Miramar Business Improvement District

Merchant Retail Sales Report

for the 12 month period ending 30 June 2019

Prepared by: Wellington City Council

Nov 2019

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Retail sales overview

- Electronic card retail sales at merchants in the Miramar BID area totalled $93.4m in the year up to June 2019, up by 1.7% or $1.5m over the same period a year ago.

- Retail sales in the Miramar BID area represent around 2.9% of total retail sales in Wellington City, slightly down from a year ago.

- Wellington City residents contributed 87% of all spending in the Miramar BID area, while 5% of spending originated from visitors from the rest of the region, 6% from the rest of NZ and around 2% from international visitors.

- The 1.7% annual retail sales growth in the Miramar BID area was largely driven by an increase in spending in the Food and Liquor category (3.2% or $1.7m) while the 'Unidentifiable' category recorded a decrease in spending in the year to June 2018 (-11.0% or $0.85m).

- 57% of all retail sales spending in the year to June 2019 was on food and liquor.

- Fridays and Saturdays generally achieved the highest sales during the week. Collectively, week day sales contributed 58% of all sales in the Miramar BID area while weekend sales contributed 42%.

- Data in this report is sourced from the WCC Retail Sales and Analysis Tool which is based on sampled electronic card transactions. The data excludes bank transfers, some sectors (transport, health, gaming plus others), and cash transactions (estimated at 5% and 20% of total electronic card retail sales).

Miramar BID Area
Retail Sales Summary

Miramar BID Area Retail Sales Summary

Customer Origin	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Wellington City	87.6%	$81,897,565	$79,620,529	$2,277,036	2.9%
Rest of Wellington Region	4.5%	$4,247,130	$4,705,243	-$458,113	-9.7%
Rest of New Zealand	6.1%	$5,658,225	$6,026,134	-$367,909	-6.1%
International	1.8%	$1,654,948	$1,561,760	$93,188	6.0%
Total Miramar BID area	**100.0%**	**$93,457,868**	**$91,913,666**	**$1,544,202**	**1.7%**

Spend Category [1]	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Automotive	16.7%	$15,598,644	$15,009,788	$588,856	3.9%
Discretionary	4.7%	$4,413,761	$4,889,624	-$475,863	-9.7%
Durables	0.0%	$0	$0	$0	
Fashion [2]	1.6%	$1,524,169	$1,143,475	$380,694	33.3%
Food and Liquor	57.5%	$53,700,202	$52,040,667	$1,659,535	3.2%
Hospitality	12.2%	$11,432,074	$11,190,388	$241,686	2.2%
Unidentifiable [3]	7.3%	$6,789,018	$7,639,724	-$850,706	-11.1%
Total	**100.0%**	**$93,457,868**	**$91,913,666**	**$1,544,202**	**1.7%**

Customer Origin	Annual Retail Sales		Change	% Change
	Year to Jun-19	Year to Jun-18		
Total Miramar BID area	$93,457,868	$91,913,666	$1,544,202	1.7%
Total Wellington City	$3,215,390,257	$3,085,999,771	$129,390,486	4.2%
Miramar BID area retail sales as a percentage of total Wellington City retail sales	**2.9%**	**3.0%**		

Note

(1) See Appendix for spend category definitions. There are no 'Accommodation' nor 'Durable' category merchants located in the Miramar BID area during the analysis period. 'Other' merchants have been removed for confidentiality reasons.

(2) Merchant numbers do not meet privacy requirements, retail sales amounts have been partially removed in one or more reporting periods but not all to protect merchant privacy.

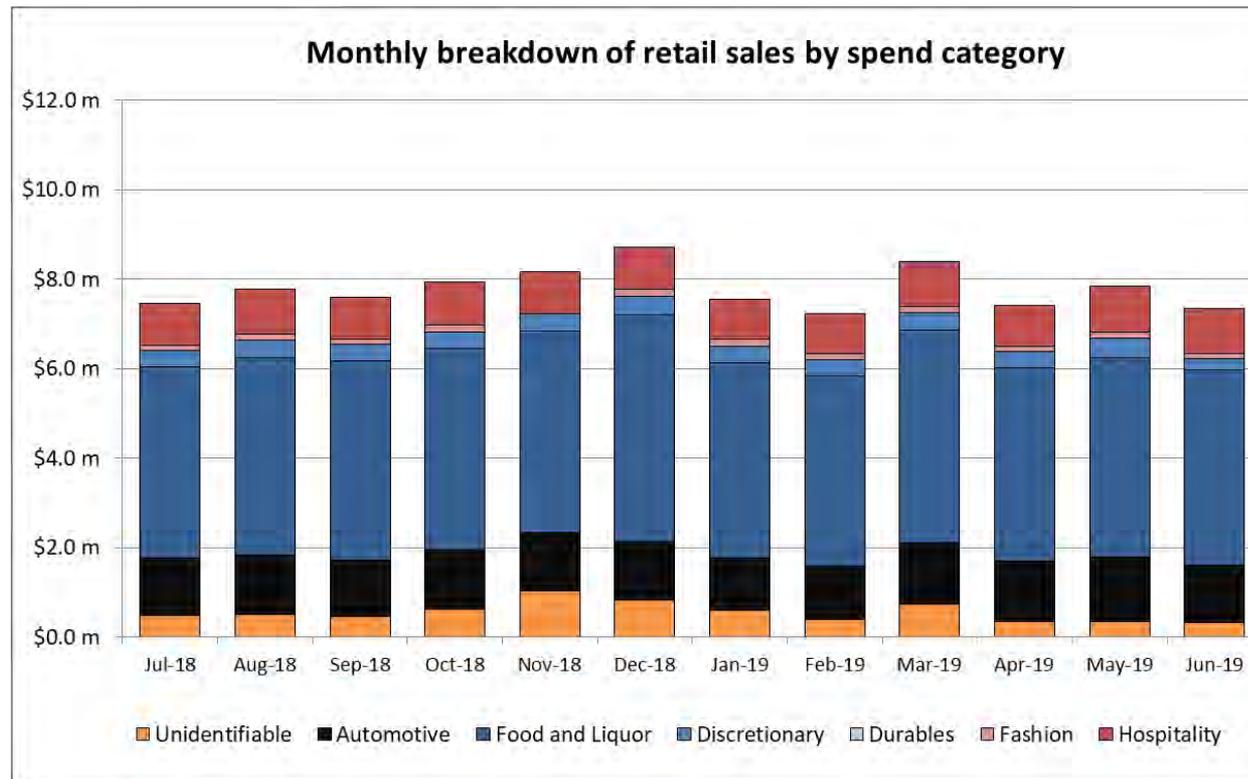(3) Retail sales transactions not meeting privacy requirements have been classified as 'Unidentifiable'.

