

# **Birkenhead Business Improvement District**

**Annual Market Activity Report**  
for the 12 month period ending 30 June 2014

Prepared for: Auckland Council  
July 2013

# Birkenhead Annual Market Activity Report Contents

01 Jul 2013 to 30 Jun 2014

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## The small print

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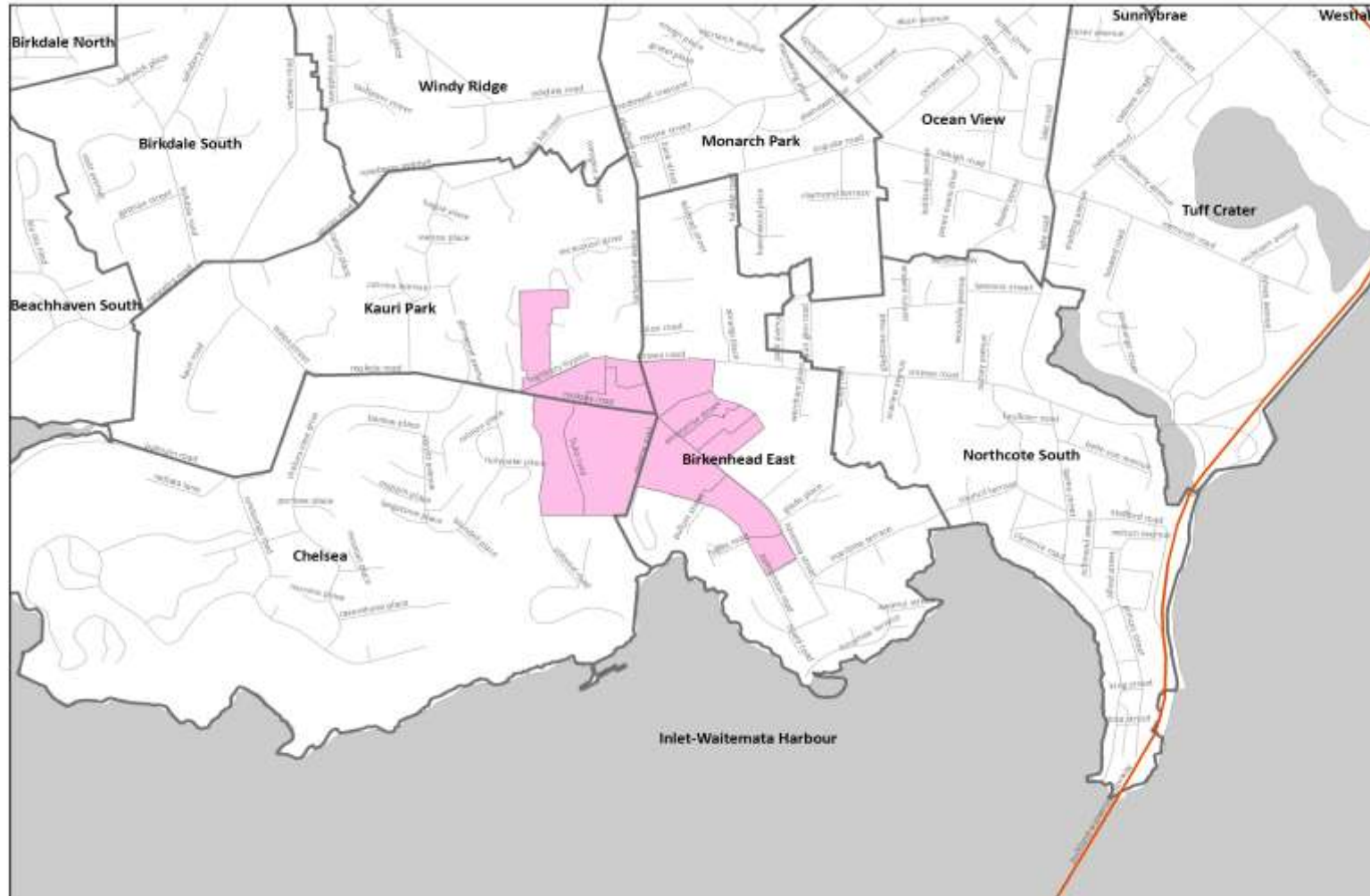
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# Birkenhead Boundary Definitions

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*The boundaries of the Birkenhead retail precinct used in this report are highlighted in pink on the map below.*

*The boundaries have been defined by Council to create a standardised view of retail centres across Auckland, and to ensure consistent reporting of retail activity across of the organisation. In some cases they may vary from the Business Improvement District boundaries.*



# 1. Annual Performance Summary

01 Jul 2013 to 30 Jun 2014

## Amount Spent

Birkenhead	This Year	Last Year	Change
Customers from New Zealand	\$104.37 mn	\$105.12 mn	▼ -0.7%
International Visitors	\$0.86 mn	\$0.88 mn	▼ -2.5%
<b>TOTAL</b>	<b>\$105.22 mn</b>	<b>\$106.00 mn</b>	▼ -0.7%
% from New Zealand	99.2%	99.2%	◀▶ 0.0%
<b>Average Transaction Value</b>	<b>\$40.70</b>	<b>\$42.42</b>	▼ -4.1%

Key Competitors	This Year	Last Year	% Change
Glenfield	\$119.39 mn	\$125.84 mn	▼ -5.1%
Ponsonby	\$199.94 mn	\$188.91 mn	▲ 5.8%
Takapuna	\$202.34 mn	\$194.46 mn	▲ 4.1%
<b>All of Auckland Region</b>	<b>\$14.016 bn</b>	<b>\$13.186 bn</b>	▲ 6.3%

## CHANGE

### YOUR RANKING

	Spending	Transactions
Last Year	Quartile 3	Quartile 3
This Year	Quartile 4	Quartile 3

### Key

Birkenhead BID = retailers listed based within the Business Improvement District boundaries.

Key Competitors = The Business Improvement Districts you selected to compare your performance against

All of Auckland Region = The value of spending and transactions at retailers based in Auckland Region

Your Ranking = All BIDs in the Auckland City Council have been ranked and put into one of four quartile groups.

The quartile ranking listed above shows which quartile your BID is in this year and how that relates to last year.

Quartile One is the top 25% of BIDs and Quartile Four is the lowest 25% of BIDs.

## Number of Transactions

This Year	Last Year	Change
2.58 mn	2.49 mn	▲ 3.5%
0.01 mn	0.01 mn	▲ 3.4%
<b>2.59 mn</b>	<b>2.50 mn</b>	▲ 3.5%
99.6%	99.6%	◀▶ 0.0%

This Year	Last Year	% Change
2.93 mn	2.95 mn	▼ -0.8%
4.24 mn	3.89 mn	▲ 9.0%
4.00 mn	3.79 mn	▲ 5.5%
<b>278.99 mn</b>	<b>261.30 mn</b>	▲ 6.8%

## TOTAL VALUE

Spending	Transactions
Quartile 2	Quartile 2
Quartile 2	Quartile 2

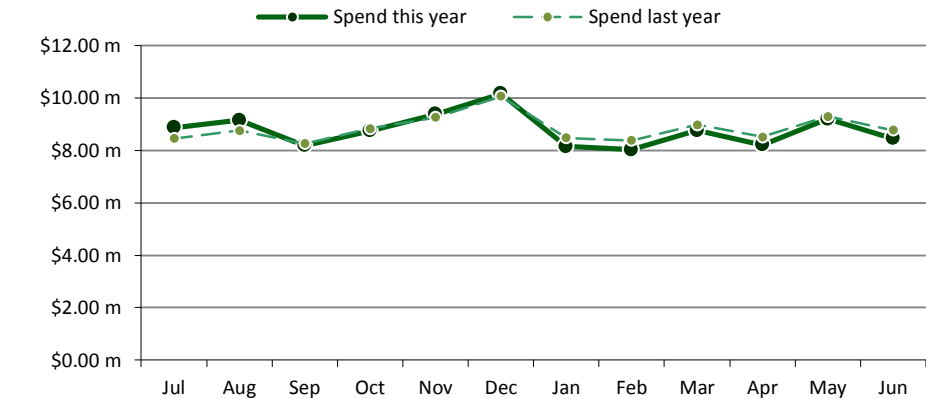
### About this Page

This page gives an overview of spending and transaction volumes made for the twelve months ending 30 June 2014 compared to the same period last year. The top section refers to spending in your marketplace, and at your selected competitors. The bottom one measures overall retail spending in Auckland.

