



Marketview

# **Birkenhead Business Improvement District**

**Quarterly Market Activity Report**  
for the 3 month period ending 31 December 2011

Prepared for: Auckland Council  
January 2012

# Birkenhead Quarterly Market Activity Report Contents

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## The small print

### Privacy

No personal or household data is shown or can be derived, thereby maintaining the privacy of end customers.

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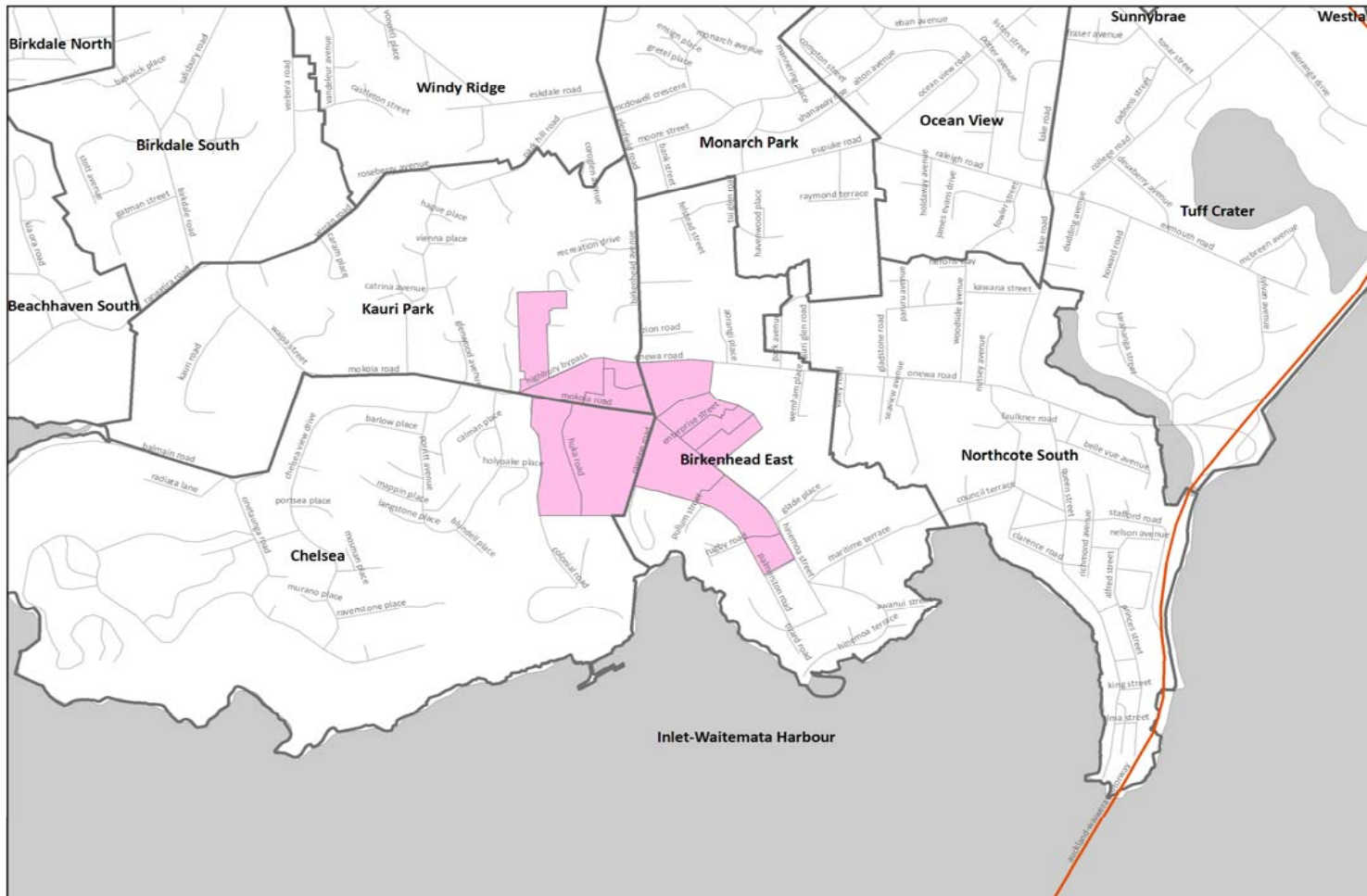
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## Birkenhead Boundary Definitions