Annual transaction value summary

Customer Origin	Average Transaction Size		Change	% Change
	Year to Jun-19	Year to Jun-18		
Wellington City	$42.26	$43.19	-$0.93	-2.2%
Rest of Wellington Region	$29.77	$33.79	-$4.02	-11.9%
Rest of New Zealand	$36.45	$32.87	$3.58	10.9%
International	$52.22	$60.93	-$8.72	-14.3%
Total	**$41.22**	**$41.94**	**-$0.72**	**-1.7%**

| Spend Category [1]	Average Transaction Size		Change	% Change	5 BID avg TX
	Year to Jun-19	Year to Jun-18			
Automotive	$46.76	$46.30	$0.47	1.0%	$54.28
Discretionary	$41.11	$43.47	-$2.35	-5.4%	$44.13
Durables					
Fashion [2]	$95.01	$93.14	$1.87	2.0%	$61.25
Food and Liquor	$42.20	$42.84	-$0.64	-1.5%	$41.63
Hospitality	$24.48	$24.62	-$0.14	-0.6%	$20.81
Unidentifiable [3]	$96.03	$104.23	-$8.20	-7.9%	
Total	**$41.22**	**$41.94**	**-$0.72**	**-1.7%**	

Note

(1) See Appendix for spend category definitions. There are no 'Accommodation' nor 'Durable' category merchants located in the Miramar BID area during the analysis period. 'Other' merchants have been removed for confidentiality reasons.

(2) Merchant numbers do not meet privacy requirements, retail sales amounts have been partially removed in one or more reporting periods but not all to protect merchant privacy.

(3) Retail sales transactions not meeting privacy requirements have been classified as 'Unidentifiable'.

Monthly retail sales by spend category

Monthly breakdown of retail sales by spend category

Legend: Unidentifiable, Automotive, Food and Liquor, Discretionary, Durables, Fashion, Hospitality

- 57% of all retail sales spending in the year to June 2019 was on food and liquor ($53.7m) while spending on automotive accounted for 17% of all retail spending over the same period.

- Spending on food and liquor recorded the strongest increase in the Miramar BID area, up 3.2% or $1.7m in the year to June 2019. The largest component of this spending category will be supermarket store sales i.e. New World Miramar. The food and liquor category includes supermarket and grocery stores, fresh meat, fish and poultry retailing, fruit and vegetable retailing and liquor stores.

- The hospitality category which includes cafes, restaurants, bars, taverns and takeaways accounted for 12% of total spend while fashion which includes hairdressing and beauty services accounted for just over 1% of all spending in the year to June 2019.

Daily retail sales
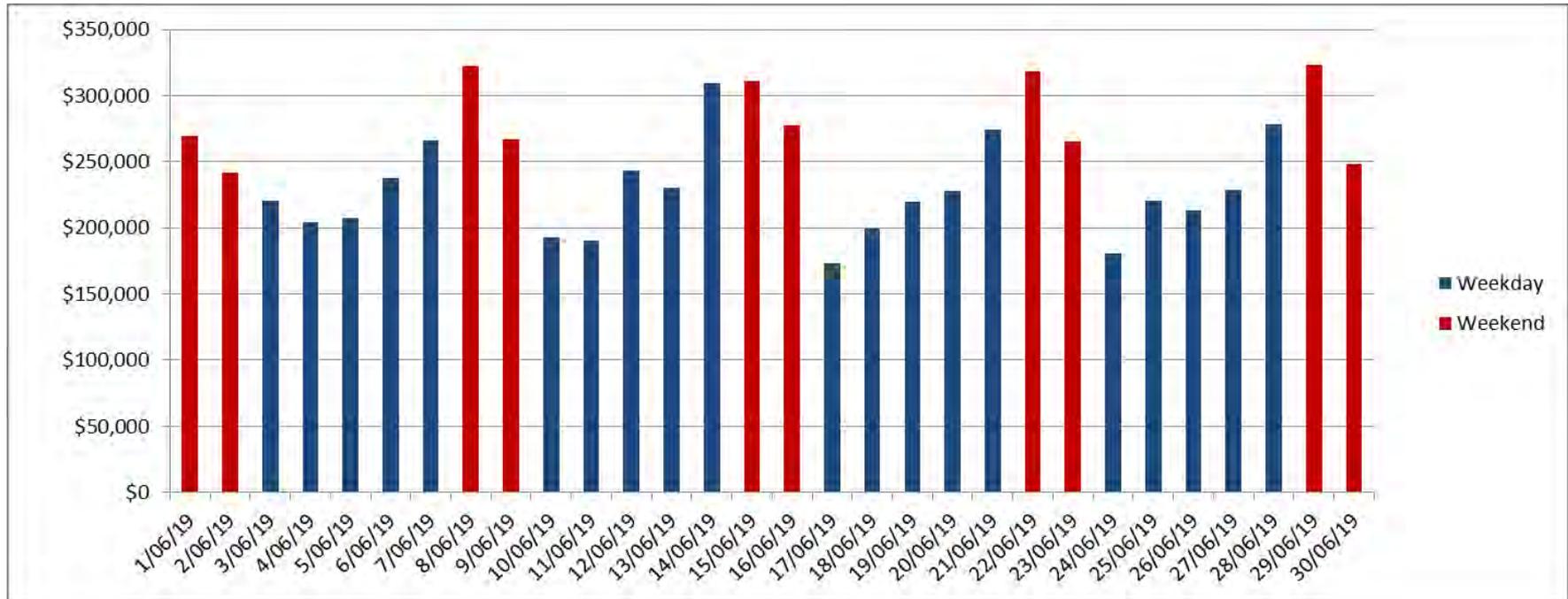
- Electronic card retail sales during the month of June 2019 fluctuated on a day to day basis in the Miramar BID area. Fridays and Saturdays generally achieved the highest sales during the week. Collectively, week day sales contributed 58.4% of all sales in the Miramar BID area while weekend sales contributed 41.6%.

