



**Karori 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

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- Electronic card retail sales at merchants in the Karori BID area totalled \$76.9m in the year up to June 2018, up by 5.5% or \$4.0m over the same period a year ago
- Retail sales in the Karori BID area represent around 2.5% of total retail sales in Wellington City. This is a slight increase from 2.4% a year earlier
- Wellington City residents contributed 87% of all spending in the Karori BID area, while 4% of spending originated from visitors from the rest of the region, 8% from the rest of New Zealand and around 1% from international visitors
- The 5.5% annual retail sales growth in the Karori BID area was driven primarily by an increase in spending in the Hospitality category (19%) followed by an increase in spending in the Automotive category (14%).
- 58% of all retail sales spending in the year to June 2018 was on food and liquor
- Saturdays and Sundays generally achieved the highest sales during the week. Collectively, weekday sales contributed 66% of all sales in the Karori BID area while weekend sales contributed 34%
- 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.

# Karori BID Area Retail Sales Summary



# Retail sales summary

Customer Origin	Share of 2018	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Wellington City	87%	\$66,618,785	\$63,840,907	\$2,777,878	4.4%
Rest of Wellington Region	4%	\$3,215,387	\$3,436,670	-\$221,283	-6.4%
Rest of New Zealand	8%	\$6,262,989	\$5,015,201	\$1,247,788	24.9%
International	1%	\$795,889	\$579,364	\$216,525	37.4%
<b>Total Karori BID area</b>	<b>100%</b>	<b>\$76,893,050</b>	<b>\$72,872,142</b>	<b>\$4,020,908</b>	<b>5.5%</b>

Spend Category <sup>(1)</sup>	Share of 2018	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Automotive	21%	\$16,220,778	\$14,206,547	\$2,014,231	14.2%
Discretionary	6%	\$4,525,913	\$4,176,294	\$349,619	8.4%
Fashion	3%	\$2,525,286	\$2,432,520	\$92,766	3.8%
Food and Liquor	58%	\$44,399,351	\$43,600,820	\$798,531	1.8%
Hospitality	10%	\$7,456,390	\$6,286,772	\$1,169,618	18.6%
Unidentifiable <sup>(2)</sup>	2%	\$1,765,332	\$2,169,189	-\$403,857	-18.6%
<b>Total</b>	<b>100%</b>	<b>\$76,893,050</b>	<b>\$72,872,142</b>	<b>\$4,020,908</b>	<b>5.5%</b>

Customer Origin	Annual Retail Sales		Change	% Change
	Year to Jun-18	Year to Jun-17		
Total Karori BID area	\$76,893,050	\$72,872,142	\$4,020,908	5.5%
Total Wellington City	\$3,085,999,771	\$2,977,828,883	\$108,170,888	3.6%
<b>Karori BID area as a percentage of total Wellington City retail sales</b>	<b>2.5%</b>	<b>2.4%</b>		

## Note

(1) See Appendix for spend category definitions. Accommodation, durable and 'other' 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	\$37.50	\$37.82	-\$0.32	-0.9%
Rest of Wellington Region	\$24.68	\$25.05	-\$0.37	-1.5%
Rest of New Zealand	\$32.15	\$28.39	\$3.75	13.2%
International	\$54.95	\$52.60	\$2.35	4.5%
<b>Total</b>	<b>\$36.34</b>	<b>\$36.21</b>	<b>\$0.13</b>	<b>0.4%</b>

