

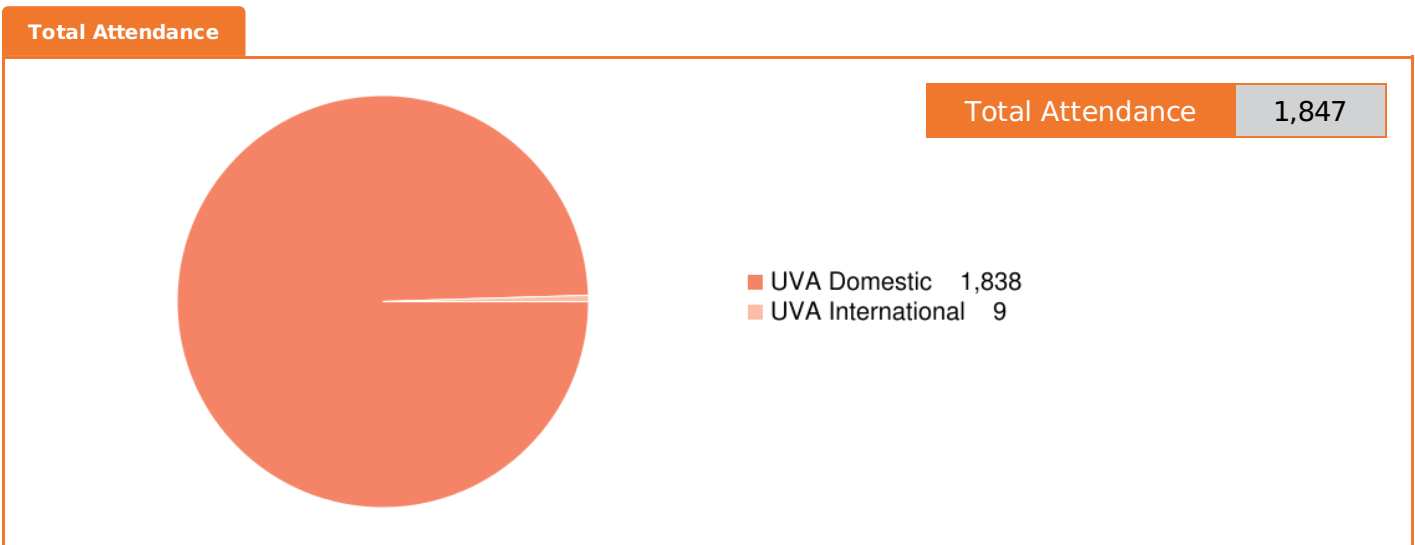
<b>EVENT NAME</b>	buildnz designex Canterbury 2016	
<b>ORGANISER</b>	XPO Exhibitions	
<b>EVENT DATE</b>	Aug 04-06, 2016	
<b>VENUE</b>	Horncastle Arena, Addington, Christchurch	

Unique Visitor Attendance (UVA) **1,847**

**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
04 Aug 2016	585	-	585
05 Aug 2016	919	68	987
06 Aug 2016	343	77	420
<b>Totals</b>	<b>1,847</b>	<b>145</b>	<b>1,992</b>



## ATTENDEE PROFILE DEMOGRAPHICS

### Geographical Analysis

Ashburton	43	2.3%
Auckland	92	5.0%
Christchurch	1,287	69.7%
Cromwell	7	0.4%
Darfield	13	0.7%
Dunedin	14	0.8%
Invercargill	15	0.8%
Kaipoi	23	1.1%
Leeston	7	0.4%
Lincoln	7	0.4%
Lower Hutt	9	0.5%
Mosgiel	7	0.4%
Motueka	7	0.4%
Nelson	16	0.9%
Pegasus	8	0.4%
Queenstown	12	0.6%
Rangiora	43	2.3%
Richmond	7	0.4%
Rolleston	13	0.7%
Timaru	29	1.6%
Wanaka	7	0.4%
Wellington	9	0.5%
Woodend	10	0.5%
Other towns less than 7	153	8.3%
Total New Zealand	1,838	99.5%
Australia	5	0.3%
United States of America	4	0.2%
Total Attendees	1,847	100%



## What best describes your job function?

Job	No of Unique Visitors	% of Attendees
Architect Commercial	34	1.8%
Architect Residential	65	3.5%
Architectural Draftsperson	63	3.4%
Builder Commercial	38	2.1%
Builder Owner / Manager	172	9.3%
Builder Residential	195	10.6%
Building Supply Merchant	26	1.4%
Cabinet Maker / Joiner	12	0.6%
CEO/General Manager	1	0.1%
Designer	75	4.1%
Designer / Display / Florist	1	0.1%
Developer Commercial	12	0.6%
Developer Residential	29	1.6%
Director / Principal / CEO	99	5.4%
Drain Layer	1	0.1%
Engineer	59	3.2%
Facility / Venue / Property Manager	9	0.5%
Hardware Distributor	10	0.5%
Hardware Manufacturer	8	0.4%
Hardware Retailer	13	0.7%
Interior Designer	69	3.7%
Kitchen / Bathroom Manufacturer	8	0.4%
Maintenance Manager	12	0.6%
Marketing Manager	26	1.4%
Media	20	1.1%
Owner / Partner	1	0.1%
Owner / Partner / Director	3	0.2%
Painter / Paper Hanger	1	0.1%
Plumber	5	0.3%
Project Manager	132	7.1%
Purchasing Manager	4	0.2%
Quantity Surveyor	46	2.5%
Retail Buyer	4	0.2%