- Saturday sales contributed to 22% of the total week sales while the lowest level of sales during the week occurred on Mondays, at an average of 9.5% of total weekly spending.

Daily retail sales by customer origin

Daily retail sales by customer origin
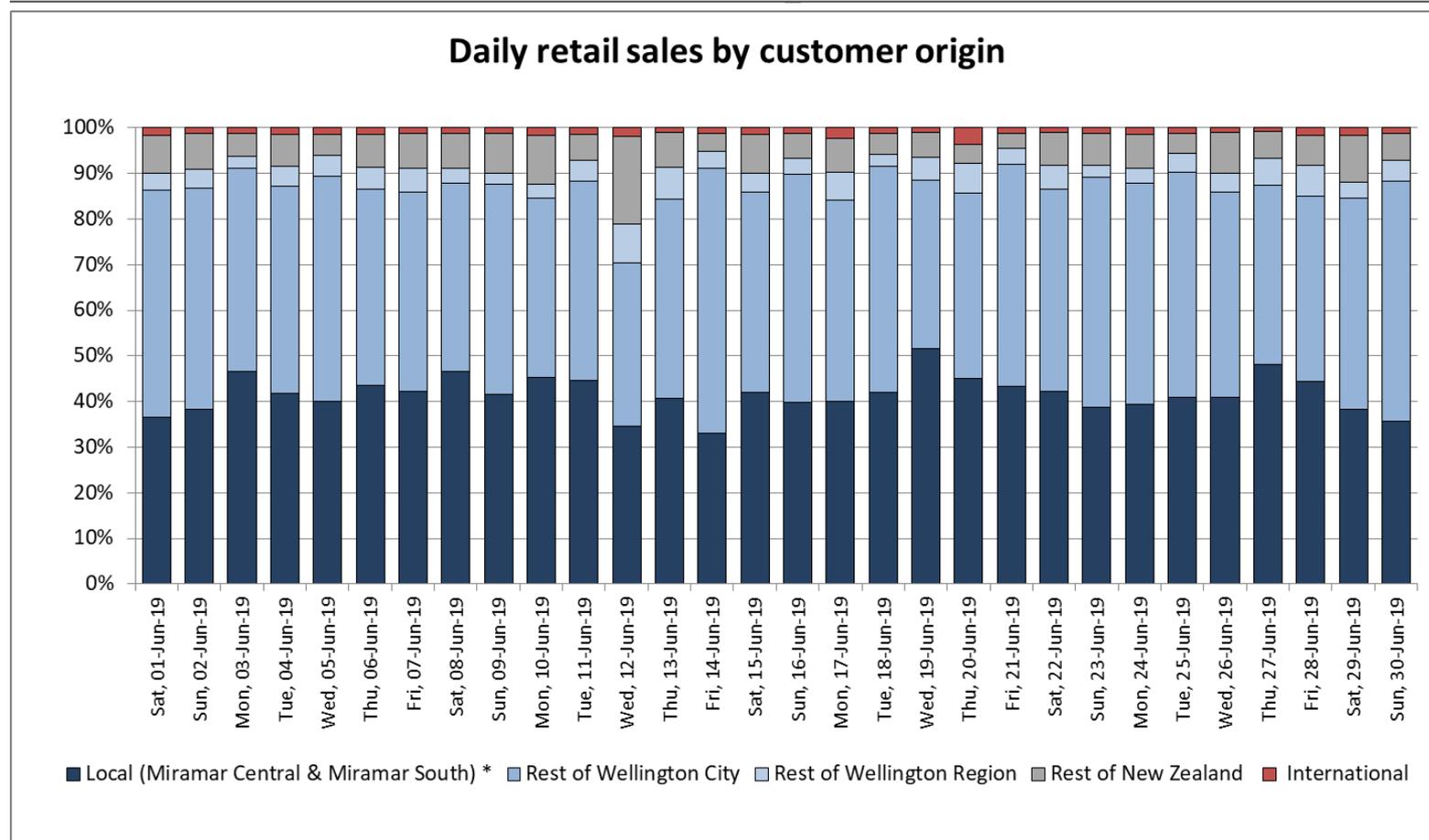
* Customer cardholder origin statistics are based on 2006 Stats NZ census area unit boundaries