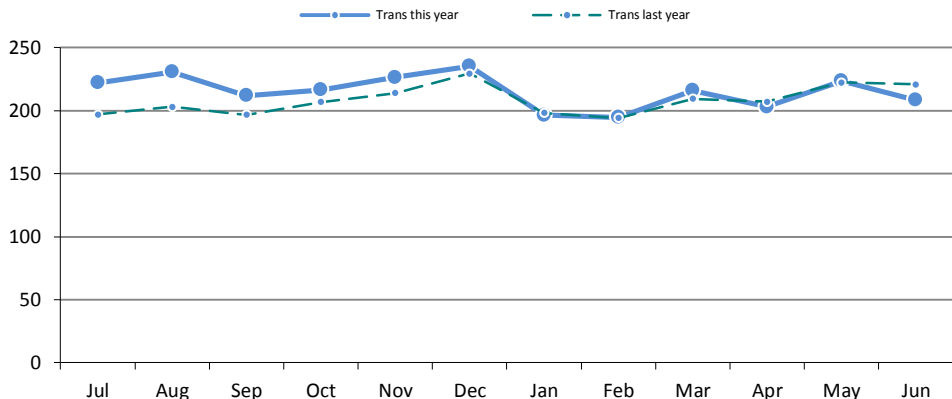
# 2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jul 2013 to 30 Jun 2014 vs same period last year

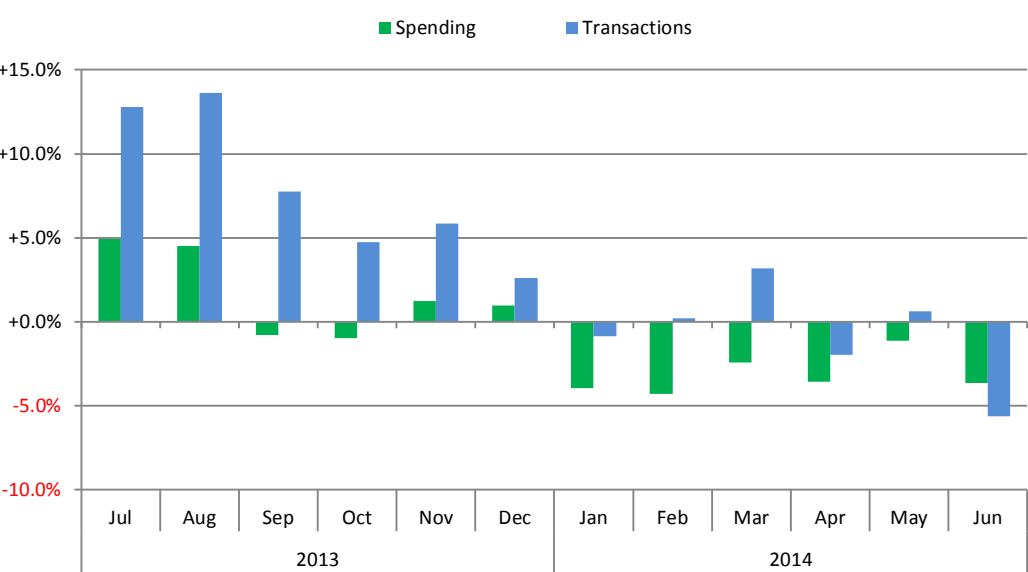
2.1 Monthly value of SPENDING at Birkenhead merchants



2.2 Monthly TRANSACTION volumes at Birkenhead merchants



2.3 Percentage change over the same month last year



2.4 Chart Data

	Spending	Transactions	
July	4.9%	12.8%	<- Best Month
August	4.5%	13.6%	
September	-0.8%	7.7%	
October	-1.0%	4.8%	
November	1.2%	5.8%	
December	0.9%	2.6%	
January	-4.0%	-0.9%	
February	-4.3%	0.2%	<- Worst Month
March	-2.4%	3.2%	
April	-3.6%	-2.0%	
May	-1.1%	0.6%	
June	-3.6%	-5.7%	
Full Year	-0.7%	3.5%	

## Reading these Charts

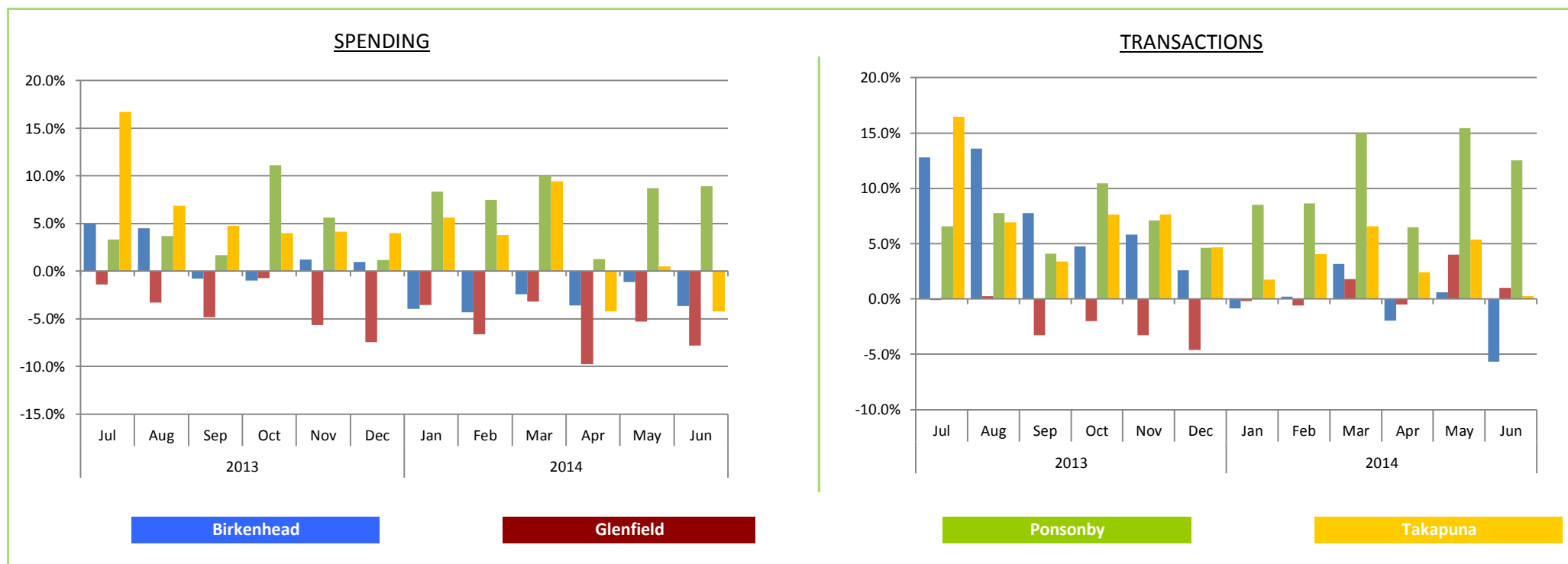
This page shows the monthly spending and transaction trends this year and last year. In the top left chart, the solid dark green line refers to monthly spending this year and the green dotted line refers to the previous year. The right-hand chart refers to monthly transaction volumes, again the solid line relates to this year and the dotted line refers to the previous year.

to the previous year.

