



**Kilbirnie Business Improvement
District**
Merchant Retail Sales Report
for the 12 month period ending 30 June 2018

Prepared by: Wellington City Council

April 2019

Absolutely Positively
Wellington City Council

Me Heke Ki Pōneke

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Retail sales overview

- Electronic card retail sales at merchants in the Kilbirnie BID area totalled \$161.8m in the year up to June 2018, up by 0.4% or \$0.6m over the same period a year ago
- Retail sales in the Kilbirnie BID area represent around 5.2% of total retail sales in Wellington City. This is a slight decrease from 5.4% a year earlier
- Wellington City residents contributed 83.5% of all spending in the Kilbirnie BID area, while 6.8% of spending originated from visitors from the rest of the region, 8.4% from the rest of New Zealand and around 1.3% from international visitors
- The small increase in retail sales growth (0.4%) in the Kilbirnie BID area was driven primarily by an increase in spending in the Automotive category (10.4%) offset by a decrease in spending in the Food and Liquor category of -3.0%
- 63% of all retail sales spending in the year to June 2018 were on food and liquor
- Saturdays and Sundays generally achieved the highest sales during the week. Collectively, weekday sales contributed 64% of all sales in the Kilbirnie BID area while weekend sales contributed 36%
- All data in this report is sourced from the WCC Retail Sales and Analysis Tool. Retail sales data excludes cash transactions. Cash transactions are estimated to be between 5% and 20% of total electronic card retail sales.

Kilbirnie Bid Area Retail Sales Summary



Retail sales summary

Customer Origin	Share of 2018 Total	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Wellington City	83.5%	\$134,976,879	\$134,715,571	\$261,308	0.2%
Rest of Wellington Region	6.8%	\$11,079,683	\$10,936,165	\$143,518	1.3%
Rest of New Zealand	8.4%	\$13,623,611	\$13,526,030	\$97,581	0.7%
International	1.3%	\$2,104,627	\$1,990,952	\$113,675	5.7%
Total Kilbirnie BID area	100.0%	\$161,784,800	\$161,168,718	\$616,082	0.4%

Spend Category ⁽¹⁾	Share of 2018 Total	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Automotive	12.9%	\$20,830,657	\$18,868,259	\$1,962,398	10.4%
Discretionary	8.5%	\$13,812,507	\$12,958,399	\$854,108	6.6%
Fashion	2.8%	\$4,539,692	\$4,308,873	\$230,819	5.4%
Food and Liquor	63.4%	\$102,549,321	\$105,757,968	-\$3,208,647	-3.0%
Hospitality	4.4%	\$7,197,409	\$7,070,349	\$127,060	1.8%
Other	5.5%	\$8,828,645	\$8,641,442	\$187,203	2.2%
Unidentifiable ⁽²⁾	2.5%	\$4,026,569	\$3,563,428	\$463,141	13.0%
Total	100.0%	\$161,784,800	\$161,168,718	\$616,082	0.4%

Customer Origin	Annual Retail Sales		Change	% Change
	Year to Jun-18	Year to Jun-17		
Total Kilbirnie BID area	\$161,784,800	\$161,168,718	\$616,082	0.4%
Total Wellington City	\$3,085,999,771	\$2,977,828,883	\$108,170,888	3.6%
Kilbirnie BID area as a percentage of total Wellington City retail sales	5.2%	5.4%		

Note

(1) See Appendix for spend category definitions. Accommodation and Durable category merchants have been removed due to confidentiality reasons

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

Annual transaction value summary

Customer Origin	Average Transaction Value		Change	% Change
	Year to Jun-18	Year to Jun-17		
Wellington City	\$47.45	\$48.08	-\$0.63	-1.3%
Rest of Wellington Region	\$40.52	\$41.40	-\$0.89	-2.1%
Rest of New Zealand	\$42.52	\$41.80	\$0.72	1.7%
International	\$65.94	\$65.95	\$0.00	0.0%
Total	\$46.61	\$47.13	-\$0.51	-1.1%