*The boundaries of your Improvement District, as defined by Council, are highlighted in pink on the map.*



# 1. Quarterly Performance Summary

1 Oct 2011 to 31 Dec 2011

## Amount Spent

Birkenhead	This Year	Last Year	Change
Customers from New Zealand	\$25.68 mn	\$25.63 mn	0.2%
International Visitors	\$0.21 mn	\$0.17 mn	25.1%
<b>TOTAL</b>	<b>\$25.90 mn</b>	<b>\$25.80 mn</b>	<b>0.4%</b>
% from New Zealand	99.2%	99.3%	-0.2%
<b>Average Transaction Value</b>	<b>\$43.19</b>	<b>\$42.00</b>	<b>2.8%</b>

## Number of Transactions

This Year	Last Year	Change
0.60 mn	0.61 mn	-2.5%
0.00 mn	0.00 mn	21.2%
<b>0.60 mn</b>	<b>0.61 mn</b>	<b>-2.4%</b>
99.5%	99.6%	-0.1%

Key Competitors	This Year	Last Year	% Change
Helensville	\$8.12 mn	\$10.83 mn	-25.0%
Howick	\$29.22 mn	\$24.01 mn	21.7%
Warkworth	\$36.98 mn	\$34.69 mn	6.6%
<b>All of Auckland Region</b>	<b>\$3.337 bn</b>	<b>\$3.148 bn</b>	<b>6.0%</b>

This Year	Last Year	
0.17 mn	0.22 mn	-24.5%
0.53 mn	0.45 mn	17.3%
0.55 mn	0.57 mn	-3.0%
64.57 mn	62.23 mn	3.8%

## CHANGE

YOUR RANKING	Spending	Transactions
Last Year	Quartile 3	Quartile 3
This Year	Quartile 3	Quartile 3

## TOTAL VALUE

Spending	Transactions
Quartile 2	Quartile 2
Quartile 2	Quartile 2

### 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 based on the change in spending/ transactions and also the total value of spending/ transactions 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.

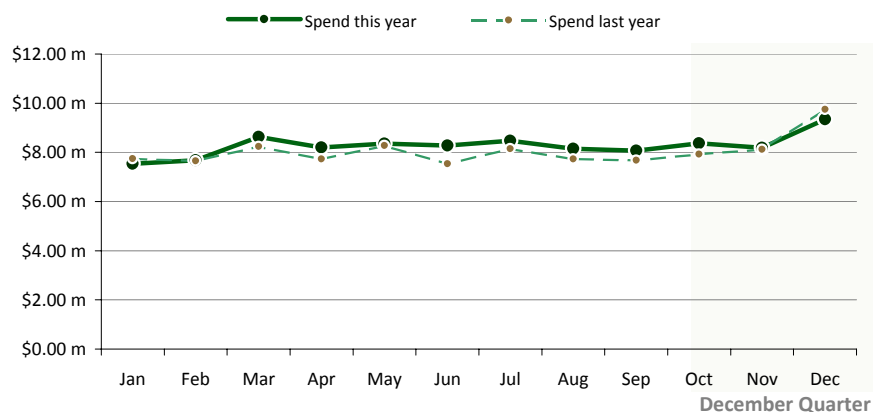
### About this Page

This page gives an overview of spending and transaction volumes made for the three months ending 31 December 2011 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 and is based on spending in the last 12 months.