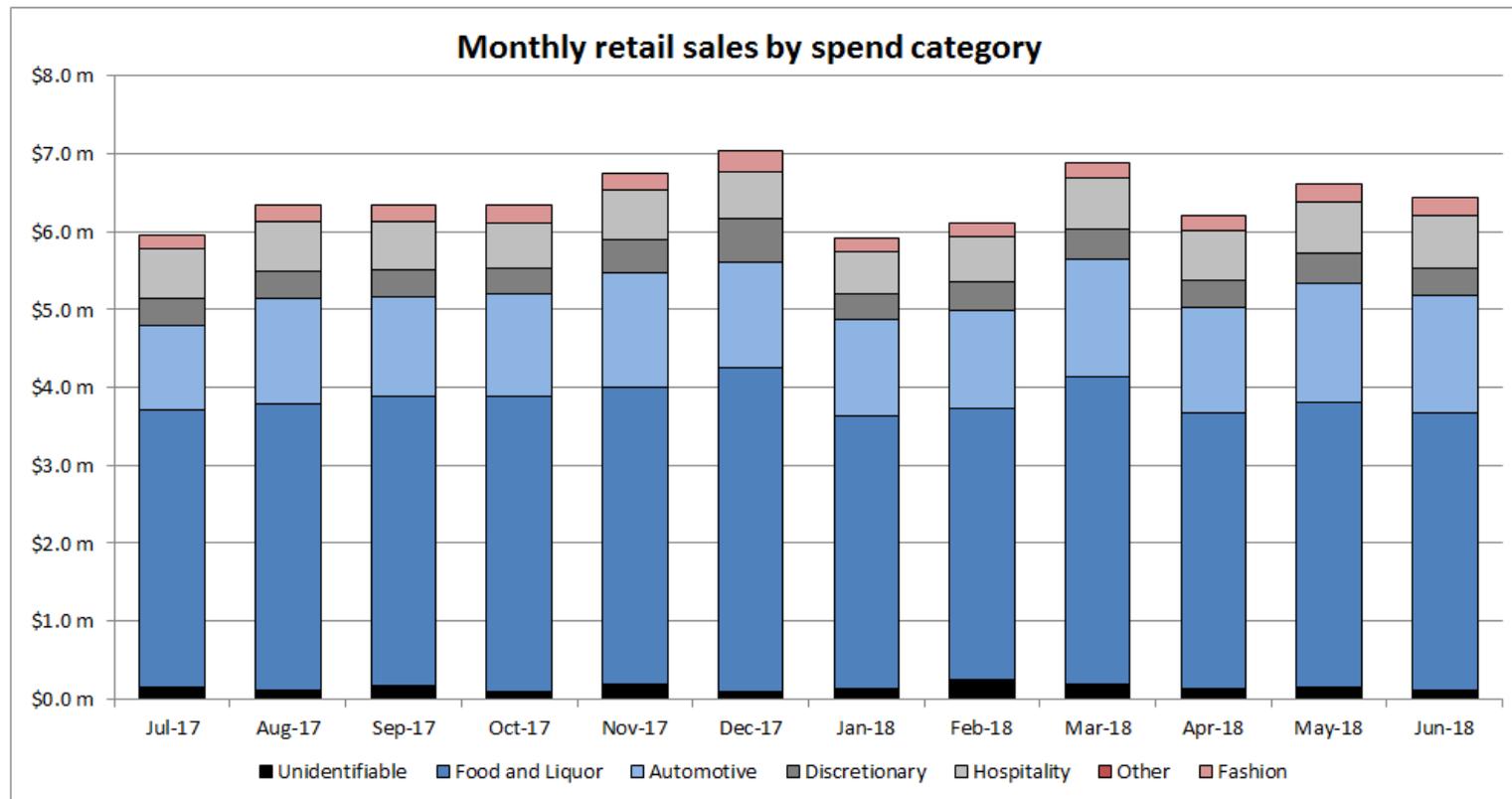
Spend Category <sup>(1)</sup>	Average Transaction Value		Change	% Change
	Year to Jun-18	Year to Jun-17		
Automotive	\$56.73	\$53.50	\$3.23	6.0%
Discretionary	\$32.48	\$30.39	\$2.09	6.9%
Fashion	\$88.39	\$90.30	-\$1.92	-2.1%
Food and Liquor	\$33.85	\$34.43	-\$0.58	-1.7%
Hospitality	\$21.43	\$20.28	\$1.15	5.7%
Unidentifiable <sup>(2)</sup>	\$658.21	\$346.24	\$311.98	90.1%
<b>Total</b>	<b>\$36.34</b>	<b>\$36.21</b>	<b>\$0.13</b>	<b>0.4%</b>

## Note

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

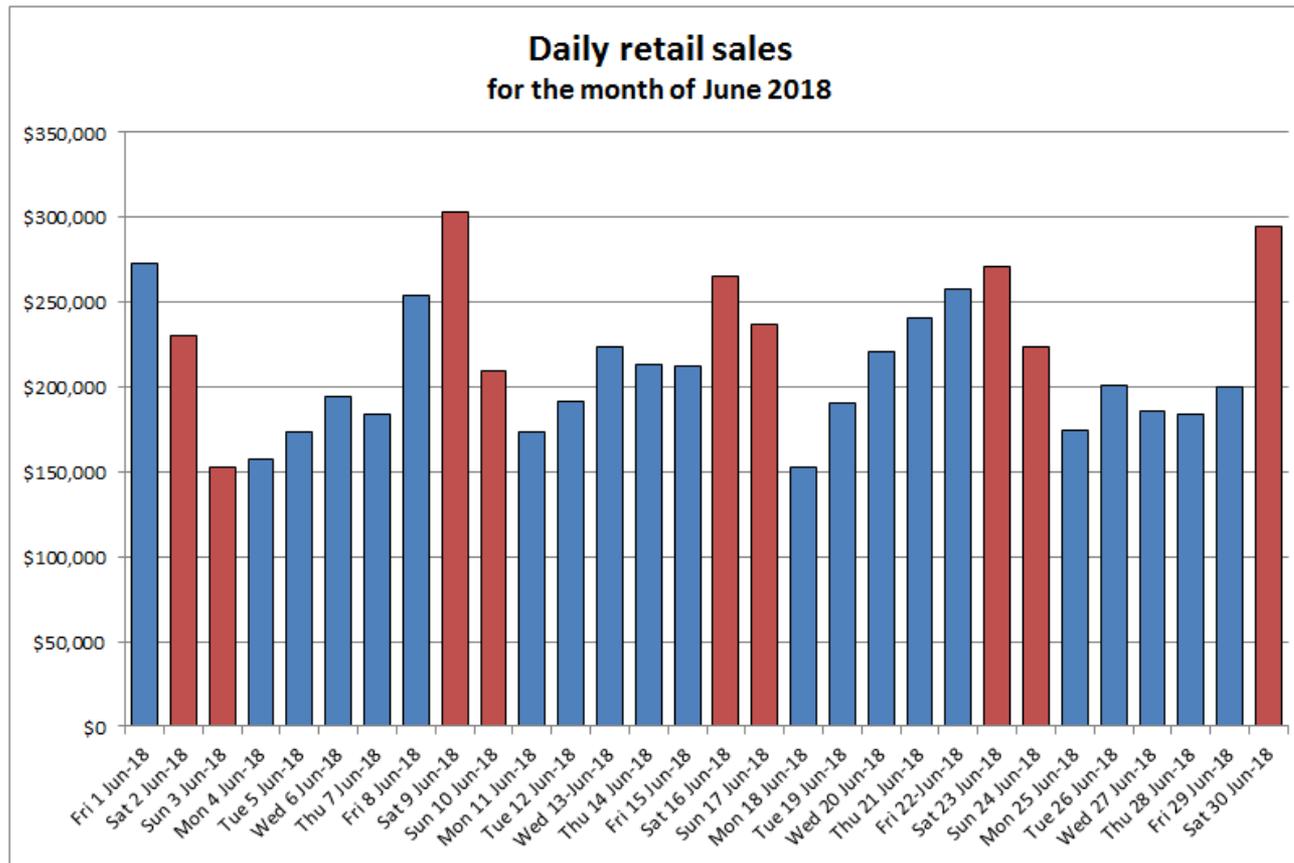
(2) Retail sales transactions not meeting privacy requirements have been classified as 'Unidentifiable'.