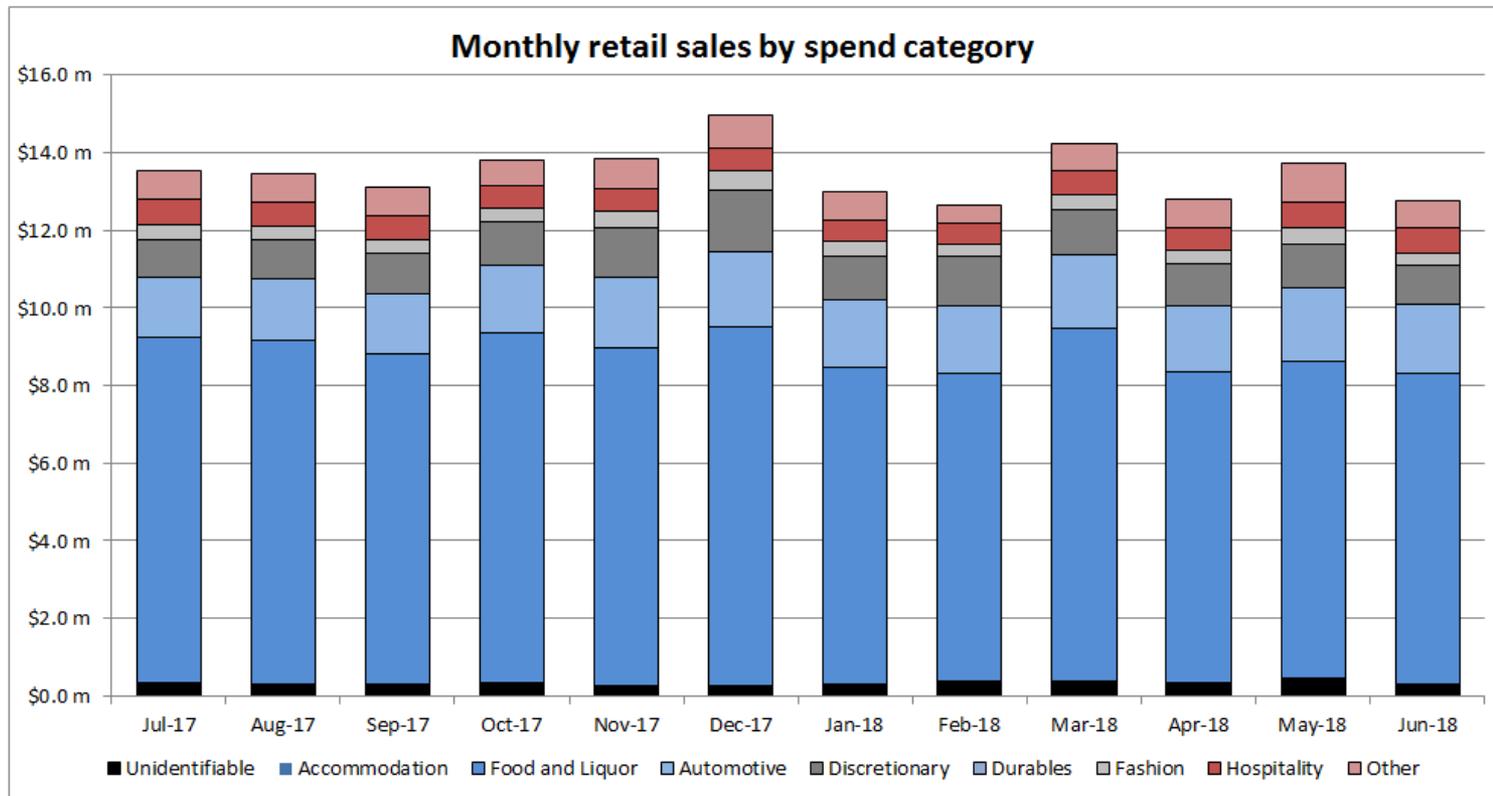
Spend Category ⁽¹⁾	Average Transaction Value		Change	% Change
	Year to Jun-18	Year to Jun-17		
Automotive	\$52.01	\$51.46	\$0.55	1.1%
Discretionary	\$49.30	\$44.49	\$4.82	10.8%
Fashion	\$57.86	\$57.17	\$0.69	1.2%
Food and Liquor	\$49.17	\$51.33	-\$2.16	-4.2%
Hospitality	\$15.26	\$14.71	\$0.55	3.7%
Unidentifiable ⁽²⁾	\$187.57	\$230.02	-\$42.45	-18.5%
Total	\$46.61	\$47.13	-\$0.51	-1.1%

Note

(1) See Appendix for spend category definitions. Accommodation and Durable category merchants have been removed due to confidentiality reasons

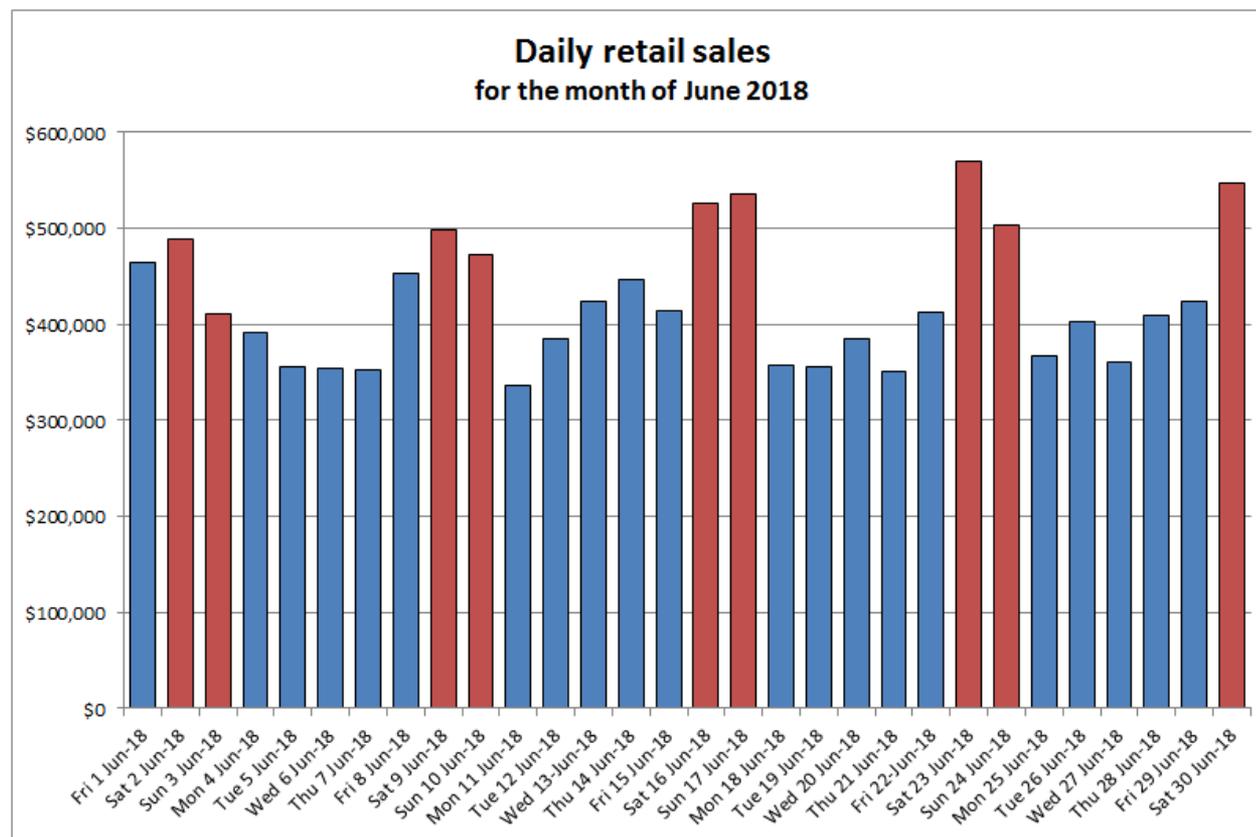
(2) Retail sales transactions not meeting privacy requirements have been classified as 'Unidentifiable'.

