

**BUILDNZ | DESIGNEX CO-LOCATED WITH THE NATIONAL SAFETY SHOW 2017 | TRADE EXHIBITION**

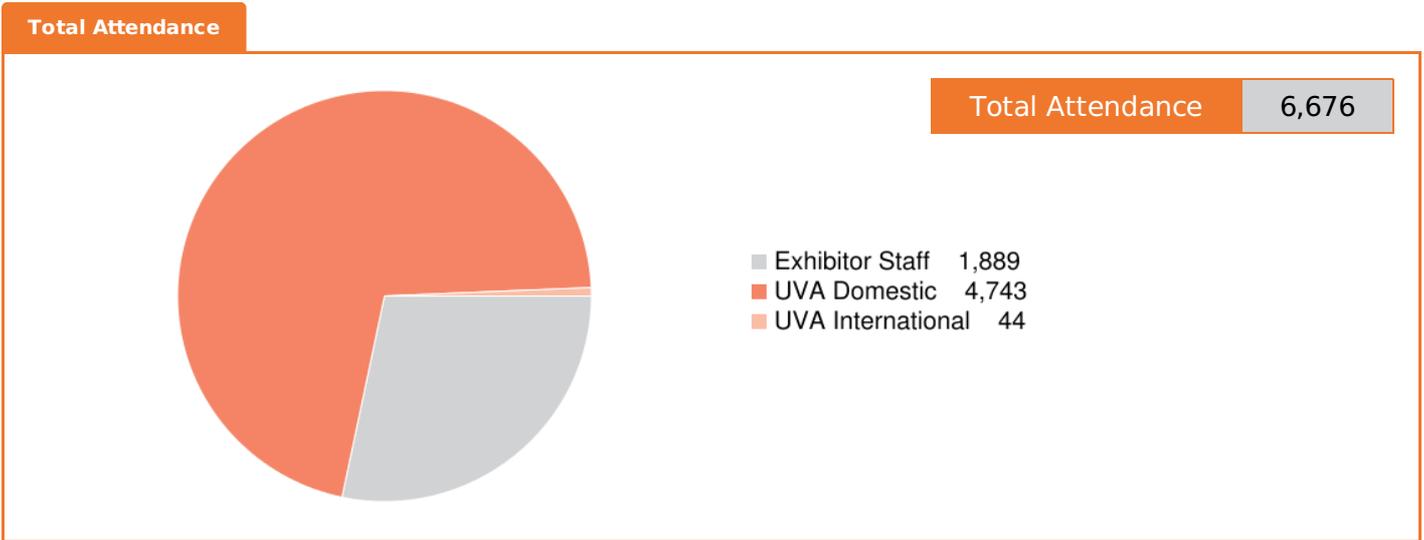
<b>EVENT NAME</b>	buildnz   designex co-located with the National Safety Show 2017	 
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	Jun 25-27, 2017	
<b>VENUE</b>	ASB Showgrounds, Greenlane, Auckland	

**Unique Visitor Attendance (UVA) 4,787**

**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>
25 Jun 2017	1,371	-	1,371
26 Jun 2017	1,912	77	1,989
27 Jun 2017	1,504	136	1,640
<b>Totals</b>	<b>4,787</b>	<b>213</b>	<b>5,000</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Auckland	3,643	76.1%
Cambridge	21	0.4%
Christchurch	94	2.0%
Dargaville	10	0.2%
Hamilton	133	2.8%
Kerikeri	16	0.3%
Kumeu	14	0.3%
Lower Hutt	15	0.3%
Napier/Hastings/Havelock North	34	0.7%
New Plymouth	13	0.3%
Orewa	11	0.2%
Palmerston North	19	0.4%
Paraparaumu	10	0.2%
Pukekohe	34	0.7%
Rotorua	29	0.6%
Taupo	26	0.5%
Tauranga/Mount Maunganui/Papamoa	104	2.2%
Thames	11	0.2%
Tuakau	12	0.3%
Waihi	13	0.3%
Waimauku	15	0.3%
Waiuku	17	0.4%
Warkworth	15	0.3%
Wellington	46	1.0%
Whangarei	82	1.7%
Other NZ (count less than 10)	<b>306</b>	<b>6.4%</b>
Countries		
Australia	28	0.6%
Other Overseas	16	0.3%
<b>Total Attendees</b>	<b>4,787</b>	<b>100%</b>



