	<b>Total Visits</b>
21 Jun 2015	1,488	-	1,488
22 Jun 2015	2,408	489	2,897
23 Jun 2015	1,571	266	1,837
<b>Totals</b>	<b>5,467</b>	<b>755</b>	<b>6,222</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Auckland	4,045	74.0%
Cambridge	21	0.4%
Christchurch	75	1.4%
Dargaville	22	0.4%
Gisborne	12	0.2%
Hamilton	213	3.9%
Hastings	17	0.3%
Kerikeri	12	0.2%
Lower Hutt	24	0.4%
Mount Maunganui	14	0.3%
Napier	19	0.4%
Nelson	11	0.2%
New Plymouth	34	0.6%
Orewa	20	0.4%
Palmerston North	24	0.4%
Papamoa	10	0.2%
Paraparaumu	13	0.2%
Porirua	12	0.2%
Pukekohe	52	1.0%
Rotorua	34	0.6%
Taupo	29	0.5%
Tauranga	123	2.3%
Te Awamutu	11	0.2%
Thames	19	0.3%
Upper Hutt	10	0.2%
Waiuku	17	0.3%
Warkworth	32	0.6%
Wellington	61	1.1%
Whakatane	10	0.2%
Whangarei	88	1.6%
Whitianga	15	0.3%
Cities less than 10	308	5.6%
<b>Total New Zealand</b>	<b>5,407</b>	<b>98.9%</b>



Countries		
Australia	37	0.7%
Other Overseas	23	0.4%
<b>Total Attendees</b>	<b>5,467</b>	<b>100%</b>

### Combined Attendance

Combined Attendance	No of Unique Visitors	% of Attendees
Visitors from Buildnz	2,900	53.0%
Visitors from co-located National Safety Show (NSS)	1,120	20.5%
Total Visitors from Buildnz & NSS	4,020	73.5%
Visitors from co-located Designex	1,447	26.5%
<b>Combined Attendance</b>	<b>5,467</b>	<b>100%</b>

### What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Architect Commercial	111	2.0%
Architect Residential	214	3.9%
Architectural Draftsperson	235	4.3%
Builder Commercial	84	1.5%
Builder Owner / Manager	352	6.4%
Builder Residential	344	6.3%
Building Supply Merchant	75	1.4%
Cabinet Maker / Joiner	42	0.8%
Designer	259	4.7%
Developer Commercial	27	0.5%
Developer Residential	98	1.8%
Director / Principal / CEO	448	8.2%
Drain Layer	5	0.1%
Engineer	113	2.1%
Facility / Venue / Property Manager	27	0.5%
Foreman or Site Manager	32	0.6%
Gas Fitter	8	0.2%
Hardware Distributor	34	0.6%
Hardware Manufacturer	25	0.5%
Hardware Retailer	15	0.3%
Health & Safety Officer	232	4.2%

Interior Designer	199	3.6%
Kitchen / Bathroom Manufacturer	39	0.7%
Maintenance Manager	32	0.6%
Marketing Manager	117	2.1%
Media	32	0.6%
Occupational Nurse	5	0.1%
Office Manager	29	0.5%
Operations / Logistics	88	1.6%
Painter / Paper Hanger	13	0.2%
Plumber	26	0.5%
Product Manager	1	0.0%
Production Manager	30	0.6%
Project Manager	249	4.6%
Purchasing Manager	45	0.8%
Quantity Surveyor	40	0.7%
Retail Buyer	26	0.5%
Risk Manager	19	0.3%
Roofing Contractor	14	0.3%
Sales	340	6.2%
Sales Manager	185	3.4%
Specifier	18	0.3%
Staff	176	3.2%
Student	40	0.7%
Team Leader	47	0.9%
Tradesperson or Contractor	36	0.7%
Trainer	26	0.5%
Warehouse Manager	17	0.3%
Workshop Supervisor	11	0.2%
Other	558	10.2%
No Response Given	229	4.2%
<b>Total Responses</b>	<b>5,467</b>	<b>100%</b>