### 3. How activity in Birkenhead compared to your peer group last year

01 Jul 2013 to 30 Jun 2014

#### 3.1 Change in spending and transactions, over same month last year - Birkenhead, compared to Glenfield, Ponsonby and Takapuna



#### 3.2 Annual Change

	Spending	Transactions	Average Transaction Value		
			This Year	Last Year	Change
Birkenhead	-0.7%	3.5%	\$40.70	\$42.42	-4.1%
Glenfield	-5.1%	-0.8%	\$40.78	\$42.66	-4.4%
Ponsonby	5.8%	9.0%	\$47.16	\$48.55	-2.9%
Takapuna	4.1%	5.5%	\$50.54	\$51.25	-1.4%

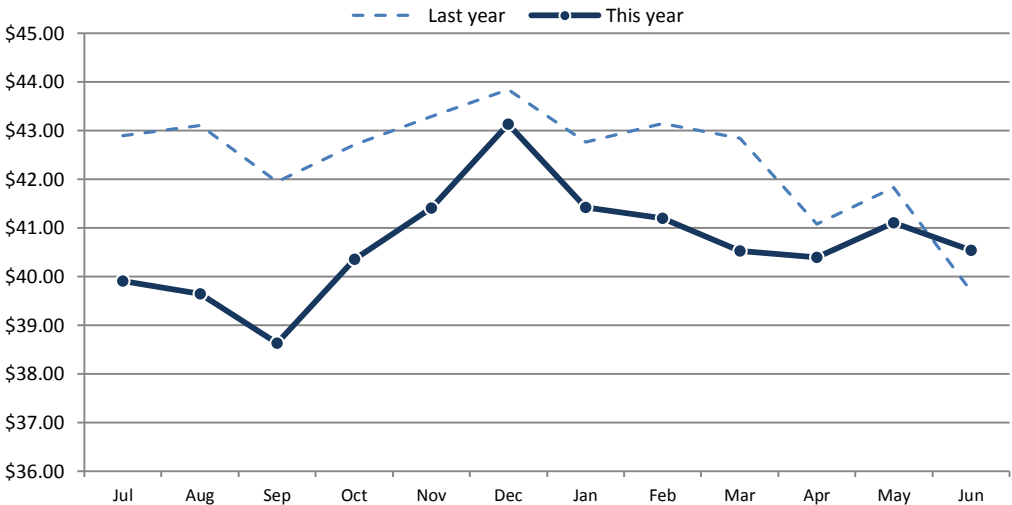
#### Reading these Charts

This page shows how activity in your marketplace over the last 12 months compared to your three selected comparison groups. The chart top left shows the change in spending in each marketplace over the same month last year. The chart top right provides the same information for transaction volumes.

# 4. Average Transaction Value at Birkenhead compared to your peer group last year

01 Jul 2013 to 30 Jun 2014

## 4.1 Average transaction value over the last 12 months - compared to previous 12 months



### High/Low in year

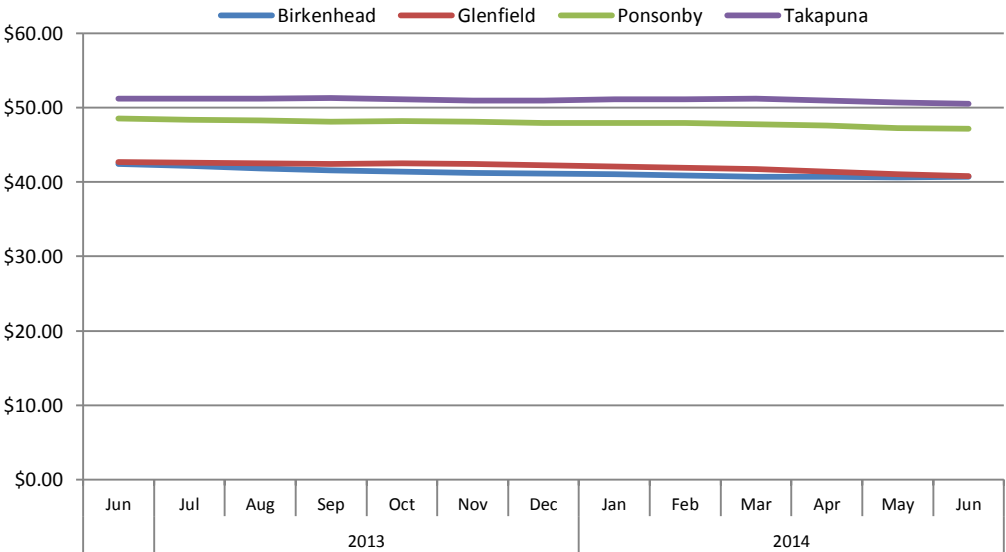
Last year	Value	Month
Highest	\$43.85	December
Lowest	\$39.70	June

This year	Value	Month
Highest	\$43.14	December
Lowest	\$38.63	September

### Change over last year

Highest	-1.6%
Lowest	-2.7%

## 4.2 Moving annual average transaction value over the last 12 months - Birkenhead, compared to Glenfield, Ponsonby and Takapuna



	Jun-13	Jun-14	Change
Birkenhead	\$42.42	\$40.70	-4.1%
Glenfield	\$42.66	\$40.78	-4.4%
Ponsonby	\$48.55	\$47.16	-2.9%
Takapuna	\$51.25	\$50.54	-1.4%

### Reading these Charts

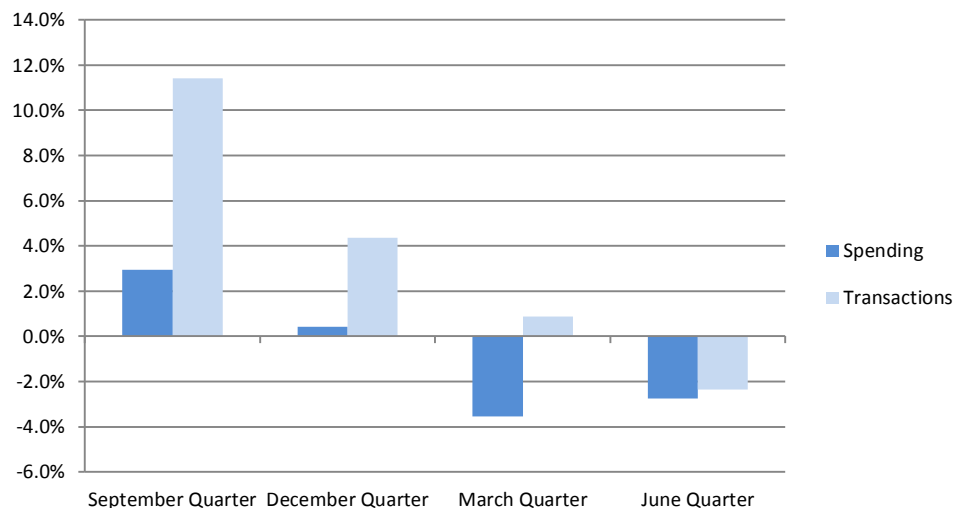
This page shows how the average transaction value in your marketplace has changed over the last 12 months compared to your three selected comparison groups. The top chart shows your monthly average transaction value this year (solid line) and last year (broken line). The bottom chart shows how your average transaction value compares to your comparison groups.



## 5. Long term spending and transaction trends in Birkenhead

01 Jul 2013 to 30 Jun 2014

### 5.1 Quarterly Change in Spending and Transactions in the Birkenhead marketplace



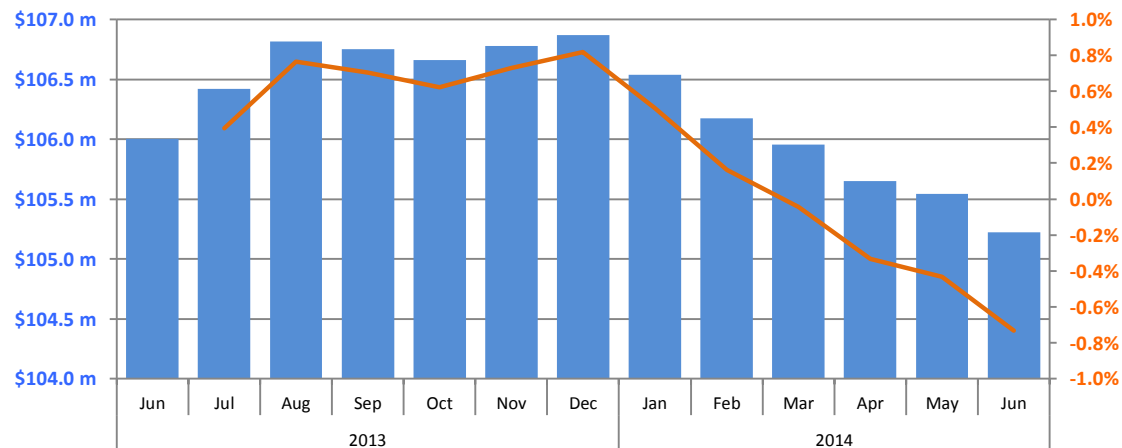
#### 5.1.1 Quarterly Spending Figures

	This Year	Last Year	Change
September Quarter	\$26,197,543	\$25,450,836	2.9%
December Quarter	\$28,272,101	\$28,150,130	0.4%
March Quarter	\$24,912,603	\$25,828,259	-3.5%
June Quarter	\$25,842,176	\$26,573,214	-2.8%
<b>TOTAL</b>	<b>\$105,224,423</b>	<b>\$106,002,439</b>	<b>-0.7%</b>

#### 5.2.2. Quarterly Transaction Figures

	This Year	Last Year	Change
September Quarter	664,772	596,698	11.4%
December Quarter	678,432	650,154	4.3%
March Quarter	607,219	601,918	0.9%
June Quarter	635,083	650,317	-2.3%
<b>TOTAL</b>	<b>2,585,506</b>	<b>2,499,087</b>	<b>3.5%</b>

### 5.2 ROLLING 12 MONTH SPENDING trends in the Birkenhead marketplace



#### Reading these Charts

The top chart shows the quarterly changes in spending (dark bars) and transactions (light bars). The tables provide the actual values for spending and transaction in each quarter, this year and last year. The percentage change over last year's numbers is shown in the last column.