## Combined Attendance

Combined Attendance	No of Unique Visitors	% of Attendees
Visitors from buildnz  designex	3,725	77.8%
Visitors from co-located National Safety Show	1,062	22.2%
<b>Combined Attendance</b>	<b>4,787</b>	<b>100%</b>

## What best describes your job function?

Job Function	No of Unique Visitors	% of Attendees
Architect Commercial	104	2.2%
Architect Residential	196	4.1%
Architectural Draftsperson	189	4.0%
Builder Commercial	75	1.6%
Builder Owner / Manager	292	6.1%
Builder Residential	317	6.6%
Building Supply Merchant	49	1.0%
Cabinet Maker / Joiner	37	0.8%
Designer	184	3.8%
Developer Commercial	20	0.4%
Developer Residential	103	2.2%
Director / Principal / CEO	224	4.7%
Drain Layer	2	0.0%
Engineer	81	1.7%
Facility / Venue / Property Manager	21	0.4%
Foreman or Site Manager	20	0.4%
Gas Fitter	3	0.1%
Hardware Distributor	31	0.7%
Hardware Manufacturer	13	0.3%
Hardware Retailer	21	0.4%
Health & Safety Officer	236	4.9%
Interior Designer	114	2.4%
Kitchen / Bathroom Manufacturer	32	0.7%
Maintenance Manager	16	0.3%
Managing Director / General Manager / Owner / Partner / Ceo	184	3.8%
Marketing Manager	70	1.5%
Media	29	0.6%

Occupational Nurse	8	0.2%
Office Manager	29	0.6%
Operations / Logistics	69	1.4%
Painter / Paper Hanger	15	0.3%
Plumber	23	0.5%
Production Manager	26	0.5%
Project Manager	255	5.3%
Purchasing Manager	28	0.6%
Quantity Surveyor	51	1.1%
Retail Buyer	11	0.2%
Risk Manager	26	0.5%
Roofing Contractor	10	0.2%
Sales	295	6.2%
Sales Manager	129	2.7%
Specifier	16	0.3%
Staff	121	2.5%
Student	63	1.3%
Team Leader	21	0.4%
Tradesperson or Contractor	30	0.6%
Trainer	13	0.3%
Warehouse Manager	12	0.3%
Workshop Supervisor	5	0.1%
Other	506	10.6%
No Responses Given	362	7.6%
<b>Total Responses</b>	<b>4,787</b>	<b>100%</b>

#### In which industry are you employed?

Industry Type	No of Unique Visitors	% of Attendees
Agriculture / Forestry / Environment	29	0.6%
Architecture / Interior Design	591	12.4%
Automotive / Mechanical	17	0.4%
Building / Construction	178	3.7%
Cleaning	8	0.2%
Commercial Construction	305	6.4%
Commercial Interior Design	49	1.0%
Curtain / Soft Furnishing Industry	10	0.2%

Defence	30	0.6%
Design-Other	102	2.1%
Education / Training	49	1.0%
Electrical / Electronics	98	2.0%
Emergency Services	6	0.1%
Engineering	119	2.5%
Events	6	0.1%
Finance / Insurance / Legal	3	0.1%
Food / Beverage	39	0.8%
Government Department	60	1.3%
Health / Medical / Pharmaceuticals	33	0.7%
Heritage Building	6	0.1%
Hospitality / Entertainment / Leisure	12	0.3%
Hotel / Venue	9	0.2%
It / Telecommunications	31	0.7%
Machinery / Equipment / Components	18	0.4%
Manufacturing / Wholesale	532	11.1%
Marketing / Advertising / PR	13	0.3%
Media	55	1.2%
Metals / Plastics	5	0.1%
Mining	2	0.0%
Paper / Wood	2	0.0%
Petroleum / Coal / Chemicals / Gas	7	0.1%
Plumbing / Gasfitting	35	0.7%
Printing / Packaging	17	0.4%
Property / Development / Project Mgmt	159	3.3%
Property / Facilities Management	94	2.0%
Recruitment / Labour	1	0.0%
Residential Construction	661	13.8%
Residential Interior Design	82	1.7%
Residential Renovation	135	2.8%
Retail	66	1.4%
Security	14	0.3%
Shop / Office Fitting	34	0.7%
Transport / Distribution / Logistics	52	1.1%
Utilities / Energy	9	0.2%

Warehousing / Materials Handling	29	0.6%
Waste Management / Recycling	7	0.1%
Other	423	8.8%
No Responses Given	545	11.4%
<b>Total Responses</b>	<b>4,787</b>	<b>100%</b>