Monthly retail sales by spend category



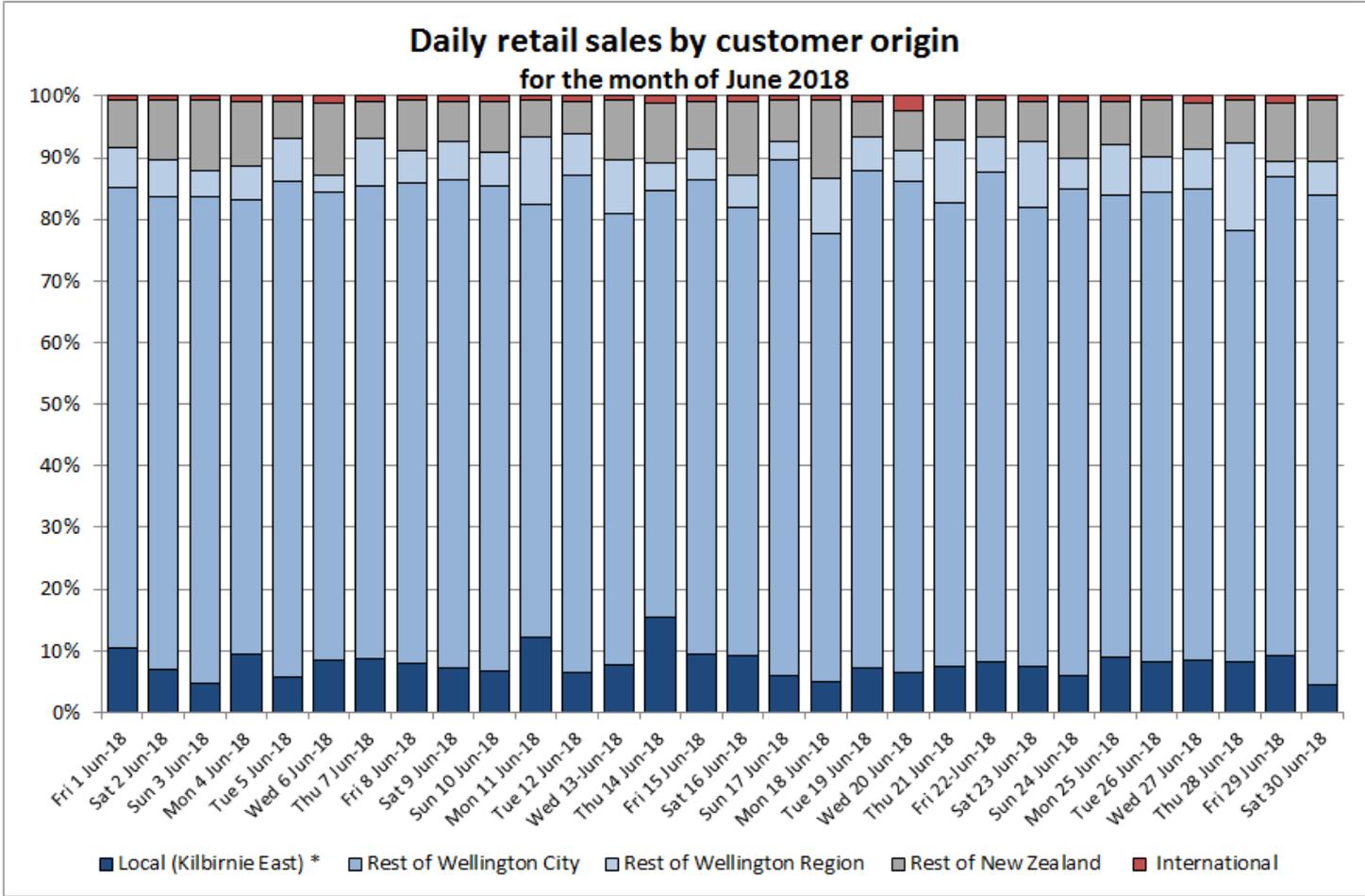
- 63.4% of all retail sales spending in the year to June 2018 was on food and liquor (\$102.5m) while spending on automotive repairs and retailing accounted for 12.9% of all retail spending over the same period.
- Spending on food and liquor recorded the largest decrease in the Kilbirnie BID area, down 3% or \$3.2m in the year to June 2018. The largest component of this spending category will be supermarket store sales i.e. Countdown and Pak'nSave. 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 4.4% of total spend while fashion which includes hairdressing and beauty services accounted for just over 2.8% of all spending in the year to June 2018.