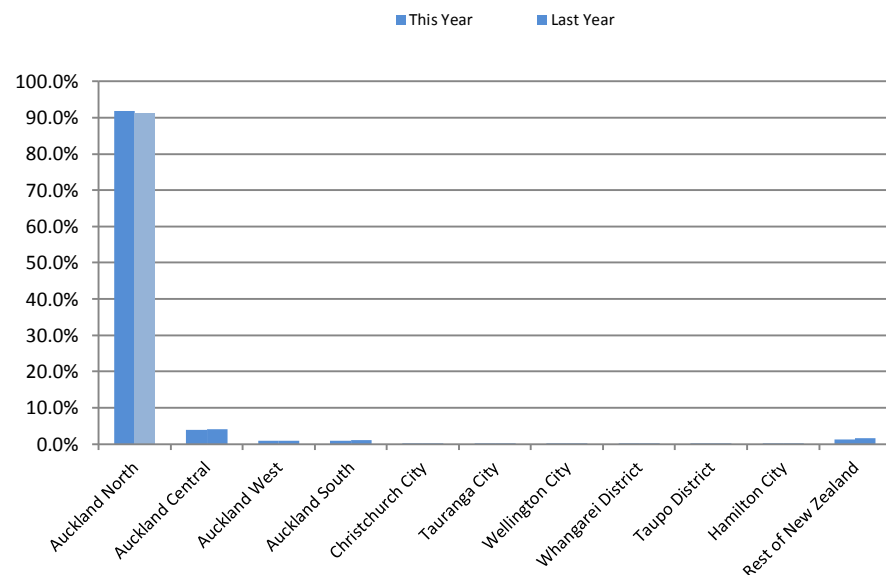
The bottom chart shows the long term spending trends for your marketplace. To do this we have used a rolling 12 month average, where each blue bar represents the value of spending for the 12 months ending for the month shown.

The solid line on the bottom chart shows the percentage change in spending over June 2013. This chart provides an indicator of long term growth in the market.

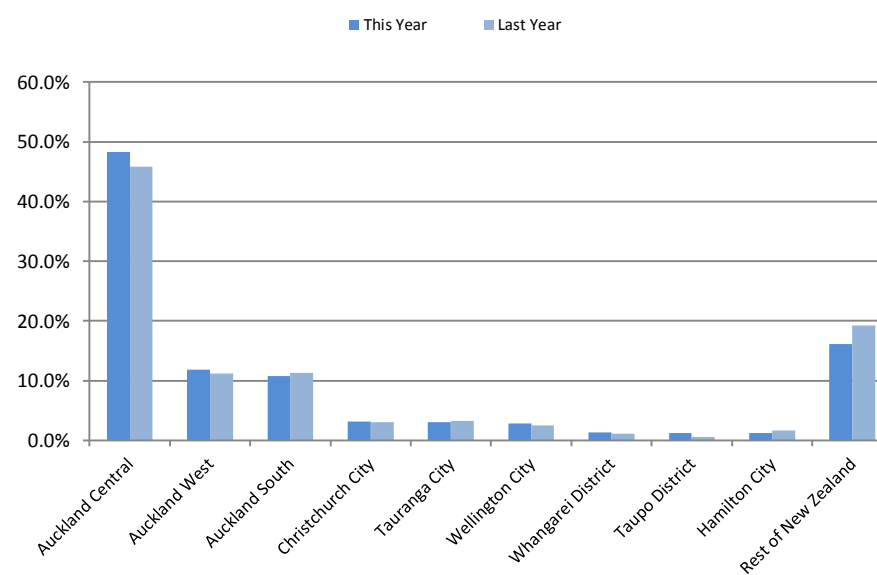
## 6. Which parts of New Zealand are Birkenhead customers coming from?

01 Jul 2013 to 30 Jun 2014

### 6.1 Top Local Authority Areas - This year vs Last year



### 6.2 Top Local Authority Areas (excluding Auckland North)



### 6.3 Key Stats

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Auckland North	91.9%	+0.1%	+0.7%
Auckland Central	3.9%	-4.2%	-0.1%
Auckland West	1.0%	-3.6%	-0.0%
Auckland South	0.9%	-14.1%	-0.1%
Christchurch City	0.3%	-6.4%	-0.0%
Tauranga City	0.3%	-15.2%	-0.0%
Wellington City	0.2%	+0.0%	+0.0%
Whangarei District	0.1%	+15.1%	+0.0%
Taupo District	0.1%	+91.5%	+0.1%
Hamilton City	0.1%	-33.5%	-0.0%
Rest of New Zealand	1.3%	-24.0%	-0.4%

*% of spending = The percentage of spending coming from people living in this part of New Zealand.*

*\$ spent = The percentage change in spending coming from people living in this Area (This year over last year)*

*Contribution = The change in the percentage of total spending at Birkenhead coming from people living in this Area (This year over last year)*

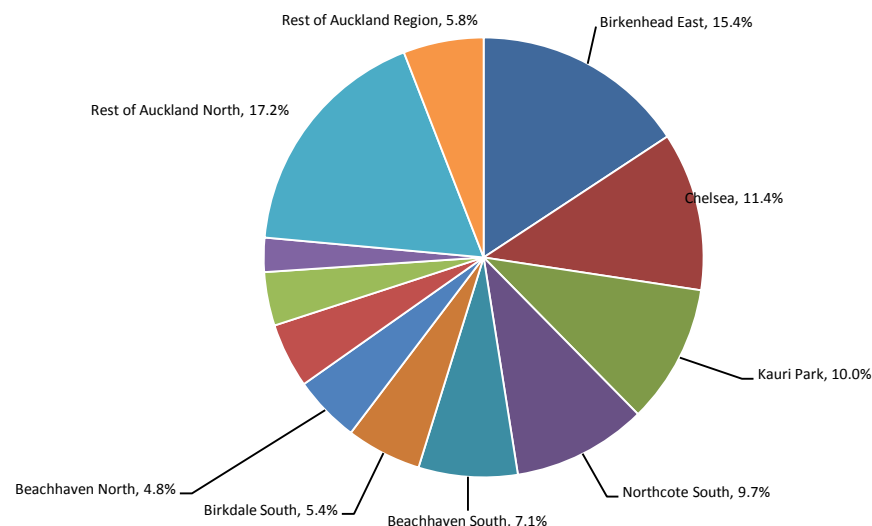
#### Reading these Charts

*This page shows where people spending at Birkenhead came from. The left-hand chart shows the percentage from all local authority areas. The chart on the right shows the top ten areas, excluding Auckland North. The dark bars represent the percentage of spending this year, the light bars represent last year.*

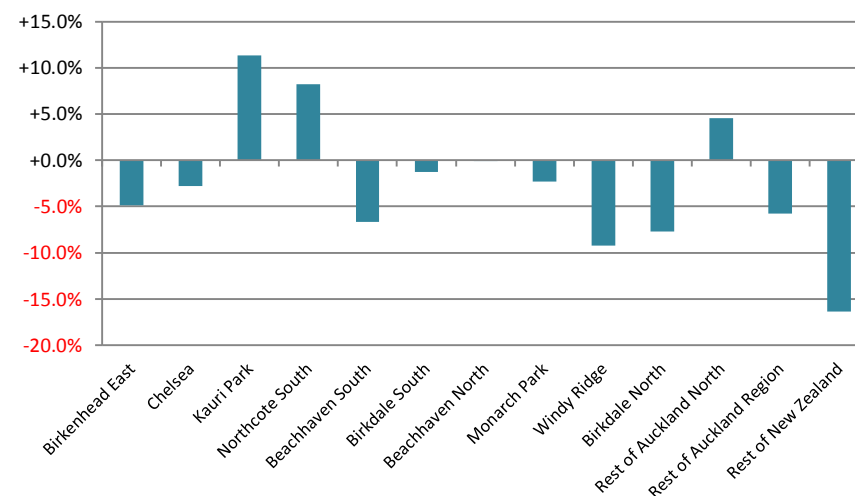
## 7. Which suburbs are Birkenhead's local customers coming from?