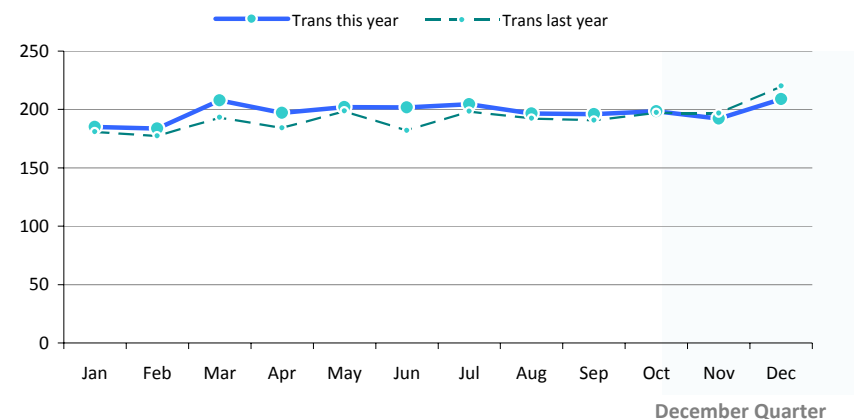
## 2. Monthly breakdown of spending in the Birkenhead marketplace

01 Jan 2011 to 31 Dec 2011 vs same period last year

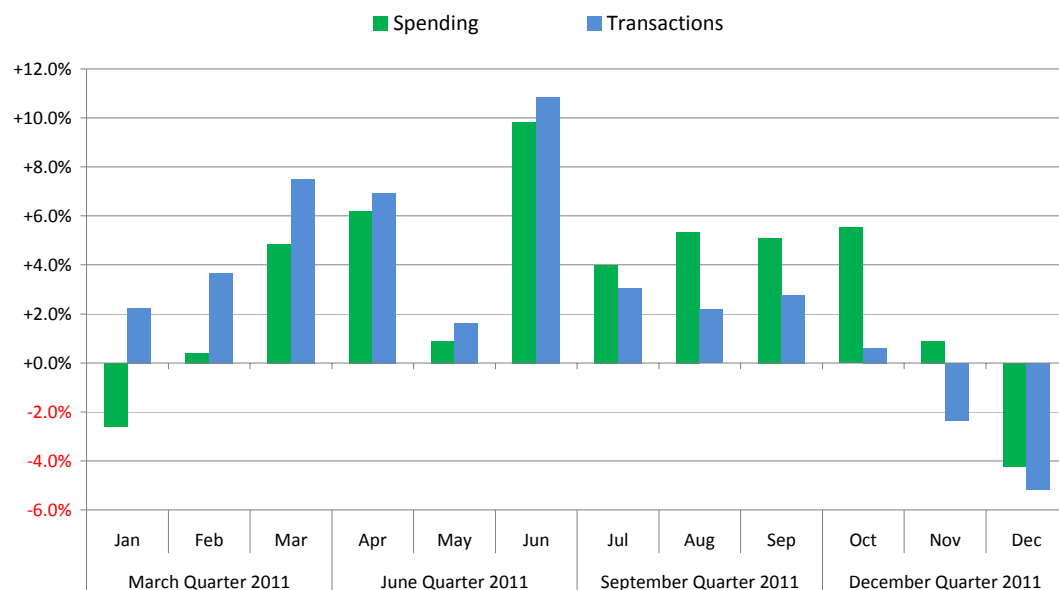
### 2.1 Monthly value of SPENDING at Birkenhead merchants



### 2.2 Monthly TRANSACTION volumes at Birkenhead merchants (,000s)



### 2.3 Percentage change over the same month last year



### 2.4 Chart Data

	SPENDING		
	This Year	Last Year	Change
October	\$8,363,523	\$7,925,082	5.5%
November	\$8,192,652	\$8,120,329	0.9%
December	\$9,340,095	\$9,751,751	-4.2%
Quarter	\$25,896,270	\$25,797,162	0.4%