Annual retail sales by customer origin

Customer Origin	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Local residents					
Miramar North	21.1%	$19,707,448	$20,038,033	-$330,585	-1.6%
Miramar South	13.2%	$12,348,270	$11,075,781	$1,272,489	11.5%
Maupuia	8.0%	$7,446,695	$7,383,812	$62,883	0.9%
Total	42.3%	**$39,502,413**	**$38,497,626**	**$1,004,787**	**2.6%**
Non-local residents					
Rest of Wellington City					
Strathmore Park	10.5%	$9,845,066	$9,168,493	$676,573	7.4%
Seatoun	7.5%	$6,970,703	$6,520,182	$450,521	6.9%
Karaka Bay-Worser Bay	4.8%	$4,458,409	$3,989,049	$469,360	11.8%
Hataitai	2.6%	$2,402,949	$2,574,743	-$171,794	-6.7%
Kilbirnie West	1.7%	$1,595,365	$1,777,286	-$181,921	-10.2%
Kilbirnie East	1.8%	$1,708,862	$1,764,311	-$55,449	-3.1%
Lyall Bay	1.3%	$1,176,178	$1,285,282	-$109,104	-8.5%
Melrose	1.6%	$1,539,146	$1,241,762	$297,384	23.9%
Island Bay East	0.9%	$841,405	$893,711	-$52,306	-5.9%
Newtown East	0.9%	$857,034	$758,343	$98,691	13.0%
Mt Victoria West	0.8%	$706,669	$682,141	$24,528	3.6%
Island Bay West	0.8%	$741,376	$606,924	$134,452	22.2%
Berhampore	0.5%	$506,310	$596,092	-$89,782	-15.1%
Roseneath	0.7%	$683,400	$527,226	$156,174	29.6%
Newtown West	0.5%	$496,757	$510,161	-$13,404	-2.6%
Willis Street-Cambridge Terrace	0.5%	$463,012	$484,725	-$21,713	-4.5%
Other Wellington City	7.9%	$7,402,511	$7,742,472	-$339,961	-4.4%
Total Rest of Wellington	45.4%	**$42,395,152**	**$41,122,903**	**$1,272,249**	**3.1%**
Rest of Wellington Region	4.5%	**$4,247,130**	**$4,705,243**	**-$458,113**	**-9.7%**
Rest of New Zealand	6.1%	**$5,658,225**	**$6,026,134**	**-$367,909**	**-6.1%**
International	1.8%	**$1,654,948**	**$1,561,760**	**$93,188**	**6.0%**
Total	100.0%	**$93,457,868**	**$91,913,666**	**$1,544,202**	**1.7%**

- Local residents contributed 42% of all spending in the year to June 2019 while 45% of spending originated from visitors from the rest of Wellington City.

- Residents from the surrounding areas of Strathmore Park, Seatoun and Karaka Bay – Worser Bay collectively contributed to 21.4% of all spending in the year to June 2018.
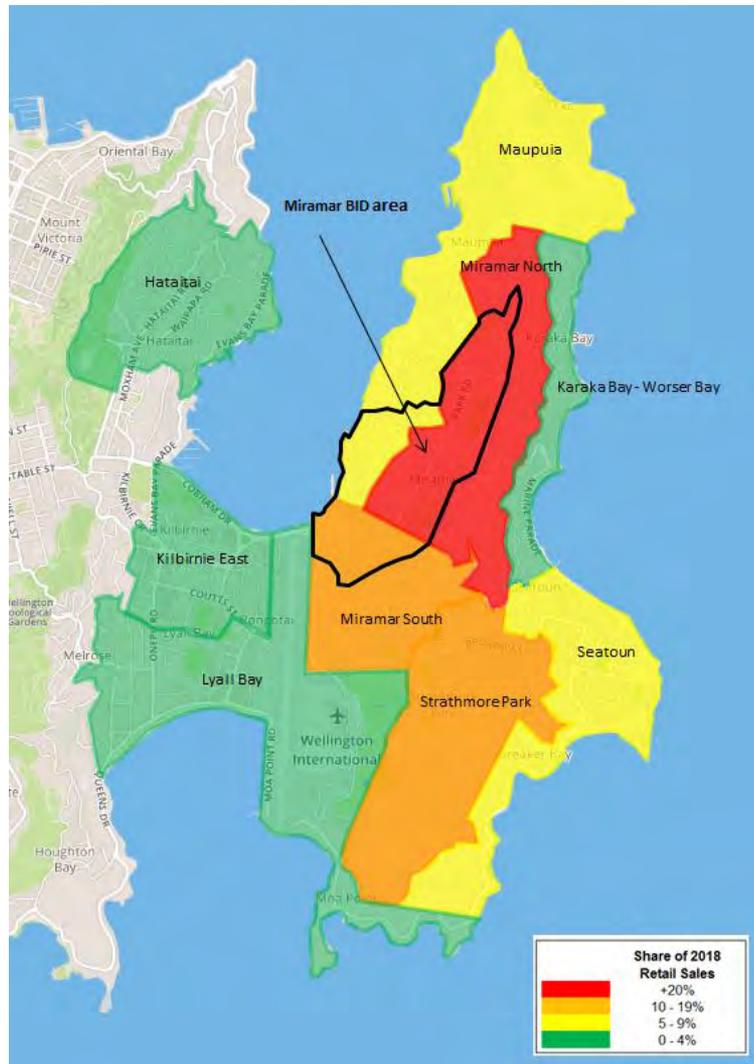
Miramar BID Area
Customer Demographics