## Monthly retail sales by spend category



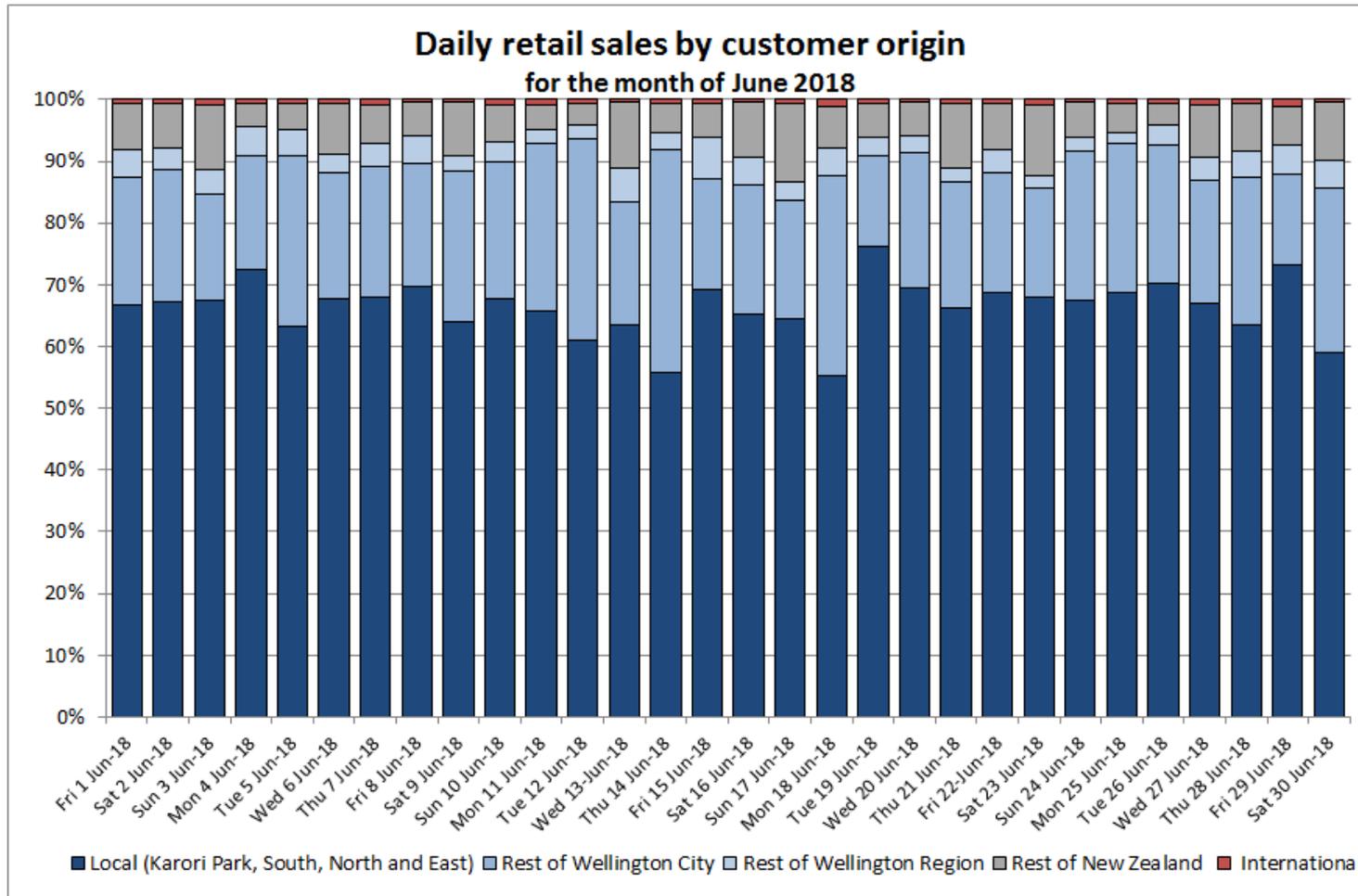
- 58% of all retail sales spending in the year to June 2018 was on food and liquor (\$44m) while spending on automotive repairs and retailing accounted for 21% (\$16m) of all retail spending over the same period.
- Spending on hospitality recorded the largest percentage increase in the Karori BID area, up 19% or \$1.2m in the year to June 2018. The hospitality spend category includes cafes, restaurants, bars, taverns and takeaways.