	TRANSACTIONS		
	This Year	Last Year	Change
October	198,599	197,425	0.6%
November	192,196	196,773	-2.3%
December	208,795	220,094	-5.1%
Quarter	599,590	614,291	-2.4%

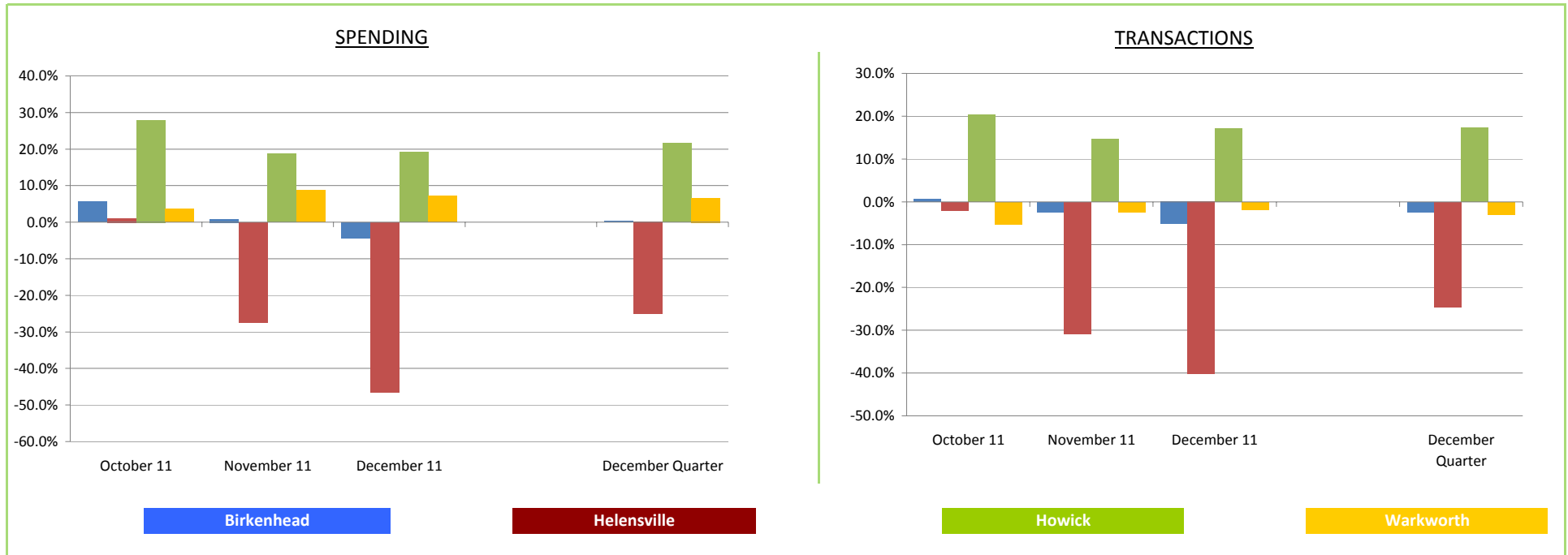
#### Reading these Charts

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.

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

1 Oct 2011 to 31 Dec 2011

#### 3.1 Change in spending and transactions, over same month last year - Birkenhead, compared to Helensville, Howick and Warkworth



#### 3.2 Change over December quarter last year

	Spending	Transactions
Birkenhead	0.4%	-2.4%
Helensville	-25.0%	-24.5%
Howick	21.7%	17.3%
Warkworth	6.6%	-3.0%

#### 3.3 Change over the September 2011 quarter

	Spending	Transactions
Birkenhead	4.9%	0.4%
Helensville	-23.3%	-20.4%
Howick	11.5%	7.9%
Warkworth	22.9%	10.9%