Customer age band profile

Age Band (yrs)	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
under 18	0.4%	$377,196	$498,527	-$121,331	-24.3%
18 - 24	4.3%	$4,045,919	$4,735,634	-$689,715	-14.6%
25 - 29	5.4%	$5,093,242	$6,204,642	-$1,111,400	-17.9%
30 - 34	7.8%	$7,306,302	$6,530,170	$776,132	11.9%
35 - 39	9.5%	$8,901,394	$8,641,869	$259,525	3.0%
40 - 44	11.8%	$10,988,969	$10,314,033	$674,936	6.5%
45 - 49	13.6%	$12,706,668	$11,903,988	$802,680	6.7%
50 - 54	11.1%	$10,391,909	$10,222,391	$169,518	1.7%
55 - 59	9.3%	$8,656,456	$8,332,260	$324,196	3.9%
60 - 64	6.9%	$6,447,698	$6,969,352	-$521,654	-7.5%
65 - 74	11.3%	$10,539,372	$9,752,072	$787,300	8.1%
75+	6.8%	$6,347,796	$6,246,964	$100,832	1.6%
Unknown adjuster	1.8%	$1,654,947	$1,561,764	$93,183	6.0%
Total	**100.0%**	**$93,457,868**	**$91,913,666**	**$1,544,202**	**1.7%**

Age Band (yrs)	Annual Retail Sales Percentage Share [1]		% Diff
	Miramar BID	Wellington City	
under 18	0.4%	0.7%	-0.3%
18 - 24	4.3%	9.4%	-5.0%
25 - 29	5.4%	8.1%	-2.7%
30 - 34	7.8%	8.4%	-0.6%
35 - 39	9.5%	9.1%	0.4%
40 - 44	11.8%	10.6%	1.2%
45 - 49	13.6%	10.7%	2.9%
50 - 54	11.1%	11.2%	0.0%
55 - 59	9.3%	8.6%	0.6%
60 - 64	6.9%	6.7%	0.2%
65 - 74	11.3%	8.2%	3.1%
75+	6.8%	3.7%	3.1%
Unknown	1.8%	4.6%	-2.8%
Total	**100%**	**100%**	**0.0%**

Generational Name	Age Band (yrs)	Share of 2019 Total	Annual Retail Sales		Change	% Change
			Year to Jun-19	Year to Jun-18		
Under 18	under 18	0.4%	$377,196	$498,527	-$121,331	-24.3%
Post-Millennial / Generation Z	18 - 24	4.3%	$4,045,919	$4,735,634	-$689,715	-14.6%
Millennials	25 - 39	22.8%	$21,300,938	$21,376,681	-$75,743	-0.4%
Generation X	40 - 54	36.5%	$34,087,546	$32,440,412	$1,647,134	5.1%
Baby Boomers	55 - 74	27.4%	$25,643,526	$25,053,684	$589,842	2.4%
Silent	75+	6.8%	$6,347,796	$6,246,964	$100,832	1.6%
Unknown		1.8%	$1,654,947	$1,561,764	$93,183	6.0%
Total		**98.2%**	**$93,457,868**	**$91,913,666**	**$1,544,202**	**1.7%**

- Spend by the under 25 year olds has declined by 15% from the previous period.

- Generation X is the dominant spending group spending 37%+ of the total attributed spend

Customer age profile by generation

Monthly retail sales by generation

Spending Power
Spending by Generation in BID area
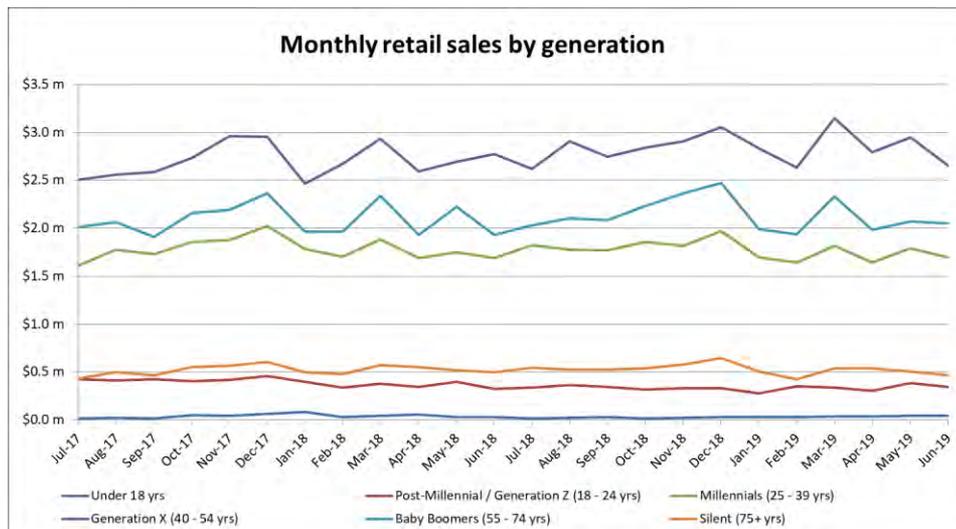
- Overall, spending was the highest for Generation X, accounting for 37% or $34.1m of all spending in the year to June 2019.