## In which industry are you employed?

Industry Type	No of Unique Visitors	% of Attendees
Agriculture / Forestry / Environment	696	12.7%
Architecture / Interior Design	5	0.1%
Automotive / Mechanical	10	0.2%
Building / Construction	158	2.9%
Cleaning	7	0.1%
Commercial Construction	278	5.1%
Commercial Interior Design	73	1.4%
Curtain / Soft furnishing industry	15	0.3%
Defence	24	0.4%
Design-Other	154	2.8%
Education / Training	61	1.1%
Electrical / Electronics	111	2.0%
Emergency Services	5	0.1%
Engineering	161	3.0%
Events	7	0.1%
Finance / Insurance / Legal	2	0.0%
Food / Beverage	34	0.6%
Government Department	61	1.1%
Health / Medical / Pharmaceuticals	34	0.6%
Heritage Building	8	0.2%
Hospitality / Entertainment / Leisure	10	0.2%
Hotel / Venue	12	0.2%
IT / Telecommunications	20	0.4%
Machinery / Equipment / Components	13	0.2%
Manufacturing / Wholesale	687	12.6%
Marketing / Advertising / PR	18	0.3%
Media	67	1.2%
Metals / Plastics	7	0.1%
Mining	4	0.1%
Paper / Wood	10	0.2%
Petroleum / Coal / Chemicals / Gas	7	0.1%
Plumbing / Gasfitting	58	1.1%
Printing / Packaging	11	0.2%
Property / Development / Project Mgmt	203	3.7%

Property / Facilities Management	89	1.6%
Recruitment / Labour	5	0.1%
Residential Construction	744	13.6%
Residential Interior Design	165	3.0%
Residential Renovation	181	3.3%
Retail	150	2.8%
Security	15	0.3%
Shop / Office Fitting	38	0.7%
Transport / Distribution / Logistics	73	1.3%
Utilities / Energy	15	0.3%
Warehousing / Materials Handling	44	0.8%
Waste Management / Recycling	9	0.2%
Other	525	9.6%
No Response Given	383	7.0%
<b>Total Responses</b>	<b>5,467</b>	<b>100%</b>

#### Which of the following products are you interested in?

Products Interested In	No of Unique Visitors	% of Attendees
ACC savings	169	3.1%
Appliances	1,071	19.6%
Architectural Hardware	1,133	20.7%
Audio Visual	480	8.8%
Automated safety systems	229	4.2%
Bathroomware	1,186	21.7%
Blinds / Curtains / Shutters	703	12.9%
Builders Hardware	1,139	20.8%
Carpets Rugs	611	11.2%
Cladding	1,388	25.4%
Computer Systems	468	8.6%
Decorative Accessories	457	8.4%
Door / Screens	633	11.6%
Electrical compliance	186	3.4%
Electrical Products / Services	536	9.8%
Fabrics Textiles	349	6.4%
Fashion Colour Forecasting	247	4.5%
First aid products	280	5.1%

First aid training	224	4.1%
Flooring	867	15.9%
Furnishings	351	6.4%
Furniture - Comml Rsdntl Hospitality	239	4.4%
Gas Suppliers	119	2.2%
Glass	307	5.6%
Hand Tools	459	8.4%
Hazardous Substances Safety	324	5.9%
Health & Safety Consultancy	184	3.4%
Heating Fireplaces	966	17.7%
Height Safety Equipment	300	5.5%
High Visibility Products	259	4.7%
Household Hardware	723	13.2%
Insulation	1,033	18.9%
Interior Design	1,247	22.8%
Kitchen Benchtops	1,199	21.9%
Landscaping	849	15.5%
Lighting	1,301	23.8%
Locks and Latches	632	11.6%
Occupational Health Products	185	3.4%
Office Fitout Systems	366	6.7%
Paint and Paint Aids	436	8.0%
Plumbing Supplies	459	8.4%
Pools and Pool Accessories	241	4.4%
Power Tools	613	11.2%
Pre - Employment Health assessments	141	2.6%
Protective clothing & shoes	431	7.9%
Protective Coatings	351	6.4%
Risk assessment	433	7.9%
Roofing	696	12.7%
Rope access & rigging	143	2.6%
Safety Compliance	525	9.6%
Safety surfaces and flooring	181	3.3%
Safety Training & Qualifications	410	7.5%
Security	101	1.8%
Shop Fittings	189	3.5%