# Daily retail sales



- Electronic card retail sales during the month of June 2018 fluctuated significantly on a day to day basis in the Karori BID area. Saturdays achieved the highest sales during the week. Collectively, weekday sales contributed 66% of all sales in the Karori BID area while weekend sales contributed 34%.
- 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 10% of total weekly spending.

# Daily retail sales by customer origin



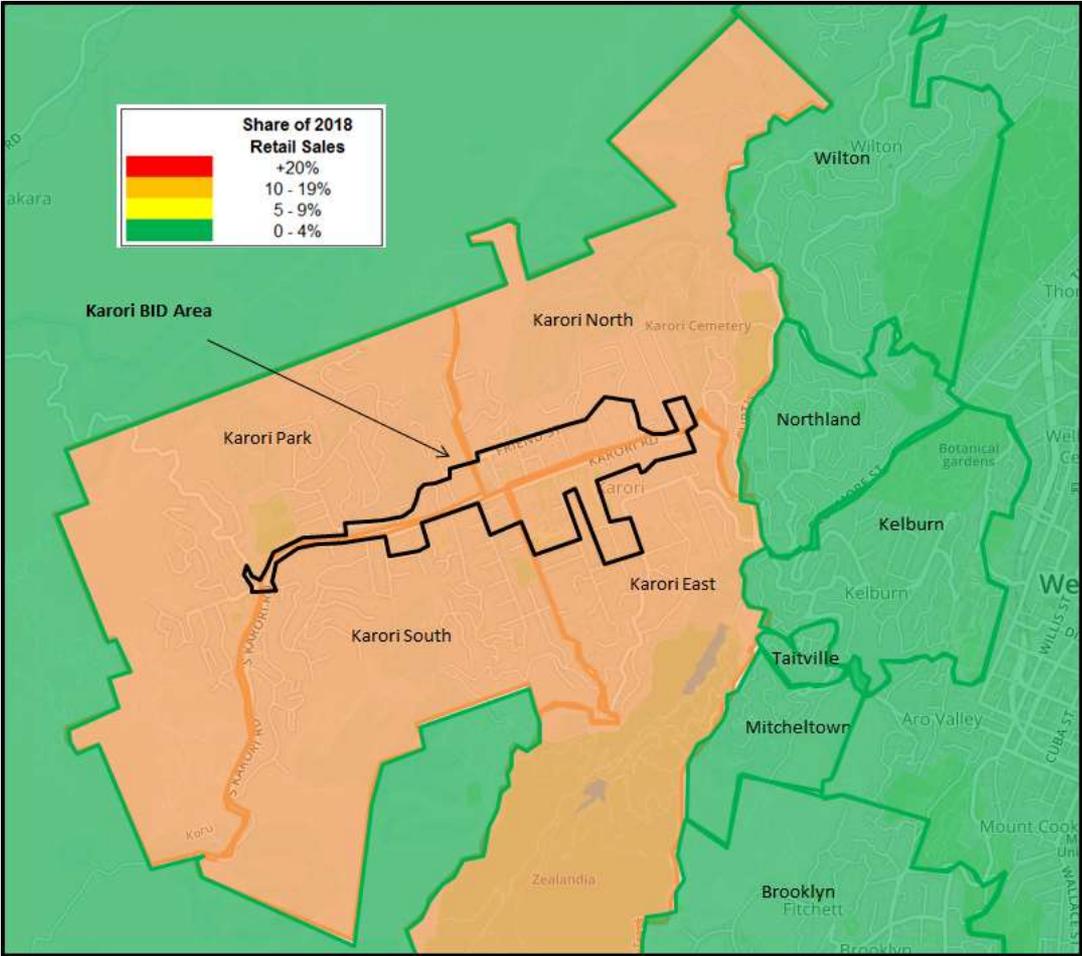
\* Customer cardholder origin statistics are based on 2006 Stats NZ census area unit boundaries