### Buying Interests

Buying Interests	No of Unique Visitors	% of Attendees
ACC savings	140	2.9%
Appliances	734	15.3%
Architectural Hardware	1,016	21.2%
Audio Visual	383	8.0%
Automated Safety Systems	229	4.8%
Bathroomware	934	19.5%
Blinds / Curtains / Shutters	512	10.7%
Builders Hardware	944	19.7%
Carpets Rugs	449	9.4%
Cladding	1,287	26.9%
Computer Systems	463	9.7%
Decorative Accessories	444	9.3%
Door / Screens	717	15.0%
Electrical Compliance	164	3.4%
Electrical Products / Services	647	13.5%
Fabrics Textiles	368	7.7%
Fashion Colour Forecasting	311	6.5%
First Aid Products	286	6.0%
First Aid Training	203	4.2%
Flooring	1,088	22.7%
Furnishings	468	9.8%
Furniture - Comml Rsdntl Hospitality	417	8.7%
Gas Suppliers	254	5.3%
Glass	665	13.9%
Hand Tools	567	11.8%
Hazardous Substances Safety	305	6.4%
Health & Safety Consultancy	216	4.5%
Heating Fireplaces	750	15.7%

Height Safety Equipment	354	7.4%
High Visibility Products	282	5.9%
Household Hardware	550	11.5%
Insulation	884	18.5%
Interior Design	976	20.4%
Kitchen Benchtops	949	19.8%
Landscaping	710	14.8%
Lighting	965	20.2%
Locks And Latches	524	10.9%
Occupational Health Products	275	5.7%
Office Fitout Systems	357	7.5%
Paint And Paint Aids	462	9.7%
Plumbing Supplies	532	11.1%
Pools And Pool Accessories	300	6.3%
Power Tools	681	14.2%
Pre - Employment Health Assessments	155	3.2%
Protective Clothing & Shoes	414	8.6%
Protective Coatings	571	11.9%
Risk Assessment	399	8.3%
Roofing	976	20.4%
Rope Access & Rigging	151	3.2%
Safety Compliance	466	9.7%
Safety Surfaces And Flooring	208	4.3%
Safety Training & Qualifications	394	8.2%
Security	133	2.8%
Shop Fittings	269	5.6%
Stairs	551	11.5%
Surface & Wall Finishes	863	18.0%
Tiles	694	14.5%
Workplace H & S Legislation	421	8.8%
Workplace Safety Systems	476	9.9%
Other	201	4.2%
<b>Total Responses</b>	<b>31,104</b>	

Analysis had multiple responses - % based on single visits

### Buying Decisions?

Buying Decisions	No of Unique Visitors	% of Attendees
Influence purchasing decisions	1,634	34.1%
No influence on buying decisions	786	16.4%
Responsible for purchasing decisions	1,817	38.0%
No Responses Given	550	11.5%
<b>Total Responses</b>	<b>4,787</b>	<b>100%</b>

### What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	1,102	23.0%
\$0-\$499	118	2.5%
\$500-\$999	132	2.7%
\$1,000-\$4,999	258	5.4%
\$5,000-\$9,999	326	6.8%
\$10,000-\$49,999	514	10.7%
\$50,000-\$99,999	295	6.2%
\$100,000 +	1,051	22.0%
No Responses Given	991	20.7%
<b>Total Responses</b>	<b>4,787</b>	<b>100%</b>

### How many employees are working on your site / store?

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	548	11.5%
1-5	1,272	26.6%
6-10	491	10.3%
11-20	418	8.7%
21-50	500	10.4%
51-100	347	7.2%
101+	613	12.8%
No Responses Given	598	12.5%
<b>Total Responses</b>	<b>4,787</b>	<b>100%</b>

### What are your reasons for attending?

Reasons for Attending	No of Unique Visitors	% of Attendees
To assess whether to exhibit	292	6.1%
To evaluate new technology	3,584	74.9%
To place orders	188	3.9%
To see new products	87	1.8%
To source new suppliers	1,569	32.8%
Other	157	3.3%
<b>Total Responses</b>	<b>5,877</b>	

Analysis had multiple responses - % based on single visits

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 13 July 2017. 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 13 July 2017

Organiser



**XPO**  
EXHIBITIONS

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Registration Statistics  
Provider



**XPO**  
EXHIBITIONS



Endorsed by the  
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**Next Event Name: buildnz | designex 2019**  
**Date of Next Event: 23 Jun 2019 - 25 Jun 2019**  
**Next Venue: ASB Showgrounds, Greenlane, Auckland**