01 Jul 2013 to 30 Jun 2014

### 7.1 Birkenhead's Top Spending Suburbs in the last 12 months



### 7.2 Change in value of spending over last year



### 7.3 Change over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Birkenhead East	15.4%	-4.9%	-0.7%
Chelsea	11.4%	-2.8%	-0.2%
Kauri Park	10.0%	+11.3%	+1.1%
Northcote South	9.7%	+8.2%	+0.8%
Beachhaven South	7.1%	-6.7%	-0.5%
Birkdale South	5.4%	-1.3%	-0.0%
Beachhaven North	4.8%	-0.1%	+0.0%
Monarch Park	4.7%	-2.3%	-0.1%
Windy Ridge	3.8%	-9.2%	-0.4%
Birkdale North	2.4%	-7.7%	-0.2%
<b>Rest of Auckland North</b>	<b>17.2%</b>	<b>+4.5%</b>	<b>+0.9%</b>
Rest of Auckland Region	5.8%	-5.7%	-0.3%
Rest of New Zealand	2.4%	-16.4%	-0.4%

#### Key

% of spending = The percentage of spending coming from people living in this suburb

\$ spent = The percentage change in spending coming from people living in this suburb (This year over last year)

Contribution = The change in the percentage of total spending at Birkenhead coming from people living in this Suburb (This year over last year)

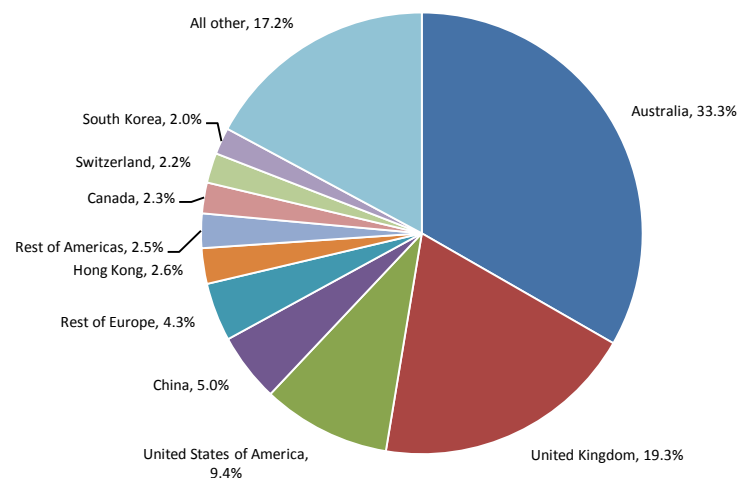
#### Reading these Charts

This page shows the suburb of origin of people spending in the Birkenhead marketplace. The left-hand chart shows the percentage each suburb contributes to the BID. The chart on the right shows the percentage change in spending from each suburb over last year. The table left shows the values used in the charts.

## 8. Which countries are Birkenhead international visitors coming from?

01 Jul 2013 to 30 Jun 2014

### 8.1 Birkenhead's Top Spending Countries in the last 12 months

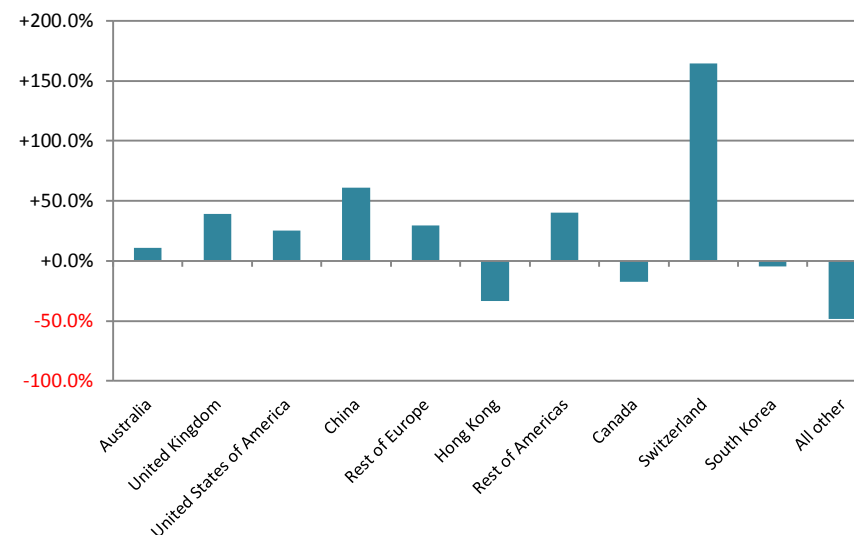


	This Year	Last Year
% of total spending from International Cardholders	0.82%	0.83%

### 8.3 Change in spending by international cardholders over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Australia	33.3%	+10.6%	+3.9%
United Kingdom	19.3%	+39.0%	+5.8%
United States of America	9.4%	+25.1%	+2.1%
China	5.0%	+60.7%	+2.0%
Rest of Europe	4.3%	+29.6%	+1.1%
Hong Kong	2.6%	-33.5%	-1.2%
Rest of Americas	2.5%	+40.4%	+0.8%
Canada	2.3%	-17.5%	-0.4%
Switzerland	2.2%	+164.3%	+1.4%
South Korea	2.0%	-4.4%	-0.0%
All other	17.2%	-48.5%	-15.3%
<b>TOTAL</b>	<b>100.0%</b>	<b>-2.5%</b>	

### 8.2 Change in value of spending over last year



#### Key

% of spending = The percentage of spending coming from people living in this country

\$ spent = The percentage change in spending coming from people living in this country (This year over last year)

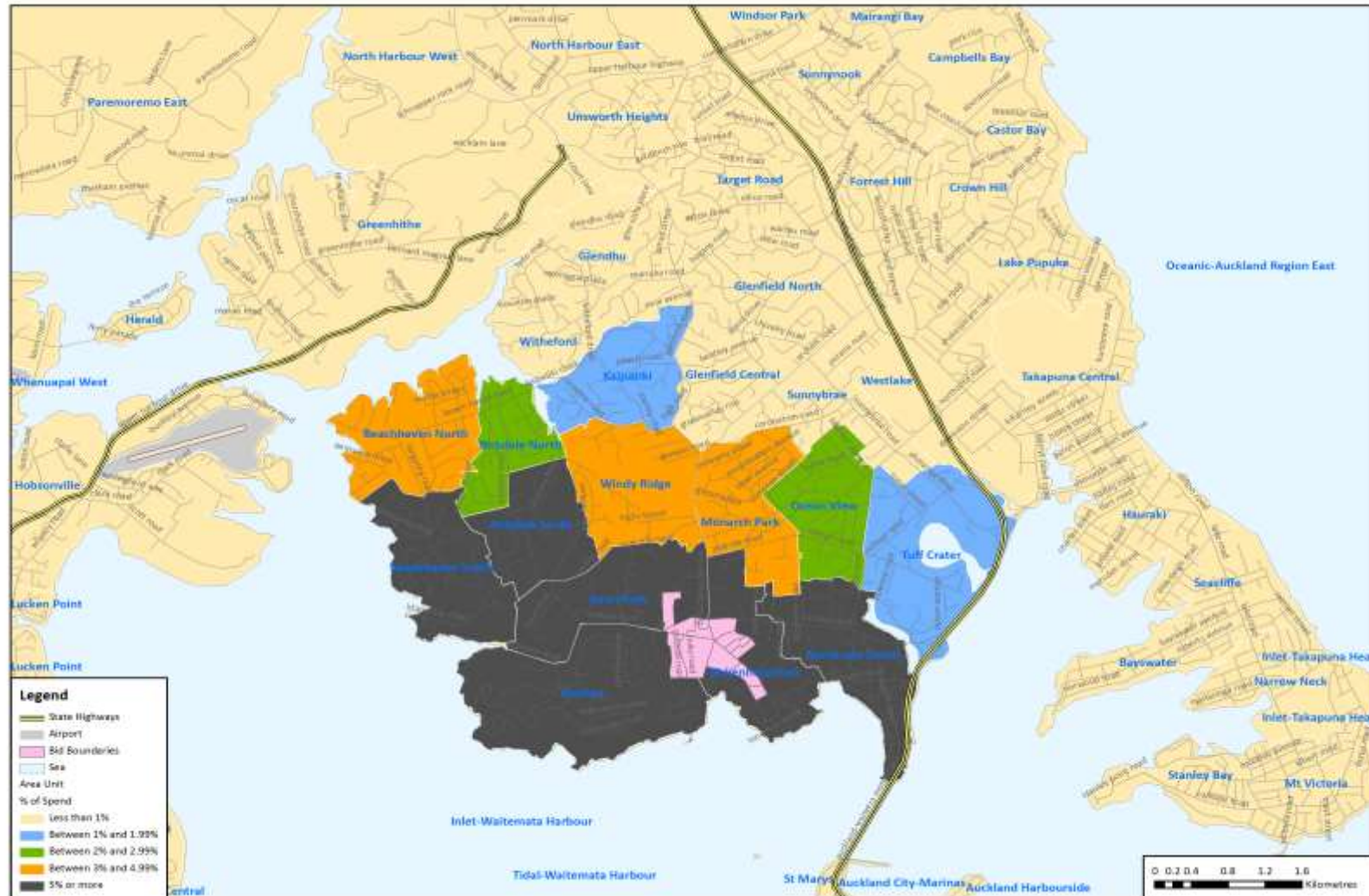
Contribution = The change in the percentage of total spending at Birkenhead coming from people living in this country (This year over last year).