- Gen X and Baby Boomer spending tended to peak in December and March each year while spending by Generation Z and the Silent generation was relatively constant throughout the year.
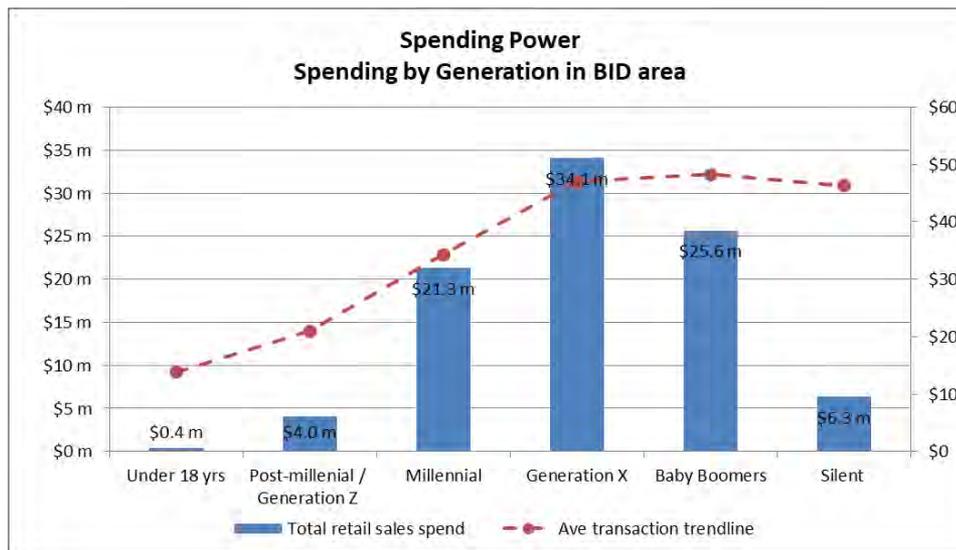
- The average transaction spend tends to rise through the generations peaking with Baby Boomers and the Silent generation.

- Though average transaction spend was highest for the Silent Generation, Generation X contributed the most to overall spending.

Customer gender profile

Gender	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Female	50.8%	$47,492,025	$46,408,922	$1,083,103	2.3%
Male	47.4%	$44,310,895	$43,942,986	$367,909	0.8%
Unknown	1.8%	$1,654,948	$1,561,758	$93,190	6.0%
Total	**100.0%**	**$93,457,868**	**$91,913,666**	**$1,544,202**	**1.7%**

• Spending by females increased by 2% or $1.0m in the year to June 2019 when compared to the previous year.

BID area retail sales by generation and gender
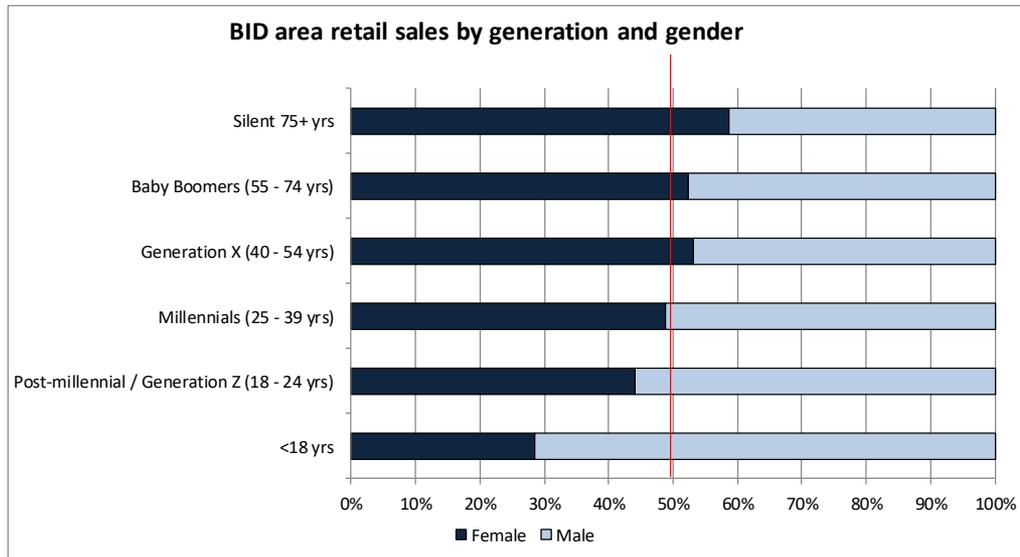
• As consumers age, the proportion of female spenders tends to increase while the proportion of male spending declines.

What do <u>Miramar residents</u> spend their money on in the Miramar BID area?

Age Band (yrs)	Annual Retail Sales (Year to June 2019) - Miramar residents only						% Total spending by age band
	Automotive	Discretionary	Durables	Fashion	Food and Liquor	Hospitality	
< 18	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	**0.3%**
18 - 24	1.3%	0.2%	0.0%	0.1%	1.1%	0.4%	**3.1%**
25 - 29	1.4%	0.1%	0.0%	0.0%	2.7%	0.4%	**4.7%**
30 - 34	2.2%	0.5%	0.0%	0.1%	4.6%	0.7%	**7.9%**
35 - 39	2.5%	0.5%	0.0%	0.1%	7.0%	1.0%	**11.1%**
40 - 44	2.3%	0.6%	0.0%	0.2%	8.8%	1.3%	**13.1%**
45 - 49	2.2%	0.5%	0.0%	0.2%	9.3%	1.5%	**13.7%**
50 - 54	1.7%	0.5%	0.0%	0.2%	7.3%	1.1%	**10.8%**
55 - 59	1.6%	0.4%	0.0%	0.1%	6.1%	0.6%	**8.8%**
60 - 64	1.3%	0.3%	0.0%	0.1%	5.8%	0.4%	**7.8%**
65 - 74	1.4%	0.6%	0.0%	0.2%	7.3%	0.8%	**10.3%**
75+	1.1%	0.5%	0.0%	0.2%	6.3%	0.4%	**8.5%**
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**0.0%**
% Total spending by category	**19.0%**	**4.7%**	**0.0%**	**1.4%**	**66.4%**	**8.4%**	**100.0%**

1. Cardholder age profiles are based on cardholder addresses located in the Miramar North, Miramar South and Maupuia 2006 census area units.

What do the <u>rest of Wellington City</u> residents spend their money on in the Miramar BID area?