Daily retail sales



- Electronic card retail sales during the month of June 2018 fluctuated significantly on a day to day basis in the Kilbirnie BID area. Saturdays and Sundays generally achieved the highest sales during the week. Collectively, weekday sales contributed 64% of all sales in the Kilbirnie BID area while weekend sales contributed 36%.
- Saturday sales contributed to 21% of the total week sales while the lowest level of sales during the week occurred on Mondays, at an average of 12% of total weekly spending.
- Customer cardholder origin data are coded to Stats NZ 2006 census area unit boundaries.

Daily retail sales by customer origin



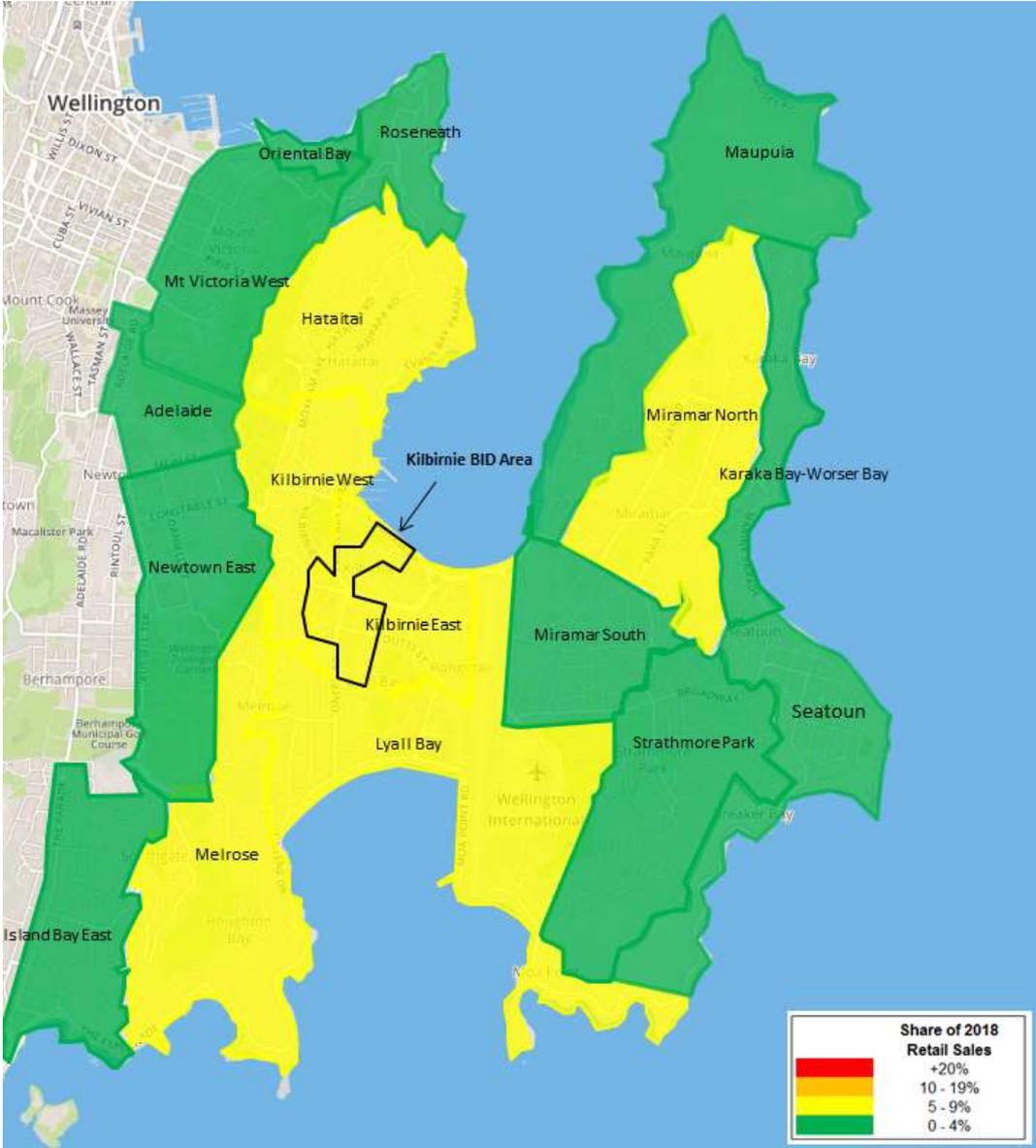
* Customer cardholder origin statistics are based on 2006 Stats NZ census area unit boundaries