#### Reading these Charts

This page shows the country of origin of people spending in the Birkenhead marketplace. The left-hand chart shows the percentage each country contributes to the BID. The chart on the right shows the percentage change in spending from each country over last year. The table left shows the values used in the charts.

## 9. Mapping the origin of Birkenhead's customers

01 Jul 2013 to 30 Jun 2014



### Comments

*This map shows how much spending is made by customers living in each of the area units surrounding your marketplace.*

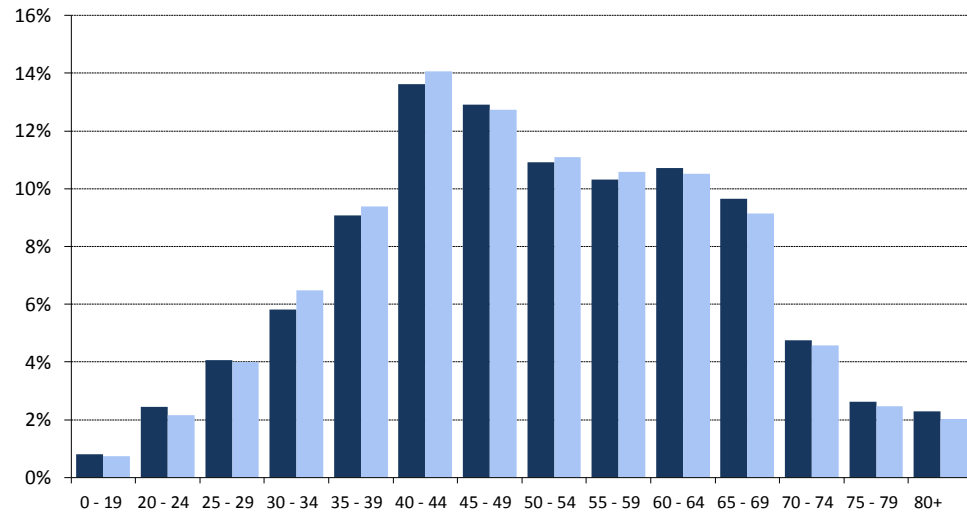
*The highest-spending area units (coloured Grey) contribute at least 5% of Auckland City residents' spending in your marketplace. The orange area units contribute between 3% and 4.99%, and the green area units between 2% and 2.99% of spending. The blue area units contribute between 1% and 1.99%, while the yellow area units contribute less than 1% of Auckland City residents' spending in your marketplace.*

*Finally, the meshblocks in which your marketplace is contained are shown in pink.*

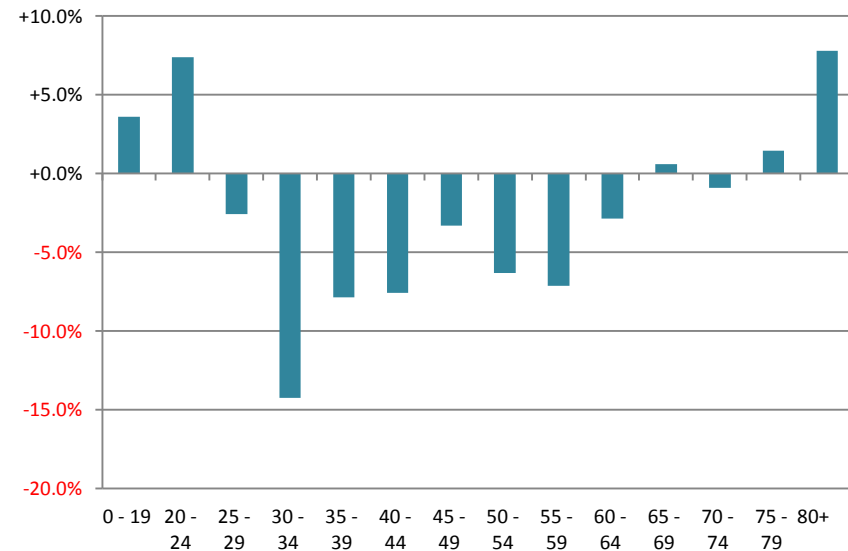
# 10. Age Profile of Birkenhead customers

01 Jul 2013 to 30 Jun 2014

## 10.1 Age profile of Birkenhead's customers in the last 12 months



## 10.2 Percentage change in value of spending over last year



## 10.3 Change over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
0 - 19	0.8%	+3.6%	+0.1%
20 - 24	2.4%	+7.4%	+0.3%
25 - 29	4.1%	-2.6%	+0.1%
30 - 34	5.8%	-14.3%	-0.7%
35 - 39	9.1%	-7.8%	-0.3%
40 - 44	13.6%	-7.6%	-0.4%
45 - 49	12.9%	-3.3%	+0.2%
50 - 54	10.9%	-6.3%	-0.2%
55 - 59	10.3%	-7.2%	-0.3%
60 - 64	10.7%	-2.9%	+0.2%
65 - 69	9.6%	+0.6%	+0.5%
70 - 74	4.7%	-0.9%	+0.2%
75 - 79	2.6%	+1.4%	+0.2%
80+	2.3%	+7.8%	+0.3%

### Key

% of spending = The percentage of spending coming from people in this age bracket.

\$ spent = The percentage change in spending coming from people in this age bracket (This year over last year).

Contribution = The change in the percentage of total spending at Birkenhead coming from people in this age bracket (This year over last year).

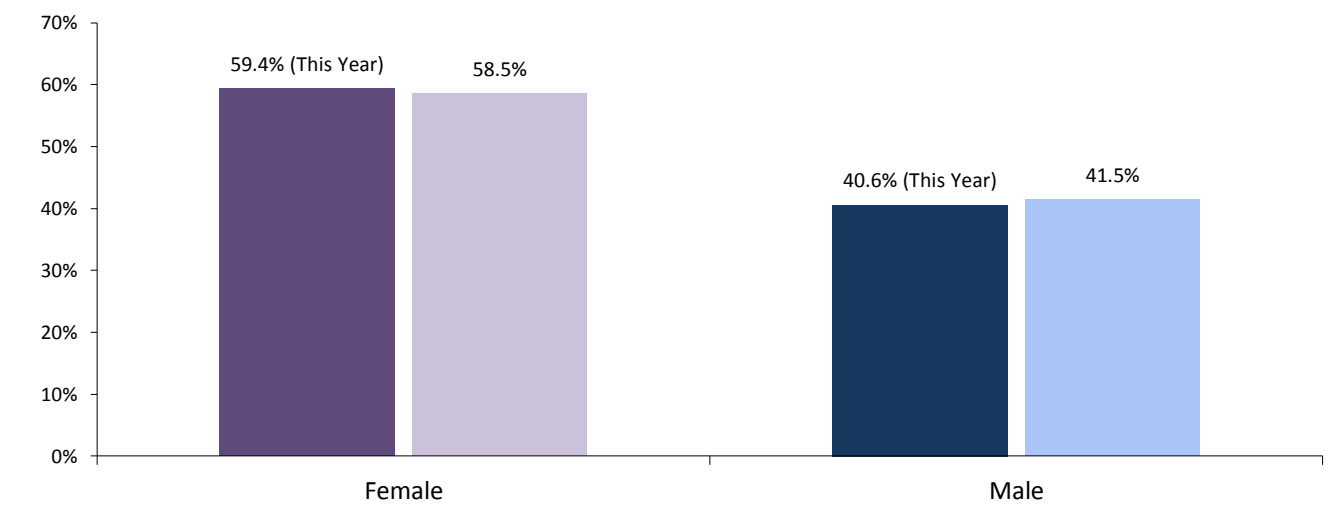
### Reading these Charts

This page shows the age of people spending in the Birkenhead marketplace. The left-hand chart shows the age profile this year vs last year. The chart right shows the percentage change over last year. The table left shows the values used in the charts.