Age Band (yrs)	Annual Retail Sales (Year to Jun-19) - Rest of Wellington City residents						% Total spending by age band
	Automotive	Discretionary	Durables	Fashion	Food and Liquor	Hospitality	
< 18	0.2%	0.0%	0.0%	0.0%	0.1%	0.1%	0.5%
18 - 24	1.5%	0.2%	0.0%	0.0%	1.9%	0.9%	4.6%
25 - 29	1.9%	0.3%	0.0%	0.1%	2.7%	1.1%	6.1%
30 - 34	1.8%	0.5%	0.0%	0.1%	4.1%	1.5%	8.0%
35 - 39	1.7%	0.6%	0.0%	0.1%	4.8%	1.4%	8.6%
40 - 44	1.7%	0.7%	0.0%	0.1%	7.6%	1.6%	11.7%
45 - 49	2.0%	0.6%	0.0%	0.3%	10.2%	1.9%	14.9%
50 - 54	1.7%	0.7%	0.0%	0.2%	8.4%	1.7%	12.7%
55 - 59	1.3%	0.6%	0.0%	0.3%	6.3%	1.4%	9.9%
60 - 64	0.8%	0.5%	0.0%	0.3%	4.1%	1.0%	6.7%
65 - 74	1.3%	0.5%	0.0%	0.3%	6.8%	1.4%	10.3%
75+	0.7%	0.2%	0.0%	0.2%	4.3%	0.7%	6.2%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Total spending by category	**16.4%**	**5.5%**	**0.0%**	**2.0%**	**61.4%**	**14.8%**	**100.0%**

1. Cardholder age profiles are based on cardholder addresses located outside of Miramar North, Miramar South and Maupuia 2006 census area units but from within Wellington City.

What do the rest of the Wellington Region residents spend their money on in the Miramar BID area?

Age Band (yrs)	Annual Retail Sales (Year to June 2019) - Rest of Wellington Region residents						% Total spending by age band
	Automotive	Discretionary	Durables	Fashion	Food and Liquor	Hospitality	
under 18	0.1%	0.0%	0.0%	0.0%	0.3%	0.1%	0.6%
18 - 24	2.4%	0.3%	0.0%	0.0%	4.8%	1.8%	9.4%
25 - 29	2.5%	0.5%	0.0%	0.0%	3.7%	1.4%	8.1%
30 - 34	3.2%	0.6%	0.0%	0.2%	5.2%	2.4%	11.6%
35 - 39	4.4%	0.8%	0.0%	0.0%	6.9%	3.2%	15.4%
40 - 44	2.2%	1.3%	0.0%	0.0%	2.3%	2.2%	8.2%
45 - 49	3.8%	0.7%	0.0%	0.0%	5.1%	3.3%	13.0%
50 - 54	1.8%	0.9%	0.0%	0.1%	3.3%	2.3%	8.5%
55 - 59	1.7%	0.6%	0.0%	0.3%	3.0%	2.5%	8.1%
60 - 64	0.6%	0.3%	0.0%	0.0%	1.9%	1.8%	4.7%
65 - 74	1.3%	0.6%	0.0%	0.2%	4.2%	3.0%	9.3%
75+	0.3%	0.2%	0.0%	0.0%	1.2%	1.7%	3.4%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Total spending by category	**24.3%**	**7.0%**	**0.0%**	**1.0%**	**41.9%**	**25.9%**	**100.0%**

1. Cardholder age profiles are based on cardholder addresses located outside of Wellington City but from within the Wellington Region.

Appendices

Miramar BID boundary area

The boundaries of the Miramar BID area used in this report are highlighted in red on the map below.

Miramar BID area 2013 meshblocks

Miramar BID area merchant count

Spend Category [1]	Merchant Count		Change	% Change
	Year to Jun-19	Year to Jun-18		
Accommodation	0	0	0	
Automotive	5	5	0	0.0%
Discretionary	7	7	0	0.0%
Durables	2	2	0	0.0%
Fashion	4	4	0	0.0%
Food and Liquor	11	10	1	10.0%
Hospitality	17	18	-1	-5.6%
Other	1	1	0	0.0%
Total	**47**	**47**	**0**	**0.0%**

(1) Spending from retail sales categories with 3 or fewer active merchants have been zeroed for confidentiality reasons.
   Merchants are geo-coded and given an industrial classification (ANZSIC code) by Marketview to identify spending by storetype and merchant location.
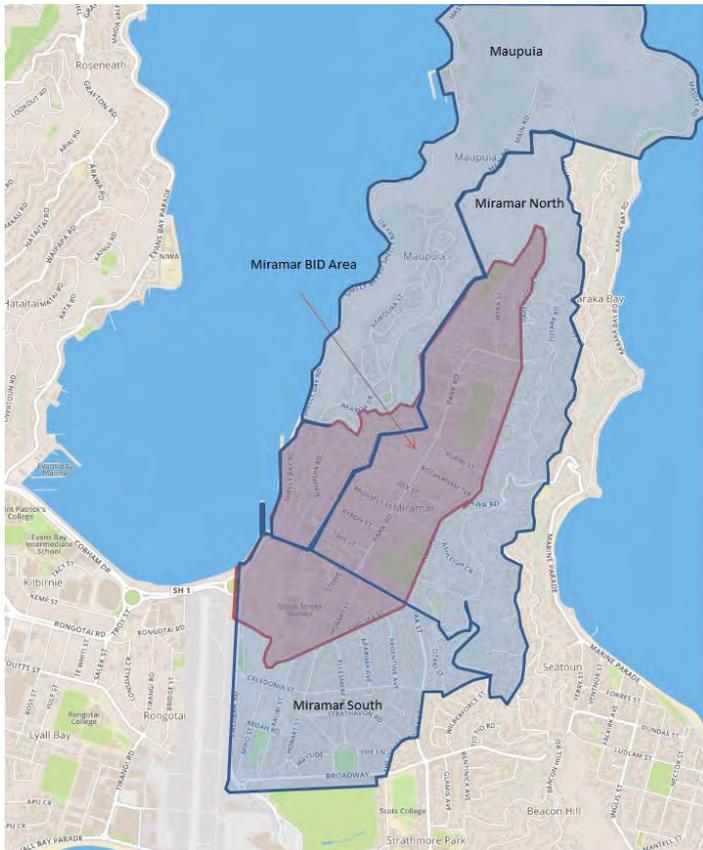
Age Band	Population from 2018 census			
	Miramar South, North, East, Central and Maupuia		Wellington City	
	Count	Percentage	Count	Percentage
under 20	2805	25%	47337	23%
20-24 years	675	6%	20745	10%
25-29 years	771	7%	19770	10%
30-34 years	867	8%	16455	8%
35-39 years	882	8%	14853	7%
40-44 years	870	8%	14016	7%
45-49 years	846	7%	14352	7%
50-54 years	816	7%	13401	7%
55-59 years	723	6%	11658	6%
60-64 years	582	5%	8940	4%
65-69 years	531	5%	7284	4%
70-74 years	384	3%	5412	3%
75+	690	6%	8517	4%
Total	11442		202740	