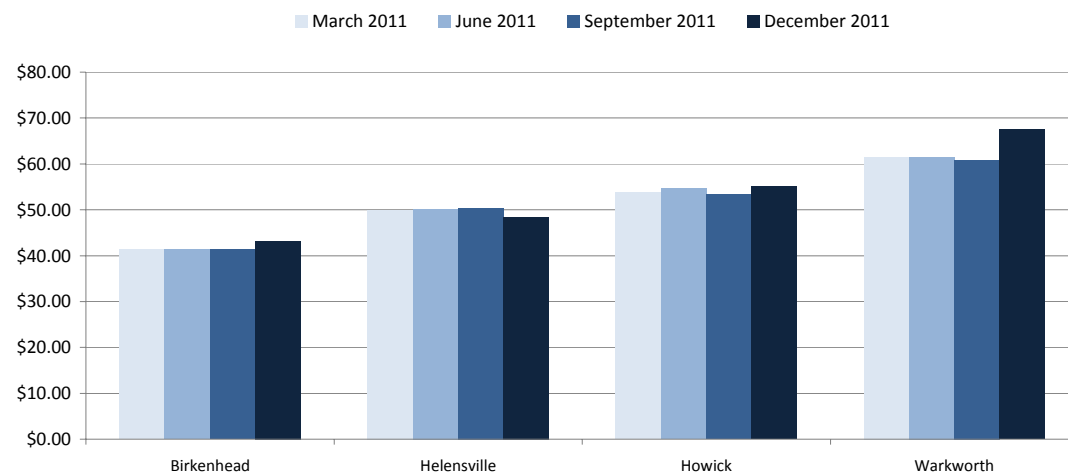
#### Reading these Charts

This page shows how activity in your marketplace over the last quarter compared to your three selected comparison groups. The chart top left shows the change in spending in each marketplace over the same month in the quarter 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 Jan 2011 to 31 Dec 2011

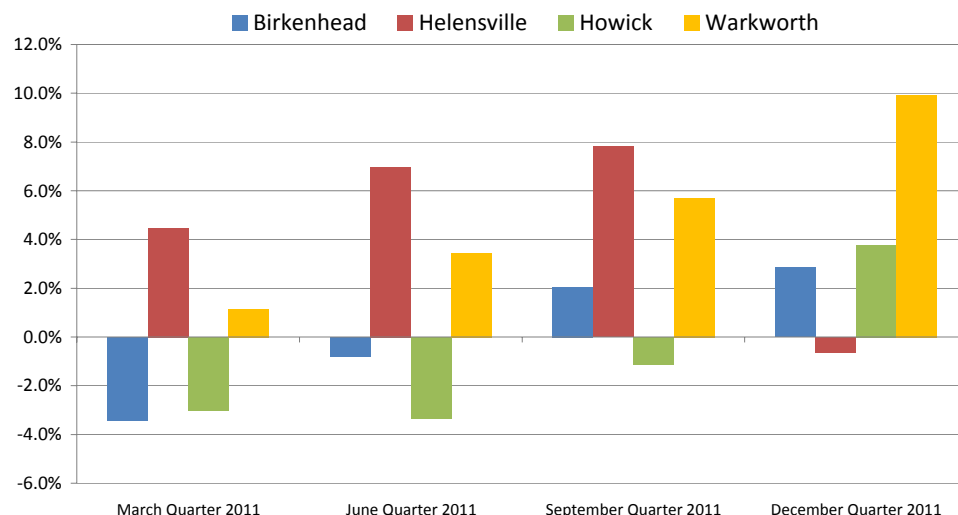
### 4.1 Average transaction value over the last 12 months



#### 4.1.1 Key Stats

Quarter	Birkenhead	Helensville	Howick	Warkworth
March 2011	\$41.39	\$49.91	\$53.78	\$61.50
June 2011	\$41.33	\$50.23	\$54.58	\$61.48
September 2011	\$41.34	\$50.35	\$53.27	\$60.91
December 2011	\$43.19	\$48.50	\$55.04	\$67.47

### 4.2 Change in quarterly average transaction value over the last 12 months - Birkenhead, compared to Helensville, Howick and Warkworth



