



# Kilbirnie Business Improvement District

## Merchant Retail Sales Report

### for the 12 month period ending 30 June 2019

Prepared by: Wellington City Council

18 November 2019

Absolutely Positively  
**Wellington** City Council  
Me Heke Ki Pōneke

**Build  
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## Retail sales overview

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- Electronic card retail sales at merchants in the Kilbirnie BID area totalled \$165.9m in the year up to June 2019, up by 2.6% or \$4.1m 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 which is little changed from a year earlier
- Wellington City residents contributed 75.3% of all spending in the Kilbirnie BID area, while 6.7% of spending originated from visitors from the rest of the region, 8.2% from the rest of New Zealand and around 1.7% from international visitors
- The increase in retail sales growth in the Kilbirnie BID area was driven primarily by an increase in spending in Hospitality category of 13.0% and in the Fashion category of 12.6%,
- 62.1% of all retail sales spending in the year to June 2018 were on food and liquor
- Fridays and Saturdays generally achieved the highest sales during the week. Collectively, week day sales contributed 60% of all sales in the Kilbirnie BID area while weekend sales contributed 40%
- All data in this report is sourced from the WCC Retail Sales and Analysis Tool. Retail sales data excludes cash transactions, bank transfers and some sectors (services, transport plus others). 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 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Wellington City	83.4%	\$138,368,662	\$134,976,879	\$3,391,783	2.5%
Rest of Wellington Region	6.7%	\$11,158,606	\$11,079,683	\$78,923	0.7%
Rest of New Zealand	8.2%	\$13,555,718	\$13,623,611	-\$67,893	-0.5%
International	1.7%	\$2,829,916	\$2,104,627	\$725,289	34.5%
<b>Total Kilbirnie BID area</b>	<b>100.0%</b>	<b>\$165,912,902</b>	<b>\$161,784,800</b>	<b>\$4,128,102</b>	<b>2.6%</b>

Spend Category <sup>(1)</sup>	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Automotive	13.0%	\$21,617,696	\$20,830,657	\$787,039	3.8%
Discretionary	8.8%	\$14,615,479	\$13,812,507	\$802,972	5.8%
Fashion <sup>(2)</sup>	3.1%	\$5,113,238	\$4,539,692	\$573,546	12.6%
Food and Liquor	62.1%	\$103,090,141	\$102,549,321	\$540,820	0.5%
Hospitality	4.9%	\$8,132,396	\$7,197,409	\$934,987	13.0%
Other	4.4%	\$7,357,557	\$8,828,645	-\$1,471,088	-16.7%
Unidentifiable <sup>(3)</sup>	3.6%	\$5,986,395	\$4,026,569	\$1,959,826	48.7%
<b>Total</b>	<b>100.0%</b>	<b>\$165,912,902</b>	<b>\$161,784,800</b>	<b>\$4,128,102</b>	<b>2.6%</b>

Customer Origin	Annual Retail Sales		Change	% Change
	Year to Jun-19	Year to Jun-18		
Total Kilbirnie BID area	\$165,912,902	\$161,784,800	\$4,128,102	2.6%
Total Wellington City	\$3,215,390,257	\$3,085,999,771	\$129,390,486	4.2%
<b>Kilbirnie BID area retail sales as a percentage of total Wellington City retail sales</b>	<b>5.2%</b>	<b>5.2%</b>	<b>-0.1%</b>	<b>-2%</b>

### 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 Size		Change	% Change
	Year to Jun-19	Year to Jun-18		
Wellington City	\$47.22	\$47.45	-\$0.23	-0.5%
Rest of Wellington Region	\$42.07	\$40.52	\$1.56	3.8%
Rest of New Zealand	\$43.48	\$42.52	\$0.96	2.3%
International	\$60.31	\$65.94	-\$5.64	-8.5%
<b>Total</b>	<b>\$46.68</b>	<b>\$46.61</b>	<b>\$0.06</b>	<b>0.1%</b>