Annual retail sales by customer origin

Customer Origin	Share of 2018	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Local residents					
Kilbirnie East	7.7%	\$12,521,720	\$11,952,812	\$568,908	4.8%
Total	7.7%	\$12,521,720	\$11,952,812	\$568,908	4.8%
Non-local residents					
Rest of Wellington City					
Lyll Bay	7.0%	\$11,311,344	\$12,193,598	-\$882,254	-7.2%
Hataitai	6.1%	\$9,838,200	\$9,431,919	\$406,281	4.3%
Melrose	5.6%	\$8,992,915	\$8,358,453	\$634,462	7.6%
Kilbirnie West	5.4%	\$8,804,075	\$8,863,309	-\$59,234	-0.7%
Miramar North	5.1%	\$8,176,606	\$7,545,981	\$630,625	8.4%
Strathmore Park	4.5%	\$7,271,924	\$7,499,009	-\$227,085	-3.0%
Miramar South	3.9%	\$6,328,936	\$6,442,708	-\$113,772	-1.8%
Newtown East	2.9%	\$4,758,310	\$4,809,282	-\$50,972	-1.1%
Island Bay East	2.8%	\$4,465,622	\$4,749,840	-\$284,218	-6.0%
Island Bay West	2.4%	\$3,842,337	\$4,077,917	-\$235,580	-5.8%
Brooklyn	2.1%	\$3,350,877	\$3,667,140	-\$316,263	-8.6%
Happy Valley-Owhiro Bay	2.1%	\$3,344,131	\$3,143,527	\$200,604	6.4%
Maupuia	2.0%	\$3,314,480	\$3,436,294	-\$121,814	-3.5%
Seatoun	1.8%	\$2,926,241	\$3,302,929	-\$376,688	-11.4%
Newtown West	1.7%	\$2,723,707	\$2,788,458	-\$64,751	-2.3%
Kingston	1.6%	\$2,658,839	\$2,424,771	\$234,068	9.7%
Mt Victoria West	1.6%	\$2,652,874	\$2,619,852	\$33,022	1.3%
Rest of Wellington City	17.1%	\$27,693,741	\$27,407,772	\$285,969	1.0%
Total Rest of Wellington	75.7%	\$122,455,159	\$122,762,759	-\$307,600	-0.3%
Rest of Wellington Region	6.8%	\$11,079,683	\$10,936,165	\$143,518	1.3%
Rest of New Zealand	8.4%	\$13,623,611	\$13,526,030	\$97,581	0.7%
International	1.3%	\$2,104,627	\$1,990,952	\$113,675	5.7%
Total	100.0%	\$161,784,800	\$161,168,718	\$616,082	0.4%

- Local residents contributed 7.7% of all spending in the year to June 2018 while 75.7% of spending originated from visitors from the rest of Wellington City.
- Residents from the surrounding areas of Lyall Bay, Hataitai and Melrose collectively contributed 18.7% of all spending.

Map of share of annual retail sales by customer origin



Kilbirnie BID area Customer Demographic Profile



Customer age band profile

Age Band (yrs)	Share of 2018 Total	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
< 18	0.4%	\$719,376	\$909,629	-\$190,253	-20.9%
18 - 24	7.4%	\$11,970,442	\$11,695,940	\$274,502	2.3%
25 - 29	7.1%	\$11,502,131	\$12,326,270	-\$824,139	-6.7%
30 - 34	7.9%	\$12,845,487	\$14,258,704	-\$1,413,217	-9.9%
35 - 39	10.3%	\$16,684,238	\$16,867,170	-\$182,932	-1.1%
40 - 44	11.8%	\$19,032,095	\$18,651,175	\$380,920	2.0%
45 - 49	11.4%	\$18,373,071	\$17,759,935	\$613,136	3.5%
50 - 54	11.8%	\$19,075,958	\$20,074,529	-\$998,571	-5.0%
55 - 59	8.1%	\$13,139,404	\$12,672,474	\$466,930	3.7%
60 - 64	7.4%	\$11,980,034	\$11,784,547	\$195,487	1.7%
65 - 74	9.3%	\$15,098,765	\$14,266,737	\$832,028	5.8%
75+	5.7%	\$9,259,172	\$7,910,656	\$1,348,516	17.0%
Unknown	1.3%	\$2,104,627	\$1,990,952	\$113,675	5.7%
Total	100.0%	\$161,784,800	\$161,168,718	\$616,082	0.4%