Roofing Contractor	17	0.9%
Sales	79	4.3%
Sales Manager	96	5.2%
Specifier	4	0.2%
Staff	78	4.2%
Staff / Shop Assistant / Assistant Buyer	2	0.1%
Student	19	1.0%
Other	225	12.2%
No Responses Given	74	4.0%
<b>Total Responses</b>	<b>1,847</b>	<b>100%</b>

### In which industry are you employed?

Industry	No of Unique Visitors	% of Attendees
Architecture	210	11.4%
Commercial Construction	166	9.0%
Commercial Interior Design	22	1.2%
Curtain / Soft furnishing industry	2	0.1%
Design-Other	36	1.9%
Electrical	33	1.8%
Engineering	63	3.4%
General Engineering	1	0.1%
Government Department	21	1.1%
Heritage Building	5	0.3%
Hotel / Venue	1	0.1%
Interior Decoratives / Design	1	0.1%
Manufacturing / Wholesale	133	7.2%
Media	17	0.9%
Plumbing / Gasfitting	17	0.9%
Property / Development / Project Mgmt	63	3.4%
Property Management	23	1.2%
Residential Construction	526	28.5%
Residential Interior Design	61	3.3%
Residential Renovation	57	3.1%
Retail	44	2.4%
Shop / Office Fitting	11	0.6%
Other	126	6.8%

No Responses Given	208	11.2%
<b>Total Responses</b>	<b>1,847</b>	<b>100%</b>

### Buying Interests

Buying Interests	No of Unique Visitors	% of Attendees
Appliances	413	22.4%
Architectural Hardware	566	30.6%
Audio Visual	215	11.6%
Bathroomware	479	25.9%
Blinds / Curtains / Shutters	235	12.7%
Builders Hardware	591	32.0%
Carpets Rugs	232	12.6%
Cladding	713	38.6%
Computer Systems	251	13.6%
Decorative Accessories	234	12.7%
Door / Screens	325	17.6%
Electrical Products / Services	369	20.0%
Fabrics Textiles	212	11.5%
Fashion Colour Forecasting	184	10.0%
Flooring	561	30.4%
Furnishings	235	12.7%
Glass	341	18.5%
Hand Tools	355	19.2%
Heating Fireplaces	446	24.1%
Household Hardware	304	16.5%
Insulation	534	28.9%
Interior Design	465	25.2%
Kitchen Benchtops	498	27.0%
Landscaping	345	18.7%
Lighting	534	28.9%
Locks and Latches	299	16.2%
Office Fitout Systems	220	11.9%
Paint and Paint Aids	258	14.0%
Plumbing Supplies	288	15.6%
Pools and Pool Accessories	150	8.1%

Power Tools	420	22.7%
Protective Coatings	335	18.1%
Roofing	528	28.6%
Shop Fittings	150	8.1%
Stairs	276	14.9%
Surface & Wall Finishes	465	25.2%
Tiles	376	20.4%
Other	85	4.6%
<b>Total Responses</b>	<b>13,487</b>	

Analysis had multiple responses - % based on single visits

#### Are you a member of:

Member	No of Unique Visitors	% of Attendees
ADNZ	25	1.3%
CBANZ	105	5.7%
DINZ	14	0.8%
FANZ	3	0.2%
NZIA	57	3.1%
PrefabNZ	18	1.0%
RMBF	105	5.7%
NULL	154	8.3%
No Responses Given	1,366	73.9%
<b>Total Responses</b>	<b>1,847</b>	<b>100%</b>

#### Number of employees in your company

Number of Employees	No of Unique Visitors	% of Attendees
Yourself	200	10.8%
1-5	409	22.2%
6-10	160	8.7%
11-20	128	6.9%
21-50	196	10.6%
51-100	128	6.9%
101+	177	9.6%
No Responses Given	449	24.3%
<b>Total Responses</b>	<b>1,847</b>	<b>100%</b>

### What are your reasons for attending Canterbury BuildNZ?

Reasons for Attending	No of Unique Visitors	% of Attendees
To source new suppliers	697	37.7%
To evaluate new technology	1,323	71.6%
To place orders	51	2.8%
assess whether to exhibit	144	7.8%
Other	75	4.1%
<b>Total Responses</b>	<b>2,290</b>	

Analysis had multiple responses - % based on single visits

### Buying Decisions?

Buying Decisions	No of Unique Visitors	% of Attendees
Influence purchasing decisions	631	34.2%
No influence on buying decisions	308	16.7%
Responsible for purchasing decisions	709	38.4%
No Responses Given	199	10.7%
<b>Total Responses</b>	<b>1,847</b>	<b>100%</b>

### What is your purchasing power?

Purchasing Power	No of Unique Visitors	% of Attendees
None	425	23.0%
\$0-\$499	21	1.1%
\$500-\$999	41	2.2%
\$1,000-\$4,999	77	4.2%
\$5,000-\$9,999	97	5.3%
\$10,000-\$49,999	178	9.6%
\$50,000-\$99,999	101	5.5%
\$100,000 +	507	27.4%
No Responses Given	400	21.7%
<b>Total Responses</b>	<b>1,847</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 15 August 2016. 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 15 August 2016

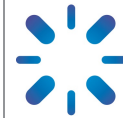
Organiser



**XPO**  
EXHIBITIONS

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Registration Statistics  
Provider



**XPO**  
EXHIBITIONS



Endorsed by the  
Exhibition & Event  
Association of Australia

**Next Event Name: buildnz designex Canterbury 2018**  
**Date of Next Event: 02 Aug 2018 - 04 Aug 2018**  
**Next Venue: Horncastle Arena, Addington, Christchurch**