#### 4.2.1 Change over same quarter last year

Quarter	Birkenhead	Helensville	Howick	Warkworth
March 2011	-3.4%	4.5%	-3.0%	1.2%
June 2011	-0.8%	7.0%	-3.3%	3.4%
September 2011	2.1%	7.8%	-1.1%	5.7%
December 2011	2.8%	-0.6%	3.8%	9.9%

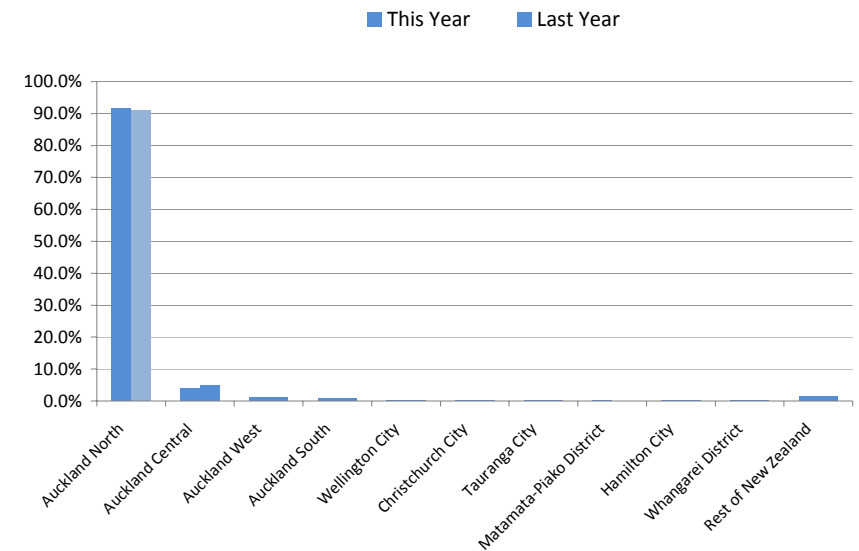
#### Reading these Charts

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 average transaction value by quarter compared to your competitors. The bottom chart shows how your average transaction value has changed compared to your competitor groups.

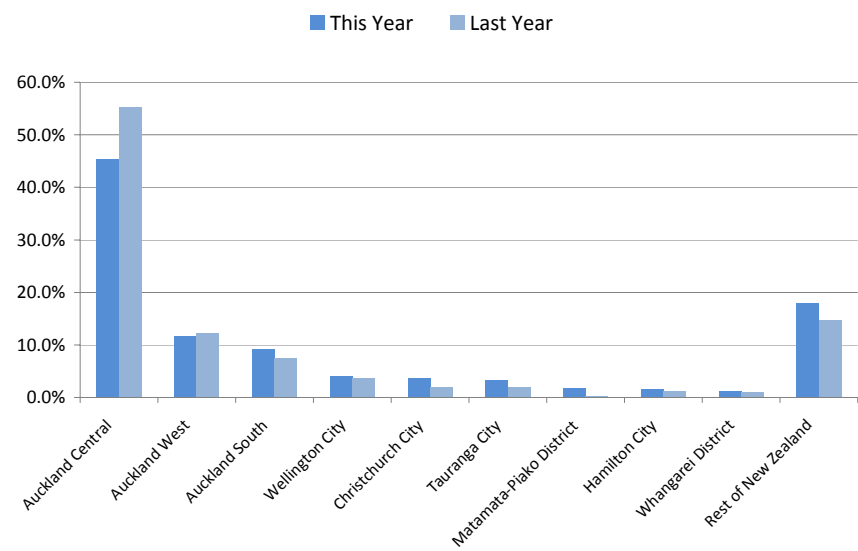
# 5. Which parts of New Zealand are Birkenhead customers coming from?