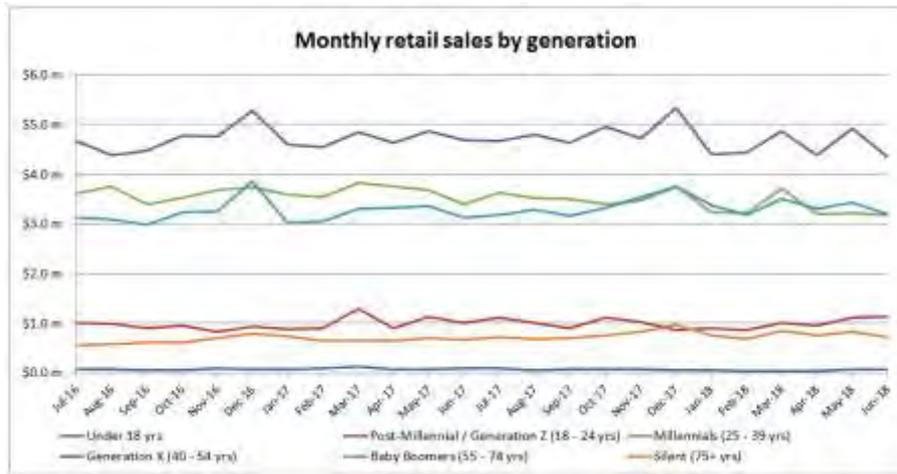
Age Band (yrs)	Annual Retail Sales Percentage Share ⁽¹⁾		% Change
	Miramar BID	Wellington City	
< 18	0.4%	0.7%	-0.3%
18 - 24	7.4%	10.5%	-3.1%
25 - 29	7.1%	8.9%	-1.8%
30 - 34	7.9%	8.8%	-0.8%
35 - 39	10.3%	9.0%	-1.4%
40 - 44	11.8%	10.5%	1.3%
45 - 49	11.4%	10.7%	0.7%
50 - 54	11.8%	10.9%	0.9%
55 - 59	8.1%	8.2%	-0.1%
60 - 64	7.4%	6.4%	1.0%
65 - 74	9.3%	7.8%	1.5%
75+	5.7%	3.5%	2.3%
Unknown	1.3%	4.2%	-2.9%
Total	100%	100%	0.0%

(1) Percentage share based on annual retail sales for the year to June 2018.

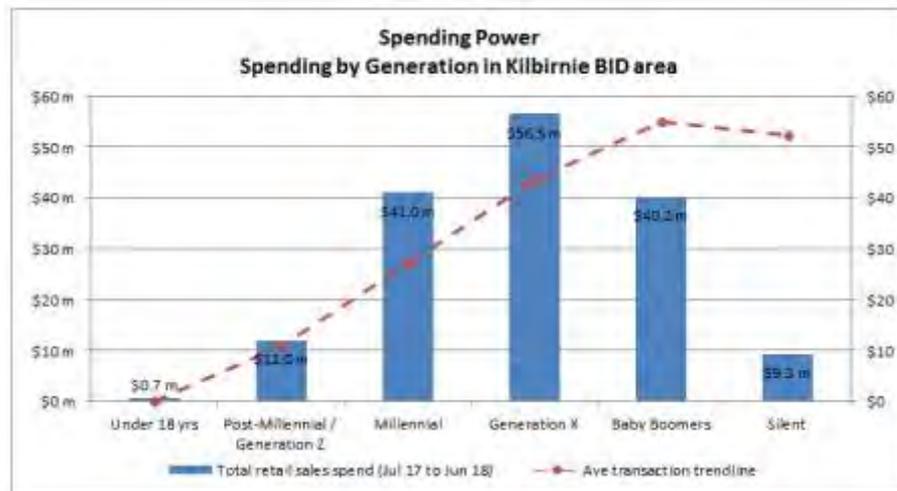
Generational Name	Age Band (yrs)	Share of 2018 Total	Annual Retail Sales		Change	% Change
			Year to Jun-18	Year to Jun-17		
Under 18	< 18	0.4%	\$719,376	\$909,629	-\$190,253	-20.9%
Post-Millennial / Generation Z	18 - 24	7.4%	\$11,970,442	\$11,695,940	\$274,502	2.3%
Millennials	25 - 39	25.4%	\$41,031,856	\$43,452,144	-\$2,420,288	-5.6%
Generation X	40 - 54	34.9%	\$56,481,124	\$56,485,639	-\$4,515	0.0%
Baby Boomers	55 - 74	24.9%	\$40,218,203	\$38,723,758	\$1,494,445	3.9%
Silent	75+	5.7%	\$9,259,172	\$7,910,656	\$1,348,516	17.0%
Unknown		1.3%	\$2,104,627	\$1,990,952	\$113,675	5.7%
Total		100.0%	\$161,784,800	\$161,168,718	\$616,082	0.4%

- The highest growth in spending was the over 75+ year age group which grew by 17.0% or \$1.35m in the year to June 2018 while Baby Boomers had the highest increase in dollar spend (\$1.49m) during the same period.
- Spending by Millennials decreased by 5.6% or \$2.4m in the year to June 2018 when compared to the previous year.

Customer age profile by generation



- Overall, spending was the highest for Generation X, accounting for 35% or \$56.5m of all spending in the year to June 2018.
- Gen X and Baby Boomer spending tended to peak in December 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 spending were the highest for Baby Boomers and the Silent Generation, Millennials and Generation X are set to show the most growth in spending as the older generations leave the workforce and Millennials and Generation X advance in their careers.