# 11. Gender Profile of Birkenhead Customers

01 Jul 2013 to 30 Jun 2014

## 11.1 Birkenhead's customer gender profile



### Key

*% of spending = The percentage of spending coming from this gender.*

*\$ spent = The percentage change in spending coming from this gender (This year over last year).*

*Contribution = The change in the percentage of total spending at coming from this gender. (This year over last year).*

*Note: Gender profile has been calculated based on debit card transactions only and therefore this data may differ from other results included within this report.*

## 11.2 Change over last year

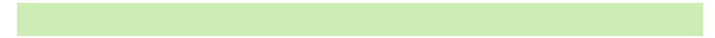
	% of Spending	Change over last year	
		\$ Spent	Contribution
Female	59.4%	-0.7%	+0.9%
Male	40.6%	-4.2%	-0.9%
Total	100.0%	-2.1%	

## 11.3 Average Transaction Value

	This Year	Last year	Change
Female	\$41.19	\$41.76	-1.4%
Male	\$35.24	\$36.39	-3.2%

### Reading these Charts

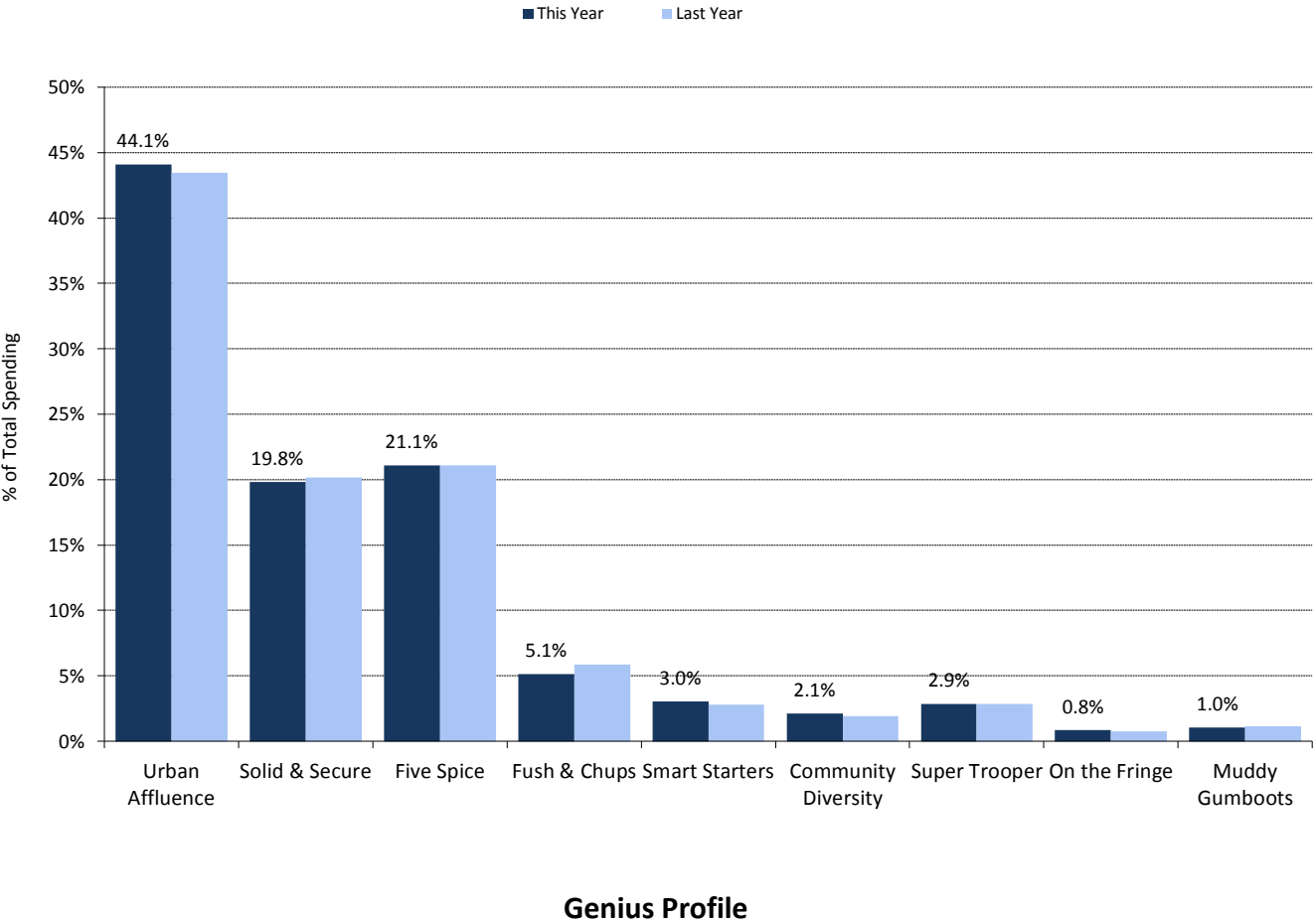
*This page shows the gender profile spending in your marketplace. The dark bars show the percentage of spending made by each gender this year, while the light bars show the amount of spending in the previous twelve months.*





# 12. What sort of people spend in the Birkenhead marketplace?

01 Jul 2013 to 30 Jun 2014



## Key Stats

	% of	Change	Avg trans
Urban Affluence	44.1%	0.7%	\$44.79
Solid & Secure	19.8%	-2.3%	\$38.42
Five Spice	21.1%	-0.6%	\$37.83
Fush & Chups	5.1%	-13.1%	\$35.39
Smart Starters	3.0%	8.1%	\$35.26
Community Diversity	2.1%	9.7%	\$30.83
Super Trooper	2.9%	0.0%	\$38.51
On the Fringe	0.8%	10.3%	\$40.25
Muddy Gumboots	1.0%	-11.6%	\$41.01
<b>TOTAL</b>	<b>100.0%</b>	<b>-0.7%</b>	<b>\$40.37</b>

% of spending = % of total spending coming from customers with this profile

Change over last year = Shows how the value of each profile's spending has changed over last year.

Avg trans value = % of total spending coming from customers with this profile

Note: Due to the exclusion of a small number of households where the Genius profile was unknown, therefore this data may differ from other results included within this report.

## About GENIUS™

Genius™ is a demographic profiling tool custom built for the New Zealand market by NZ Post. Genius™ ascribes a demographic profile to every household in the country. The segmentation is made up from over 1,000 data variables drawn from a range of data sources including NZ Post Household survey, Census, QVNZ, and BNZ MarketView. Genius™ divides the national population into one of nine profile clusters (as shown above). More details on each segment are provided in the Appendix.