1 Oct 2011 to 31 Dec 2011

## 5.1 Top Local Authority Areas - Current Quarter vs the Same Quarter Last year



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



## 5.3 Key Stats

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Auckland North	91.4%	+0.7%	+0.5%
Auckland Central	3.9%	-22.0%	-1.1%
Auckland West	1.0%	-10.0%	-0.1%
Auckland South	0.8%	+16.9%	+0.1%
Wellington City	0.3%	+1.6%	+0.0%
Christchurch City	0.3%	+77.9%	+0.1%
Tauranga City	0.3%	+63.3%	+0.1%
Matamata-Piako District	0.2%	+585.5%	+0.1%
Hamilton City	0.1%	+21.6%	+0.0%
Whangarei District	0.1%	+18.1%	+0.0%
Rest of New Zealand	1.5%	+15.4%	+0.2%

% 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 quarter over same quarter last year)

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

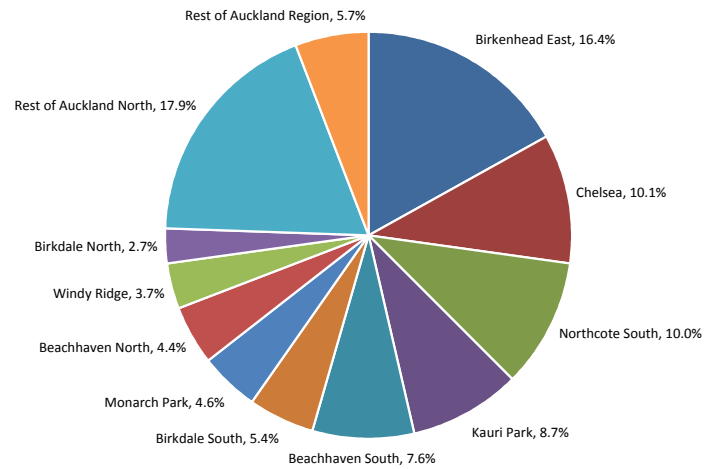
### Reading these Charts

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.

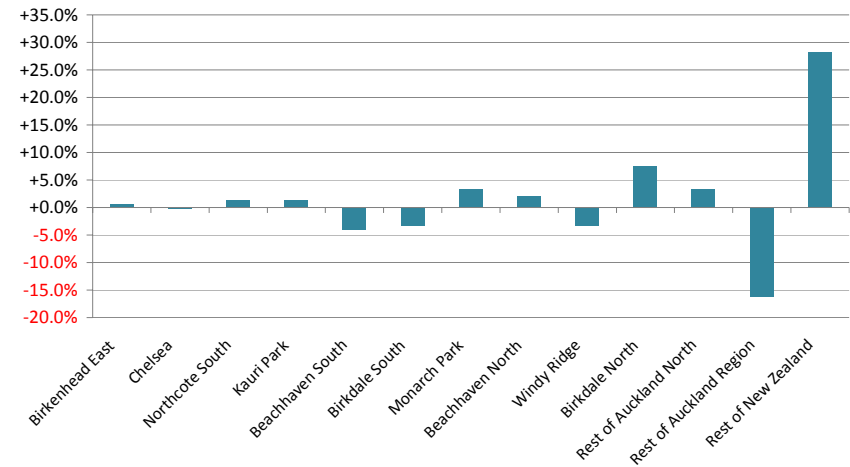
## 6. Which suburbs are Birkenhead's local customers coming from?

1 Oct 2011 to 31 Dec 2011

### 6.1 Birkenhead's Top Spending Suburbs in the last 3 months



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



### 6.3 Change over last year

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Birkenhead East	16.4%	+0.5%	+0.0%
Chelsea	10.1%	-0.2%	-0.0%
Northcote South	10.0%	+1.3%	+0.1%
Kauri Park	8.7%	+1.2%	+0.1%
Beachhaven South	7.6%	-3.9%	-0.3%
Birkdale South	5.4%	-3.3%	-0.2%
Monarch Park	4.6%	+3.3%	+0.1%
Beachhaven North	4.4%	+2.1%	+0.1%
Windy Ridge	3.7%	-3.3%	-0.1%
Birkdale North	2.7%	+7.4%	+0.2%
<b>Rest of Auckland North</b>	<b>17.9%</b>	<b>+3.3%</b>	<b>+0.5%</b>
Rest of Auckland Region	5.7%	-16.2%	-1.1%
Rest of New Zealand	2.9%	+28.2%	+0.6%