Customer gender profile

Gender	Share of 2018 Total	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Female	48.1%	\$77,812,817	\$79,049,846	-\$1,237,029	-1.6%
Male	50.6%	\$81,867,356	\$80,127,920	\$1,739,436	2.2%
Unknown	1.3%	\$2,104,627	\$1,990,952	\$113,675	5.7%
Total	100.0%	\$161,784,800	\$161,168,718	\$616,082	0.4%

- Spending by males increased by 2.2% or \$1.7m in the year to June 2018 when compared to the previous year.

Female Retail Sales Spending

Spend Category	Annual Retail Sales		Change	% Change
	Year to Jun-18	Year to Jun-17		
Automotive	\$7,840,745	\$7,113,823	\$726,922	10.2%
Discretionary	\$6,650,865	\$6,429,108	\$221,757	3.4%
Fashion	\$3,538,069	\$3,351,600	\$186,469	5.6%
Food and Liquor	\$50,016,302	\$52,349,607	-\$2,333,305	-4.5%
Hospitality	\$2,967,590	\$2,899,900	\$67,690	2.3%
Other	\$5,095,187	\$5,295,007	-\$199,820	-3.8%
Unidentified	\$1,704,059	\$1,610,801	\$93,258	5.8%
Total	\$77,812,817	\$79,049,846	-\$1,237,029	-1.6%

- Spending by females on Food and Liquor decreased by 4.5% or \$2.33m in the year to June 2018 when compared to the previous year.

What do Kilbirnie residents spend their money on in the Kilbirnie BID area?

Age Band (yrs)	Annual Retail Sales (Year to June 2018) - Kilbirnie residents only						% Total spending by age band
	Automotive	Discretionary	Fashion	Food and Liquor	Hospitality	Other	
< 18	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.2%
18 - 24	1.2%	0.2%	0.0%	2.0%	0.9%	0.1%	4.4%
25 - 29	1.2%	0.3%	0.3%	4.0%	0.5%	0.1%	6.5%
30 - 34	2.0%	0.9%	0.2%	8.8%	0.4%	0.3%	12.6%
35 - 39	1.6%	0.5%	0.3%	6.6%	0.4%	0.5%	9.9%
40 - 44	1.1%	0.8%	0.1%	6.6%	0.5%	0.3%	9.5%
45 - 49	1.3%	1.1%	0.3%	7.8%	0.4%	0.4%	11.3%
50 - 54	1.9%	0.9%	0.1%	8.3%	0.3%	0.9%	12.4%
55 - 59	1.0%	0.4%	0.1%	4.0%	0.4%	0.3%	6.2%
60 - 64	0.5%	0.6%	0.4%	4.6%	0.2%	0.4%	6.7%
65 - 74	1.0%	1.1%	0.5%	7.7%	0.3%	0.8%	11.4%
75+	0.7%	0.6%	0.4%	6.7%	0.2%	0.3%	8.9%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Total spending by category	13.2%	7.5%	2.8%	67.3%	4.4%	4.7%	100.0%

1. Cardholder age profiles are based on cardholder addresses located in the Kilbirnie East and Kilbirnie West 2006 census area units.

What do the rest of Wellington City residents spend their money on in the Kilbirnie BID area?

Age Band (yrs)	Annual Retail Sales (Year to June 2018) - Rest of Wellington City residents						% Total spending by age band
	Automotive	Discretionary	Fashion	Food and Liquor	Hospitality	Other	
< 18	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.4%
18 - 24	1.2%	0.4%	0.1%	2.8%	0.7%	0.2%	5.3%
25 - 29	1.1%	0.6%	0.1%	3.8%	0.5%	0.3%	6.4%
30 - 34	1.0%	0.5%	0.2%	4.6%	0.4%	0.6%	7.3%
35 - 39	1.5%	0.7%	0.2%	7.4%	0.5%	0.6%	10.9%
40 - 44	1.3%	1.2%	0.3%	9.1%	0.5%	0.6%	12.9%
45 - 49	1.5%	1.2%	0.4%	8.2%	0.4%	0.6%	12.4%
50 - 54	1.3%	1.0%	0.3%	8.9%	0.3%	0.5%	12.3%
55 - 59	0.8%	0.7%	0.3%	8.3%	0.2%	0.6%	8.9%
60 - 64	0.7%	0.7%	0.2%	5.6%	0.1%	0.6%	8.1%
65 - 74	0.8%	0.9%	0.4%	6.1%	0.2%	0.8%	9.2%
75+	0.5%	0.4%	0.4%	3.9%	0.1%	0.4%	5.8%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Total spending by category	11.8%	8.5%	2.9%	67.0%	3.9%	5.9%	100.0%

1. Cardholder age profiles are based on cardholder addresses located outside of Kilbirnie East and Kilbirnie West census area units but from within Wellington City.