Stairs	263	4.8%
Surface & Wall Finishes	539	9.9%
Tiles	377	6.9%
Workplace H & S legislation	400	7.3%
Workplace Safety Systems	410	7.5%
Other	231	4.2%
<b>Total Responses</b>	<b>30,969</b>	

Analysis had multiple responses - % based on single visits

### Buying Decisions?

Buying Decisions	No of Unique Visitors	% of Attendees
Influence purchasing decisions	2,026	37.1%
No influence on buying decisions	793	14.5%
Responsible for purchasing decisions	2,263	41.4%
No Response Given	385	7.0%
<b>Total Responses</b>	<b>5,467</b>	<b>100%</b>

### What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	1,174	21.5%
\$0-\$499	131	2.4%
\$500-\$999	152	2.8%
\$1,000-\$4,999	312	5.7%
\$5,000-\$9,999	418	7.6%
\$10,000-\$49,999	577	10.6%
\$50,000-\$99,999	399	7.3%
\$100,000 +	1,179	21.6%
No Response Given	1,125	20.5%
<b>Total Responses</b>	<b>5,467</b>	<b>100%</b>

### How many employees in your company?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	695	12.7%
1-5	1,580	28.9%
6-10	661	12.1%
11-20	457	8.4%
21-50	561	10.3%



51-100	385	7.0%
101+	714	13.1%
No Response Given	414	7.5%
<b>Total Responses</b>	<b>5,467</b>	<b>100%</b>

#### What are your reasons for attending?

Reasons for Attending	No of Unique Visitors	% of Attendees
To evaluate new technology	4,159	76.1%
To source new suppliers	1,996	36.5%
To see new products	42	0.8%
To place orders	212	3.9%
I am thinking of purchasing a stand in the future	480	8.8%
Other	194	3.5%
<b>Total Responses</b>	<b>7,083</b>	

Analysis had multiple responses - % based on single visits

#### Buildnz: Please identify what part of the show is of most interest to you.

Part of Interest	No of Unique Visitors	% of Attendees
Buildnz	1,726	59.5%
Designex	584	20.2%
No Response Given	590	20.3%
<b>Total Responses</b>	<b>2,900</b>	<b>100%</b>

#### Buildnz & NSS: Are you a member of:

Buildnz & NSS: Membership	No of Unique Visitors	% of Attendees
ADNZ	40	1.0%
CBANZ	122	3.0%
DINZ	13	0.3%
FANZ	8	0.2%
First aid training	81	2.0%
Hazardous Substances Safety	22	0.6%
Health & Safety Consultancy	32	0.8%
Height Safety Equipment	18	0.4%
NZ Institute of Safety Management	77	1.9%
NZ Safety Council	31	0.8%
NZIA	93	2.3%
PrefabNZ	23	0.6%

Responsible Care NZ Inc.	13	0.3%
RMBF	125	3.1%
SARNZ - Scaffolding Access & Rigging NZ	26	0.7%
No Response Given	3,296	82.0%
<b>Total Responses</b>	<b>4,020</b>	<b>100%</b>

All data published in this Certificate of Attendance has been audited by the AMAA Auditors and is authorised for issue by the Exhibition Division of the AMAA as at 10 July 2015. 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: Arry Kusnadi - Head | Media Audit Division 10 July 2015

Organiser



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EXHIBITIONS

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Registration Statistics  
Provider



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EXHIBITIONS



Endorsed by the  
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**Next Event Name: Buildnz Designex 2017**  
**Date of Next Event: 25 Jun 2017 - 27 Jun 2017**  
**Next Venue: ASB Showgrounds Greenlane, Auckland**