## Annual retail sales by customer origin

Customer Origin	Share of 2018	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
<b>Local residents</b>					
Karori South	19.9%	\$15,308,371	\$14,708,625	\$599,746	4.1%
Karori Park	19.1%	\$14,700,783	\$14,447,490	\$253,293	1.8%
Karori East	15.5%	\$11,930,549	\$11,421,401	\$509,148	4.5%
Karori North	11.1%	\$8,569,224	\$7,688,786	\$880,438	11.5%
<b>Total</b>	<b>65.7%</b>	<b>\$50,508,927</b>	<b>\$48,266,302</b>	<b>\$2,242,625</b>	<b>4.6%</b>
<b>Non-local residents</b>					
<b>Rest of Wellington City</b>					
Northland	2.8%	\$2,173,837	\$2,033,286	\$140,551	6.9%
Wilton-Otari	2.5%	\$1,939,500	\$1,732,119	\$207,381	12.0%
Kelburn	1.9%	\$1,436,188	\$1,357,212	\$78,976	5.8%
Makara-Ohariu	1.7%	\$1,319,664	\$922,547	\$397,117	43.0%
Wadestown	1.2%	\$917,663	\$749,053	\$168,610	22.5%
Thorndon-Tinakori Road	0.7%	\$544,434	\$599,654	-\$55,220	-9.2%
Lambton	0.6%	\$438,906	\$329,823	\$109,083	33.1%
Adelaide	0.5%	\$359,068	\$59,273	\$299,795	505.8%
Brooklyn	0.5%	\$352,494	\$178,524	\$173,970	97.4%
Awarua	0.4%	\$330,887	\$325,738	\$5,149	1.6%
Te Kainga	0.4%	\$326,558	\$321,390	\$5,168	1.6%
Ngaio	0.4%	\$311,454	\$400,913	-\$89,459	-22.3%
Aro Street-Nairn Street	0.4%	\$300,141	\$200,966	\$99,175	49.3%
Mt Victoria West	0.4%	\$294,867	\$502,396	-\$207,529	-41.3%
Island Bay East	0.4%	\$284,969	\$393,204	-\$108,235	-27.5%
Willis Street-Cambridge Terrace	0.4%	\$278,236	\$398,368	-\$120,132	-30.2%
Vogeltown	0.3%	\$255,611	\$163,906	\$91,705	55.9%
Rest of Wellington City	5.5%	\$4,245,381	\$4,906,233	-\$660,852	-13.5%
<b>Total Rest of Wellington</b>	<b>21.0%</b>	<b>\$16,109,858</b>	<b>\$15,574,605</b>	<b>\$535,253</b>	<b>3.4%</b>
<b>Rest of Wellington Region</b>	<b>4.2%</b>	<b>\$3,215,387</b>	<b>\$3,436,670</b>	<b>-\$221,283</b>	<b>-6.4%</b>
<b>Rest of New Zealand</b>	<b>8.1%</b>	<b>\$6,262,989</b>	<b>\$5,015,201</b>	<b>\$1,247,788</b>	<b>24.9%</b>
<b>International</b>	<b>1.0%</b>	<b>\$795,889</b>	<b>\$579,364</b>	<b>\$216,525</b>	<b>37.4%</b>
<b>Total</b>	<b>100.0%</b>	<b>\$76,893,050</b>	<b>\$72,872,142</b>	<b>\$4,020,908</b>	<b>5.5%</b>

- Local residents contributed 65.7% of all spending in the year to June 2018 while 21.0% of spending originated from visitors from the rest of Wellington City.
- Residents from the surrounding areas of Northland, Wilton-Otari and Kelburn collectively contributed 7.2% of all spending.

# Contribution to retail sales by customer origin



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

# Karori BID area Customer Demographics



# Customer age band profile

Age Band (yrs)	Share of 2018	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
< 18	0.6%	\$444,932	\$573,659	-\$128,727	-22.4%
18 - 24	6.1%	\$4,714,153	\$4,093,144	\$621,009	15.2%
25 - 29	5.4%	\$4,185,503	\$3,854,245	\$331,258	8.6%
30 - 34	7.4%	\$5,702,509	\$5,035,905	\$666,604	13.2%
35 - 39	9.8%	\$7,528,104	\$7,101,623	\$426,481	6.0%
40 - 44	13.3%	\$10,251,157	\$10,705,468	-\$454,311	-4.2%
45 - 49	11.9%	\$9,122,314	\$9,012,324	\$109,990	1.2%
50 - 54	12.0%	\$9,253,174	\$8,616,733	\$636,441	7.4%
55 - 59	8.4%	\$6,447,268	\$5,976,417	\$470,851	7.9%
60 - 64	7.5%	\$5,797,580	\$5,008,936	\$788,624	15.7%
65 - 74	9.6%	\$7,405,810	\$7,178,945	\$226,865	3.2%
75+	6.8%	\$5,244,681	\$5,135,370	\$109,311	2.1%
Unknown	1.0%	\$795,885	\$579,373	\$216,512	37.4%
<b>Total</b>	<b>100.0%</b>	<b>\$76,893,050</b>	<b>\$72,872,142</b>	<b>\$4,020,908</b>	<b>5.5%</b>

Age Band (yrs)	Annual Retail Sales Percentage Share <sup>(1)</sup>		% Change
	Karori BID	Wellington City	
< 18	0.6%	0.7%	-0.1%
18 - 24	6.1%	10.5%	-4.3%
25 - 29	5.4%	8.9%	-3.5%
30 - 34	7.4%	8.6%	-1.4%
35 - 39	9.8%	9.0%	0.8%
40 - 44	13.3%	10.5%	2.8%
45 - 49	11.9%	10.7%	1.2%
50 - 54	12.0%	10.9%	1.1%
55 - 59	8.4%	8.2%	0.2%
60 - 64	7.5%	6.4%	1.1%
65 - 74	9.6%	7.8%	1.8%
75+	6.8%	3.5%	3.3%
Unknown	1.0%	4.2%	-3.2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>0.0%</b>