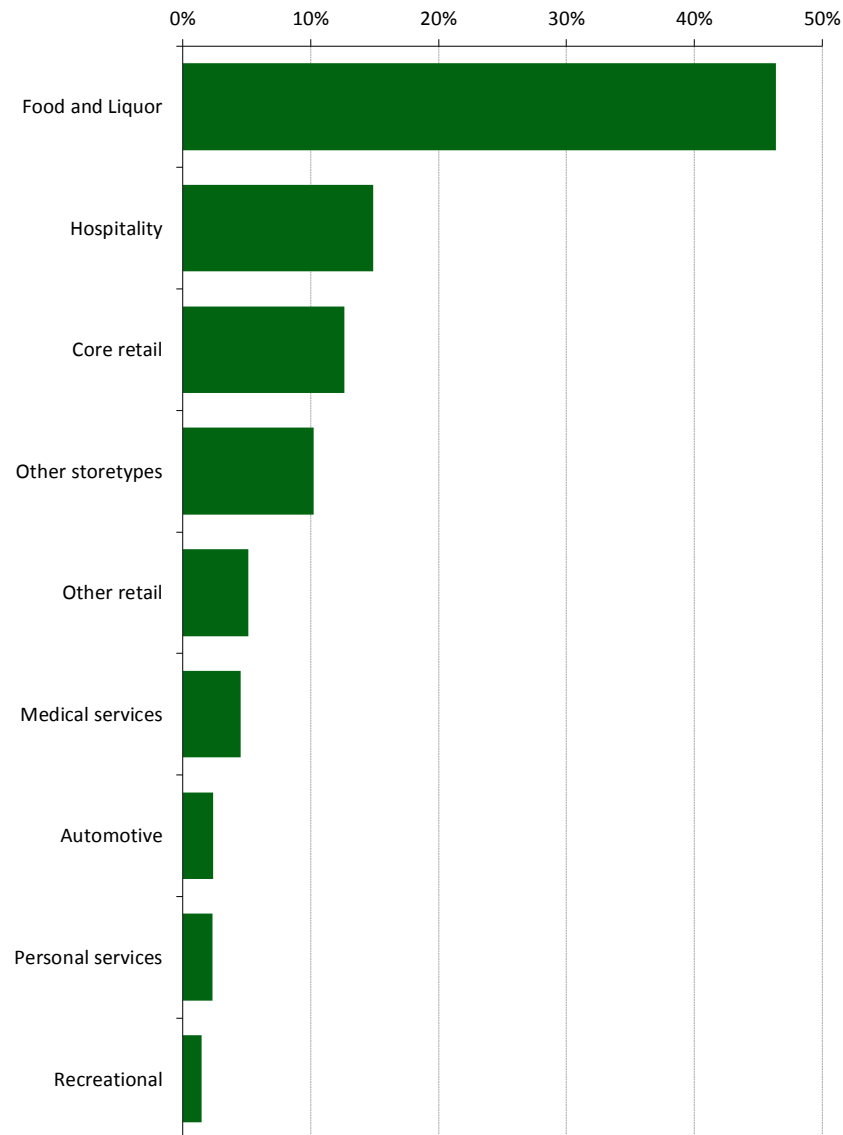
## Reading these Charts

This page shows the demographic profile of customers spending in your marketplace. The dark blue bars show the percentage of spending this year, the light blue bars show the figures for last year. Descriptions for each profile are provided as an Appendix to this report.

## 13. Breakdown of spending in Birkenhead by retail category

01 Jul 2013 to 30 Jun 2014

### 13.1 Purchase profile of Birkenhead's marketplace in the last 12 months



### 13.2 Change over last year at Birkenhead

Category	Change over last year
1. Food and Liquor	-5.2%
2. Hospitality	+0.4%
3. Core retail	+0.5%
4. Other storetypes	+5.0%
5. Other retail	+11.2%
6. Medical services	+0.7%
7. Automotive	-4.0%
8. Personal services	-1.1%
9. Recreational	+0.0%
<b>TOTAL</b>	<b>-4.1%</b>

Category	Avg transaction value
Food and Liquor	\$40.43
Hospitality	\$22.93
Core retail	\$41.03
Other storetypes	\$164.53
Other retail	\$33.84
Medical services	\$197.82
Automotive	\$252.11
Personal services	\$48.14
Recreational	\$25.43
<b>TOTAL</b>	<b>\$40.70</b>

*Note: Spending from retail categories with 3 or fewer active merchants in the past 12 months have been zeroed for confidentiality reasons. The results provided are an indication of the breakdown of spending and average transaction value and may not necessarily reflect the actual proportions and may differ from other results shown elsewhere in this report.*

# Inputs to your report

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## Selection Criteria

*These are the criteria used to create this report*

### Your area

Birkenhead

### Reporting Period

The 12 months between 1 July 2013 and 30 June 2014

### Your designated competitors

Glenfield

Ponsonby

Takapuna

## Terminology used in the reports

Your Marketplace  
% of total spend

Your area and your designated competitors

The percentage of total spending by customers that each segment in the marketplace made, i.e. 30 - 34 year-olds made 7.4% of the total spend in the specified timeframe.

Ranking

Basically it means ordered, from the highest category to the lowest

Change in share of  
spend

The difference in percentage points when comparing one period to another (e.g. 14.4% this year compared to 15.1% in the previous year is a relative percentage change of -0.7 percentage points. (i.e. 14.4-15.1))

Change in total spend

The difference in value when comparing one period to another (e.g. \$15,000 this year compared to \$13,500 in the previous year is an absolute percentage change of +11.1 percent (i.e.  $(15,000/13,500)-1$ ))

Census Area Unit (CAU)

Area units are an aggregation of meshblocks, and in urban areas typically contain 3,000 - 5,000 people. Commonly known as suburbs or parts of suburbs.

Territorial Local  
Authority (TLA)

An aggregation of census area units to form a city or district. Each TLA has a council that administers public services. There are 13 cities and 56 districts in New Zealand.

The pre-Super City Auckland TLAs have been combined as follow:

*Auckland North - Rodney District and North Shore City combined*

*Auckland West - Waitakere City*

*Auckland Central - Auckland City*

*Auckland South - Manukau City, Papakura District, Franklin District combined*



## Frequently Asked Questions

### **What is the source of the data used in the Auckland Council Regional Spending Database?**

The data is primarily sourced from electronic card transactions made via Paymark network at each of the Business Improvement Districts operating within the Auckland Council boundaries. To determine information on the origin and types of customers spending in each market we have used data from BNZ MarketView. Details on both data sources are provide below.

The spending values include GST, but exclude cash out with purchases. Withdrawals from ATMs are not included. Other payment types including cash, HP or automatic payments are also not included.

### About Paymark

Paymark operates New Zealand's largest electronic transaction processing network. The company is jointly own by ASB, BNZ, the National Bank and Westpac. Around 70% of New Zealand's eftpos terminals are connected to the Paymark Network. For merchants on the Paymark Network we receive 100% of their electronic card transactions. We use an extrapolation of BNZ cardholder spending for merchants that aren't on the Paymark Network.

### BNZ MarketView

BNZ MarketView is based on the eftpos and credit card spending of BNZ card holders in the New Zealand retail market. BNZ has around a 20% market share of the cards business in New Zealand, and typically accounts for approximately 14 - 15% of total spending by value. There are over 700,000 BNZ cardholders. BNZ de-personalises BNZ MarketView data by removing any potential identifiers i.e. names, addresses, account, or card numbers. These are replaced with a unique id, a meshblock number (based on the cardholders home address), and a demographic profile. The cardholder's age and gender are retained, but there is no way of identifying an individual cardholder.

BNZ cardholders they are largely demographically representative of the country and distributed in line with the national population. They also spend everywhere, which includes retailers not on the Paymark network. We are able to BNZ MarketView's share of spending at Paymark merchants to estimate the value of spending at non-Paymark merchants:

# Inputs to your report

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## **What card types are included?**

The data is drawn from all card spending using all card types. This includes all Eftpos cards, and all major American Express, Diners Club, MasterCard, Visa Cards. The data will also include electronic gift cards.

## **How have the Business Improvement District Boundaries been decided?**

BID boundaries have been determined by the Council's Business Area Planning team, in consultation with the Research, Investigations and Monitoring Unit. In some cases they may vary from the Business Improvement District boundaries. The boundaries have been defined by Council to create a standardised view of retail centres across Auckland, and to ensure consistent reporting of retail activity across the organisation.

## **How is domestic spending determined?**

Cards issued in New Zealand are identified in the database. Any transaction made in the Auckland Region, on a New Zealand issued eftpos or credit card, is assumed to be spending made by New Zealanders.

## **How is international spending determined?**

From the Paymark's Market Reporting data it is possible to distinguish between New Zealand cards and cards issued by overseas banks. Overseas cards have a country code. We report the value of spending by the country of origin of the card, and by association, the cardholder.

## **Does the data include GST?**

Yes. NB: From 1 October 2010, GST rose from 12.5% to 15%. This means there is a natural 2.2% increase in spending between periods using the old and new GST rates.