- Cardholder origin statistics are based on 2006 census area unit boundaries

- 2018 Statistics Units include: Miramar North, Central Miramar, Miramar South and Maupuia

- NOTE: the population will be different to that reported in 2018 which used 2006 CAUs

Spend category definitions

Accommodation
Accommodation

Automotive
Motor vehicle parts retailing
Tyre retailing
Fuel retailing
Automotive electrical services
Automotive body, paint and interior repair
Other automotive repair and maintenance

Discretionary
Sport and camping equipment retailing
Entertainment media retailing
Toy and game retailing
Newspaper and book retailing
Marine equipment retailing
Pharmaceutical, cosmetic and toiletry goods retailing
Stationery goods retailing
Antique and used goods retailing
Flower retailing
Other store based retailing n.e.c
Professional photographic services
Laundry and dry-cleaning services
Photographic film processing

Durables
Furniture retailing
Floor coverings retailing
Houseware retailing
Manchester and other textile goods retailing
Electrical, electronic and gas appliance retailing
Computer and computer peripheral retailing
Other electrical and electronic goods retailing
Hardware and building supplies retailing
Garden supplies retailing
Other goods and equipment rental and hiring n.e.c
Domestic appliance repair and maintenance
Clothing and footwear repair
Other repair and maintenance

Fashion
Clothing retailing
Footwear retailing
Watch and jewellery retailing
Other personal accessory retailing
Hairdressing and beauty services

Food and Liquor
Supermarket and grocery stores
Fresh meat, fish and poultry retailing
Fruit and vegetable retailing
Liquor retailing
Other specialised food retailing

Hospitality
Cafes and restaurants
Takeaway food services
Catering services
Pubs, taverns and bars
Clubs (hospitality)

Other
Department stores
Non-store retailing
Retail commission-based buying and / or selling
Travel agency and tour arrangement services
Electronic (except domestic appliance) and precision equipment repair
Other machinery and equipment repair and maintenance
Diet and weight reduction centre operation
Funeral, crematorium and cemetery services
Parking services
Brothel keeping and prostitution services
Other personal services n.e.c
Religious services
Business and professional association services
Labour association services
Other interest group services
Private households employing staff
Undifferentiated goods-producing activities of private households for own use
Undifferentiated service-producing activities of private households for own use

Categories are defined by Statistics New Zealand 2006 Australia New Zealand Industrial Classification standards (ANZSIC)

Data Sources

What is the source of the data used in the WCC Retail Sales Analysis and Reporting Tool?

The data is primarily sourced from electronic card transactions made via the Paymark network from merchant terminals located in the Miramar BID area. Information on the origin and type of customer spending is sourced from data held by BNZ Marketview.

The spending values include GST, but exclude cash out with purchases. Withdrawals from ATMs are not included. Other payment types including cash, hire purchase or automatic payments are also not included. Some sectors such as Transport, Gaming, Services (Health, professional plus others) are not included.

Details on both data sources are provided below.

Paymark
Paymark operates New Zealand's largest electronic transaction processing network. The company is owned by French payments system provider Ingenico Group which has extensive operations in the payments industry across 170 countries.

Around 70% of New Zealand's eftpos terminals are connected to the Paymark network. All electronic card transactions are captured from merchants on the Paymark network.

Marketview (A Verisk Business)
Marketview is a data technology company that provides consumer spending information on New Zealand based merchants. They obtain eftpos, debit and credit card transactions data from BNZ card holders using the Paymark network in the New Zealand retail market.

BNZ transactional data is derived from the credit and debit card spending by BNZ (Bank of New Zealand) customers. The BNZ has approximately a 20% share of credit and debit cards, with their cardholders accounting for about 15 – 17% of all electronic transactions conducted by New Zealanders.

While a sample of total New Zealand electronic spending, Marketview have shown that BNZ cardholders are representative of the total spending of New Zealanders.

The BNZ strips any personal identifiers from the data set before sending the data to Marketview. This includes all names, addresses, card and account numbers. Cardholders are given a geographic code and a unique id which enables Marketview to complete our analysis.

For retailers not on the Paymark network, there is no transactional data available from the Paymark database. To fill this gap Marketview weight the BNZ cardholder spending at non-Paymark merchants. The weightings are based on BNZ's share of the Paymark transactions. The underlying assumption is that BNZ cardholders make up a similar share of spending at Paymark and non-Paymark merchants.