Generational Name	Age Band (yrs)	Share of 2018	Annual Retail Sales		Change	% Change
			Year to Jun-18	Year to Jun-17		
Under 18	< 18	0.6%	\$444,932	\$573,659	-\$128,727	-22.4%
Post-Millennial / Generation Z	18 - 24	6.1%	\$4,714,153	\$4,093,144	\$621,009	15.2%
Millennials	25 - 39	22.6%	\$17,416,116	\$15,991,773	\$1,424,343	8.9%
Generation X	40 - 54	37.2%	\$28,626,645	\$28,334,525	\$292,120	1.0%
Baby Boomers	55 - 74	25.6%	\$19,650,638	\$18,164,298	\$1,486,340	8.2%
Silent	75+	6.8%	\$5,244,681	\$5,135,370	\$109,311	2.1%
Unknown		1.0%	\$795,885	\$579,373	\$216,512	37.4%
<b>Total</b>		<b>100.0%</b>	<b>\$76,893,050</b>	<b>\$72,872,142</b>	<b>\$4,020,908</b>	<b>5.5%</b>

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

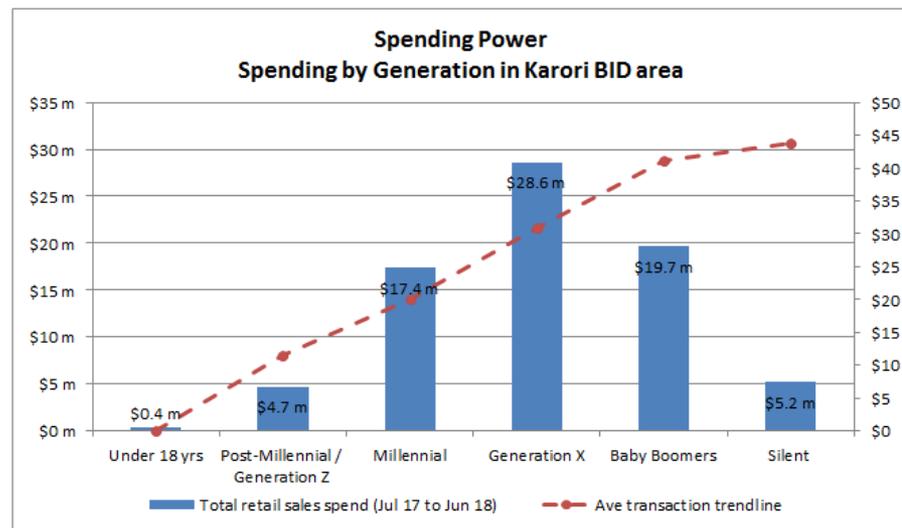
(2) Karori BID area retail sales figures by age band are based on 2013 meshblock boundaries.

- The highest growth in spending was the Post-Millennial / Generation Z group which grew by 15.2% in the year to June 2018 while Baby Boomers had the highest increase in dollar spend (\$1.5m) during the same period.
- Spending by Millennials increased by 8.9% or \$1.4m 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 38% or \$28.6m of all spending in the year to June 2018.
- Generation X and Baby Boomer spending tended to peak in December each year while spending by Post-Millennials / 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	Annual Retail Sales		Change	% Change
		Year to Jun-18	Year to Jun-17		
Female	47.2%	\$36,259,730	\$37,069,513	-\$809,783	-2.2%
Male	51.8%	\$39,837,430	\$35,223,267	\$4,614,163	13.1%
Unknown	1.0%	\$795,890	\$579,362	\$216,528	37.4%
<b>Total</b>	<b>100.0%</b>	<b>\$76,893,050</b>	<b>\$72,872,142</b>	<b>\$4,020,908</b>	<b>5.5%</b>

- Spending by males increased by 13.1% or \$4.6m in the year to June 2018 when compared to the previous year.

Spend Category	Annual Retail Sales		Change	% Change
	Year to Jun-18	Year to Jun-17		
Automotive	\$9,933,552	\$8,278,279	\$1,655,273	20.0%
Discretionary	\$2,080,772	\$1,648,086	\$432,686	26.3%
Fashion	\$719,036	\$680,280	\$38,756	5.7%
Food and Liquor	\$21,701,855	\$19,816,026	\$1,885,829	9.5%
Hospitality	\$4,450,132	\$3,705,630	\$744,502	20.1%
Unidentified	\$952,083	\$1,094,966	-\$142,883	-13.0%
<b>Total</b>	<b>\$39,837,430</b>	<b>\$35,223,267</b>	<b>\$4,614,163</b>	<b>13.1%</b>

- Spending by males on Food and Liquor increased by 9.5% or \$1.9m in the year to June 2018 when compared to the previous year.

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

Age Band (yrs)	Annual Retail Sales (Year to June 2018) - Karori residents only					% Total spending by age band
	Automotive	Discretionary	Fashion	Food and Liquor	Hospitality	
< 18	0.1%	0.0%	0.0%	0.3%	0.1%	0.5%
18 - 24	0.6%	0.1%	0.1%	1.7%	0.4%	3.0%
25 - 29	0.8%	0.2%	0.0%	2.4%	0.4%	3.8%
30 - 34	1.4%	0.3%	0.2%	3.7%	0.8%	6.4%
35 - 39	2.6%	0.4%	0.2%	6.7%	0.8%	10.8%
40 - 44	2.9%	0.8%	0.3%	10.5%	1.0%	15.5%
45 - 49	2.6%	0.5%	0.5%	9.0%	0.8%	13.5%
50 - 54	2.6%	0.6%	0.4%	8.0%	1.0%	12.4%
55 - 59	1.8%	0.5%	0.4%	6.4%	0.6%	9.7%
60 - 64	1.5%	0.4%	0.2%	4.4%	0.4%	7.0%
65 - 74	2.1%	0.5%	0.3%	6.4%	0.4%	9.8%
75+	1.2%	0.6%	0.4%	5.2%	0.4%	7.8%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>% Total spending by category</b>	<b>20.4%</b>	<b>4.9%</b>	<b>3.0%</b>	<b>64.7%</b>	<b>7.0%</b>	<b>100.0%</b>

### Note

Cardholder age profiles are based on cardholder addresses located in the Karori South, Karori Park, Karori East and Karori North 2006 census area units.