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

Age Band (yrs)	Annual Retail Sales (Year to June 2018) - Rest of Wellington Region residents						% Total spending by age band
	Automotive	Discretionary	Fashion	Food and Liquor	Hospitality	Other	
< 18	0.3%	0.2%	0.0%	0.6%	0.3%	0.0%	1.4%
18 - 24	3.6%	1.2%	0.4%	8.6%	2.2%	0.1%	16.0%
25 - 29	2.1%	0.4%	0.1%	5.6%	0.9%	0.8%	10.1%
30 - 34	1.5%	0.5%	0.1%	2.4%	0.8%	0.3%	5.7%
35 - 39	6.9%	0.7%	0.3%	4.9%	0.8%	0.3%	13.9%
40 - 44	2.4%	1.2%	0.6%	7.5%	0.8%	0.3%	12.8%
45 - 49	1.5%	0.9%	0.5%	3.7%	0.8%	1.5%	8.9%
50 - 54	1.5%	1.1%	0.4%	6.2%	0.6%	0.2%	9.9%
55 - 59	1.2%	0.5%	0.2%	3.0%	0.5%	0.2%	5.7%
60 - 64	0.8%	0.5%	0.2%	2.0%	0.3%	0.3%	4.0%
65 - 74	1.0%	0.8%	0.7%	4.1%	0.5%	1.3%	8.4%
75+	0.3%	0.2%	0.3%	1.9%	0.1%	0.2%	3.1%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
% Total spending by category	23.1%	8.3%	3.9%	50.6%	8.6%	5.6%	100.0%

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

Appendices

Kilbirnie BID boundary area

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



Kilbirnie BID area 2013 meshblocks



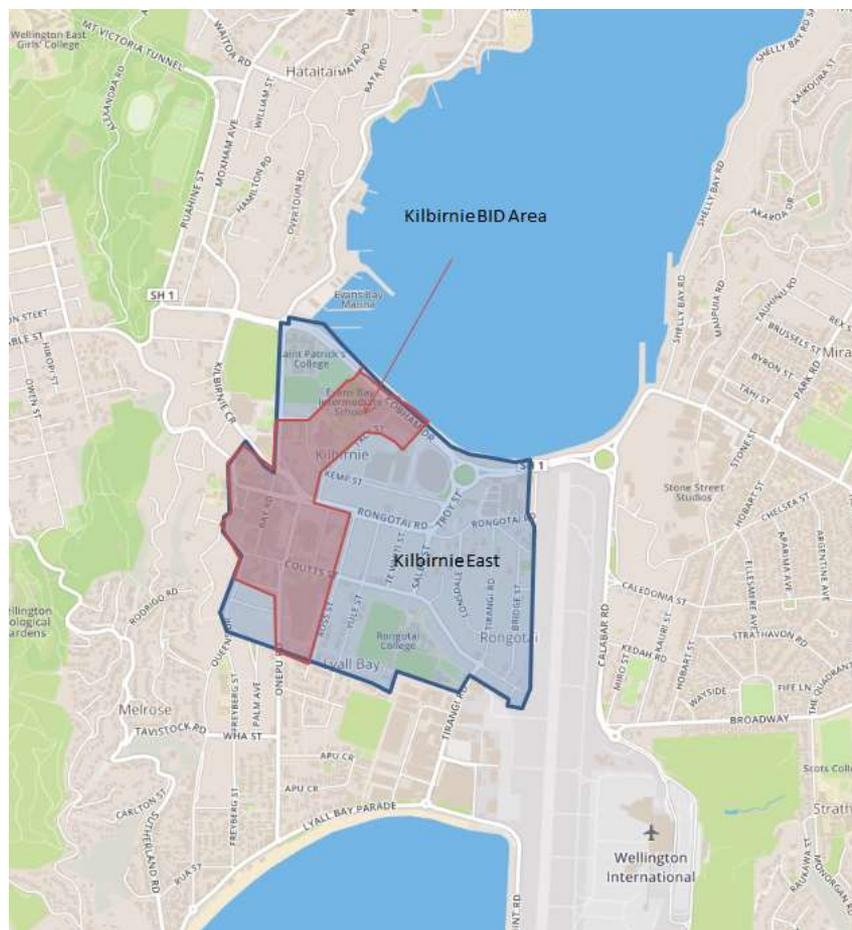
Kilbirnie BID area merchant count

Spend Category ⁽¹⁾	Merchant Count		Change	% Change
	Jun-18	Jun-17		
Accommodation	1	1	0	0.0%
Automotive	7	7	0	0.0%
Discretionary	17	21	-4	-19.0%
Durables	4	2	2	100.0%
Fashion	12	11	1	9.1%
Food and Liquor	11	10	1	10.0%
Hospitality	18	21	-3	-14.3%
Other	5	8	-3	-37.5%
Total	75	81	-6	-7.4%

(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.

Map of Kilbirnie BID area, local census area unit and population count table



Age Band (yrs)	Population 30 June 2018			
	Kilbirnie East CAU		Wellington City	
	Count	Percentage	Count	Percentage
< 19	800	24.2%	48,540	22.4%
20 - 24	200	6.1%	22,010	10.2%
25 - 29	300	9.1%	23,920	11.1%
30 - 34	270	8.2%	18,440	8.5%
35 - 39	260	7.9%	15,930	7.4%
40 - 44	210	6.4%	14,440	6.7%
45 - 49	220	6.7%	14,780	6.8%
50 - 54	200	6.1%	13,740	6.4%
55 - 59	180	5.5%	12,390	5.7%
60 - 64	140	4.2%	9,630	4.5%
65 - 74	200	6.1%	13,620	6.3%
75+	320	9.7%	8,890	4.1%
Total population	3,300	100.0%	216,330	100.0%

Source: Stats NZ population estimates

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

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

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 Kilbirnie 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.

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.