#### 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 quarter over same quarter last year)

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

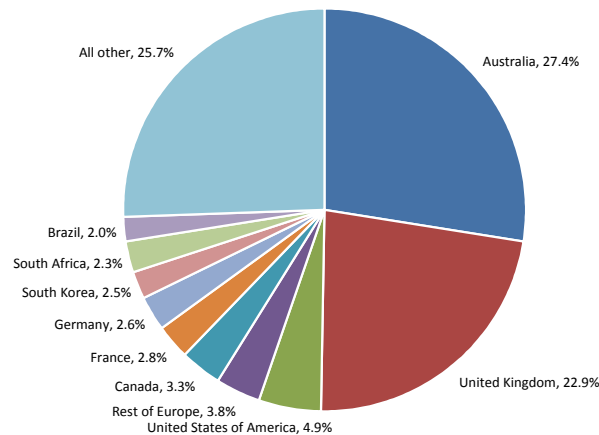
#### Reading these Charts

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.

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

1 Oct 2011 to 31 Dec 2011

## 7.1 Birkenhead's Top Spending Countries in the last 3 months

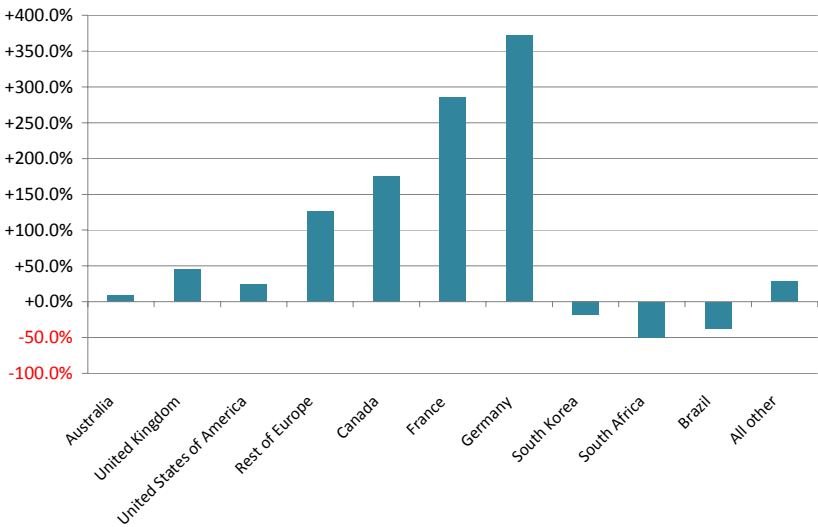


	This Year	Last Year
% of total spending from International Cardholders	0.83%	0.66%

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

Origin of customers	% of Spending	Change over last year	
		\$ Spent	Contribution
Australia	27.4%	+8.1%	-4.3%
United Kingdom	22.9%	+45.3%	+3.2%
United States of America	4.9%	+24.0%	-0.0%
Rest of Europe	3.8%	+125.9%	+1.7%
Canada	3.3%	+175.2%	+1.8%
France	2.8%	+285.1%	+1.9%
Germany	2.6%	+371.7%	+1.9%
South Korea	2.5%	-18.2%	-1.3%
South Africa	2.3%	-49.6%	-3.4%
Brazil	2.0%	-37.2%	-1.9%
All other	25.7%	+27.6%	+0.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>+25.1%</b>	

## 7.2 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 quarter over same quarter last year)

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

# 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 3 Months between 1 October 2011 and 31 December 2011

### Your designated competitors

Helensville

Howick

Warkworth

## 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. International cardholders 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*

# Inputs to your report

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## 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.

### **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.