- 27.5% of all spending in the year to June 2018 was on Food and Liquor from Generation X residents living in Karori.

## What do the rest of Wellington City residents spend their money on in the Karori 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	
< 18	0.1%	0.0%	0.0%	0.4%	0.3%	0.8%
18 - 24	2.5%	0.2%	0.2%	3.7%	1.1%	7.6%
25 - 29	2.0%	0.5%	0.4%	2.9%	1.0%	6.8%
30 - 34	3.2%	0.6%	0.3%	5.5%	1.6%	11.2%
35 - 39	2.3%	1.0%	0.2%	4.7%	1.3%	9.5%
40 - 44	2.6%	1.2%	0.5%	5.7%	1.1%	11.0%
45 - 49	2.9%	0.6%	0.5%	5.4%	1.3%	10.6%
50 - 54	3.1%	0.6%	0.6%	7.8%	0.8%	13.0%
55 - 59	1.7%	0.6%	0.5%	4.3%	0.5%	7.6%
60 - 64	2.0%	0.9%	0.6%	4.1%	0.6%	8.3%
65 - 74	2.1%	0.7%	0.5%	4.9%	0.6%	8.7%
75+	0.6%	0.5%	0.3%	2.7%	0.4%	4.8%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>% Total spending by category</b>	<b>25.4%</b>	<b>7.4%</b>	<b>4.6%</b>	<b>52.1%</b>	<b>10.5%</b>	<b>100.0%</b>

**Note**  
 Cardholder age profiles are based on cardholder addresses located within Wellington City but outside of Karori South, Karori Park, Karori East and Karori North census area units.

## What do the rest of Wellington Region residents spend their money on in the Karori 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	
< 18	0.0%	0.0%	0.0%	0.4%	0.2%	0.6%
18 - 24	3.8%	0.4%	0.1%	9.1%	3.6%	17.0%
25 - 29	2.5%	0.8%	0.1%	5.1%	2.4%	10.8%
30 - 34	3.6%	0.4%	0.0%	4.6%	2.9%	11.5%
35 - 39	2.4%	0.4%	0.1%	2.4%	1.0%	6.2%
40 - 44	4.2%	0.7%	0.3%	4.9%	1.8%	11.8%
45 - 49	2.9%	0.5%	0.2%	4.5%	1.3%	9.4%
50 - 54	3.1%	0.7%	0.3%	6.3%	1.5%	12.0%
55 - 59	1.4%	0.3%	0.3%	2.1%	1.3%	5.4%
60 - 64	1.5%	0.2%	0.3%	0.9%	0.9%	3.9%
65 - 74	1.7%	0.7%	0.8%	3.4%	1.6%	8.2%
75+	0.2%	0.4%	0.4%	1.5%	0.8%	3.3%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>% Total spending by category</b>	<b>27.4%</b>	<b>5.3%</b>	<b>2.9%</b>	<b>45.2%</b>	<b>19.2%</b>	<b>100.0%</b>

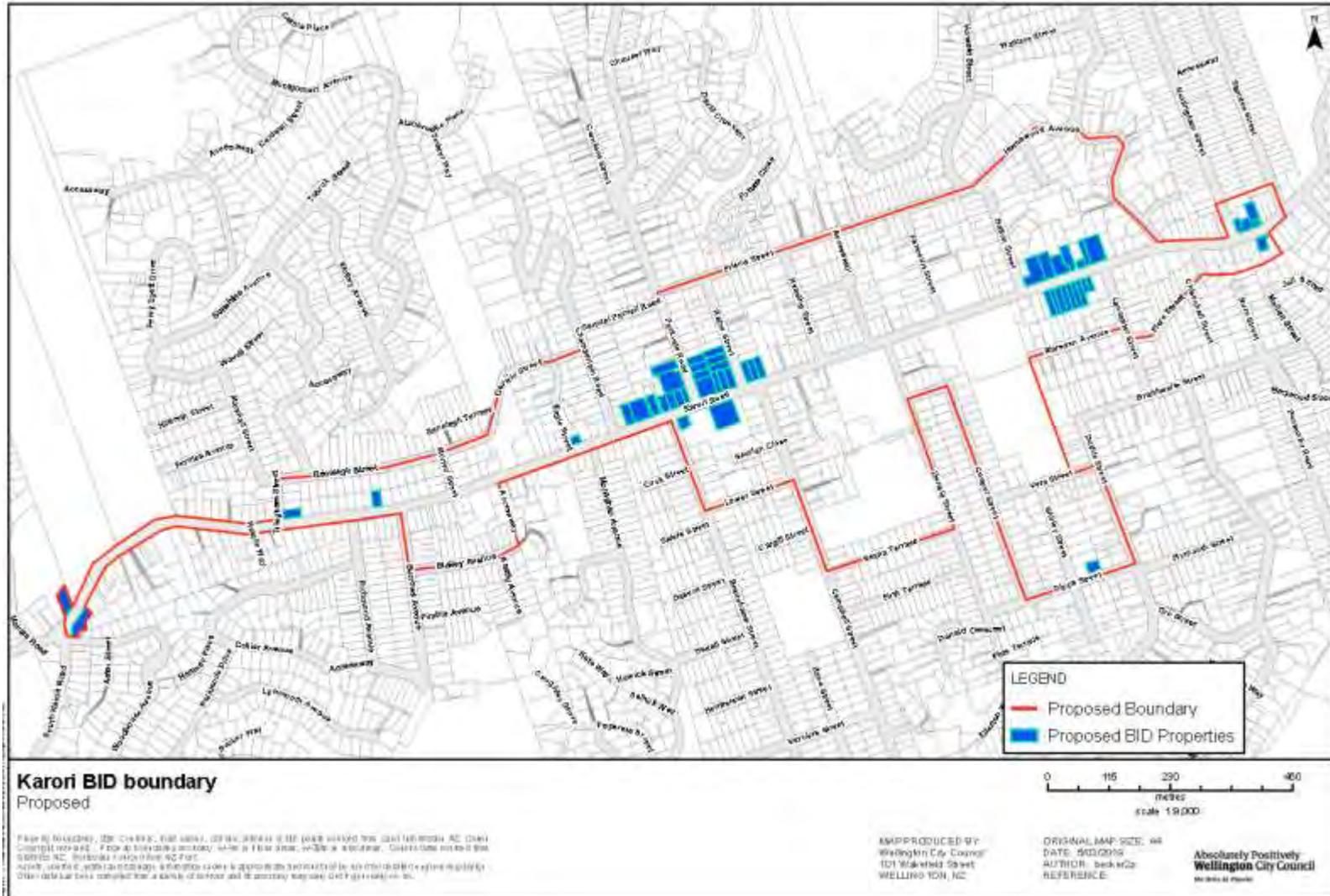
### Note

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

# Appendices

# Karori BID boundary area

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



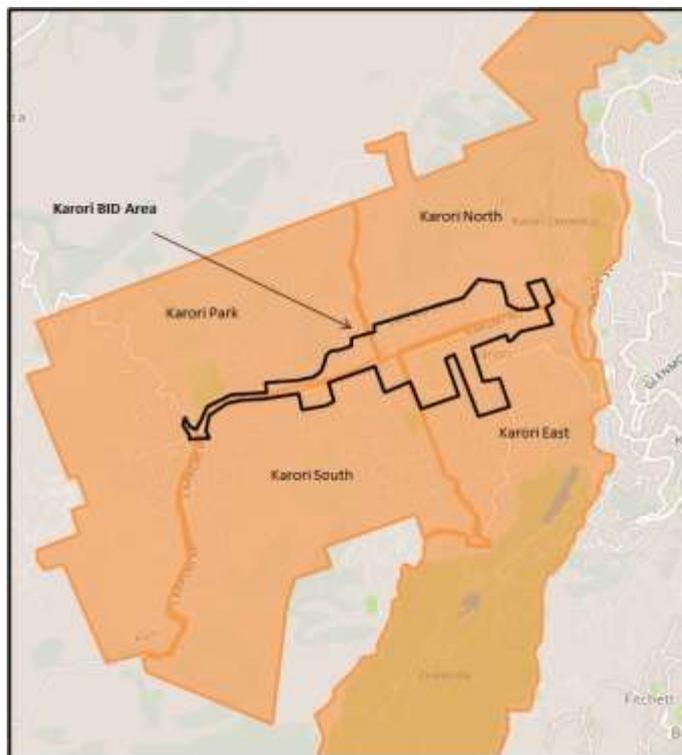
# Karori BID area merchant count

Spend Category <sup>(1)</sup>	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%
<b>Total</b>	<b>75</b>	<b>81</b>	<b>-6</b>	<b>-7.4%</b>

(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 Karori BID area, cardholder origin area unit boundaries and population table



Age Band (yrs)	Population 30 June 2018			
	Karori *		Wellington City	
	Count	Percentage	Count	Percentage
< 19	4,260	26.8%	48,540	22.4%
20 - 24	1,140	7.2%	22,010	10.2%
25 - 29	1,170	7.4%	23,920	11.1%
30 - 34	990	6.2%	18,440	8.5%
35 - 39	1,040	6.5%	15,930	7.4%
40 - 44	1,160	7.3%	14,440	6.7%
45 - 49	1,320	8.3%	14,780	6.8%
50 - 54	1,170	7.4%	13,740	6.4%
55 - 59	940	5.9%	12,390	5.7%
60 - 64	770	4.8%	9,630	4.5%
65 - 74	1,140	7.2%	13,620	6.3%
75+	790	5.0%	8,890	4.1%
<b>Total</b>	<b>15,890</b>	<b>100.0%</b>	<b>216,330</b>	<b>100.0%</b>

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

\* Karori consists of the following CAUs: Karori Park, Karori South, Karori North and Karori East

Source: Stats NZ population estimates

# Spend category definitions

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## **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

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## 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 Karori 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.