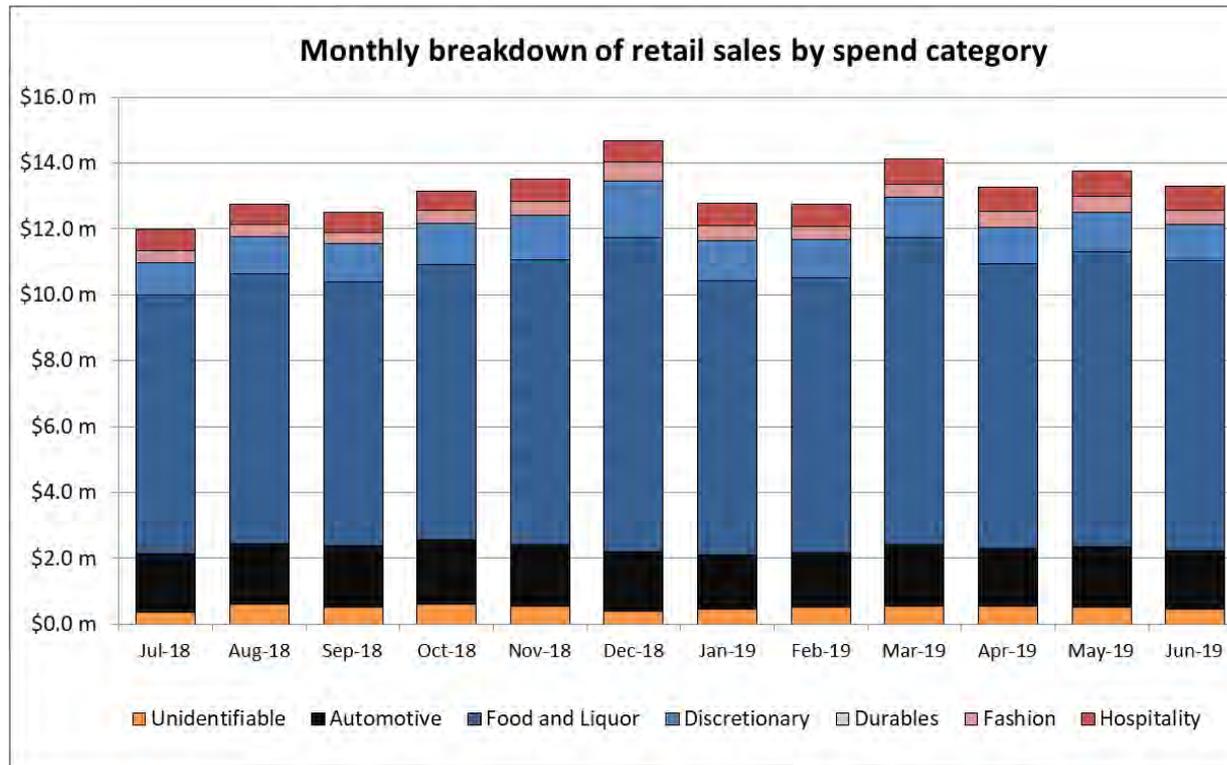
Spend Category <sup>(1)</sup>	Average Transaction Size		Change	% Change	5 BID avg TX
	Year to Jun-19	Year to Jun-18			
Automotive	\$55.01	\$52.01	\$3.00	5.8%	\$54.28
Discretionary	\$46.84	\$49.30	-\$2.47	-5.0%	\$44.13
Fashion	\$59.50	\$57.86	\$1.64	2.8%	\$61.25
Food and Liquor	\$48.75	\$49.17	-\$0.42	-0.8%	\$41.63
Hospitality	\$16.16	\$15.26	\$0.90	5.9%	\$20.81
Other	\$85.09	\$82.57	\$2.52	3.1%	
Unidentifiable <sup>(2)</sup>	\$101.68	\$85.55	\$16.14	18.9%	
<b>Total</b>	<b>\$46.68</b>	<b>\$46.61</b>	<b>\$0.06</b>	<b>0.1%</b>	

### Note

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

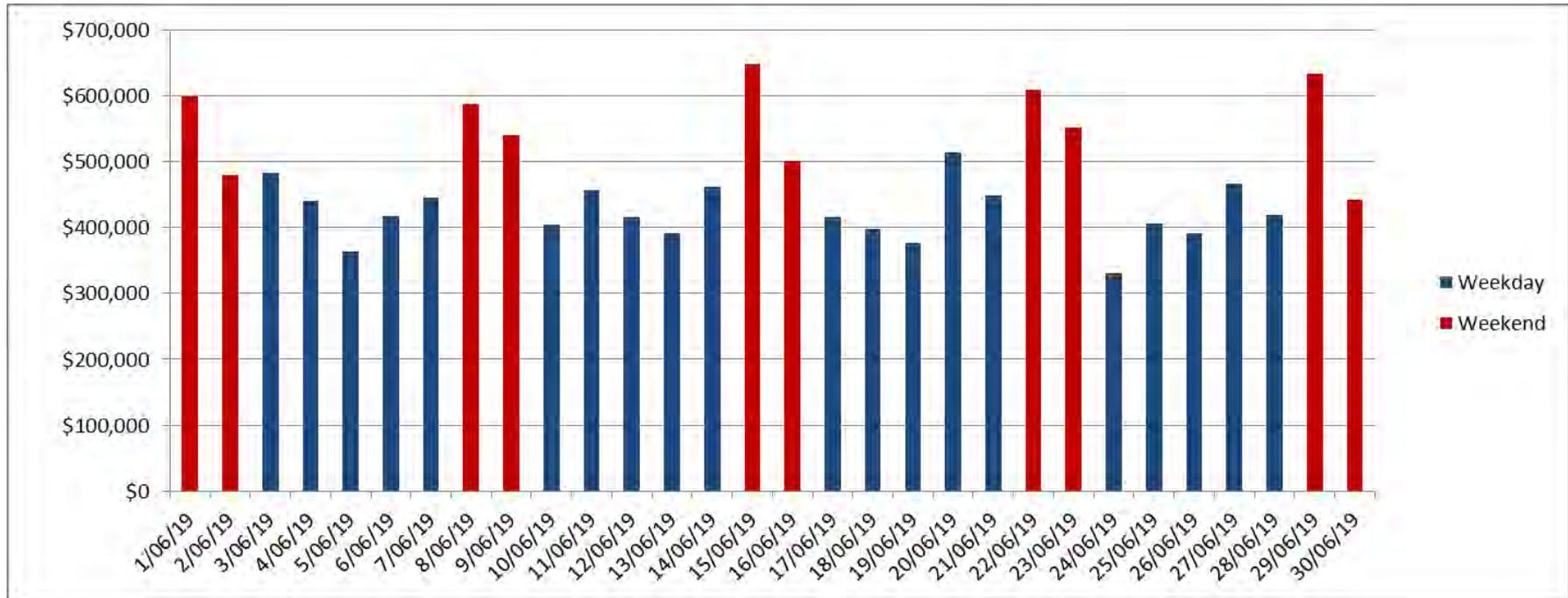
(2) Retail sales transactions not meeting privacy requirements have been classified as 'Unidentifiable'.

# Monthly retail sales by spend category



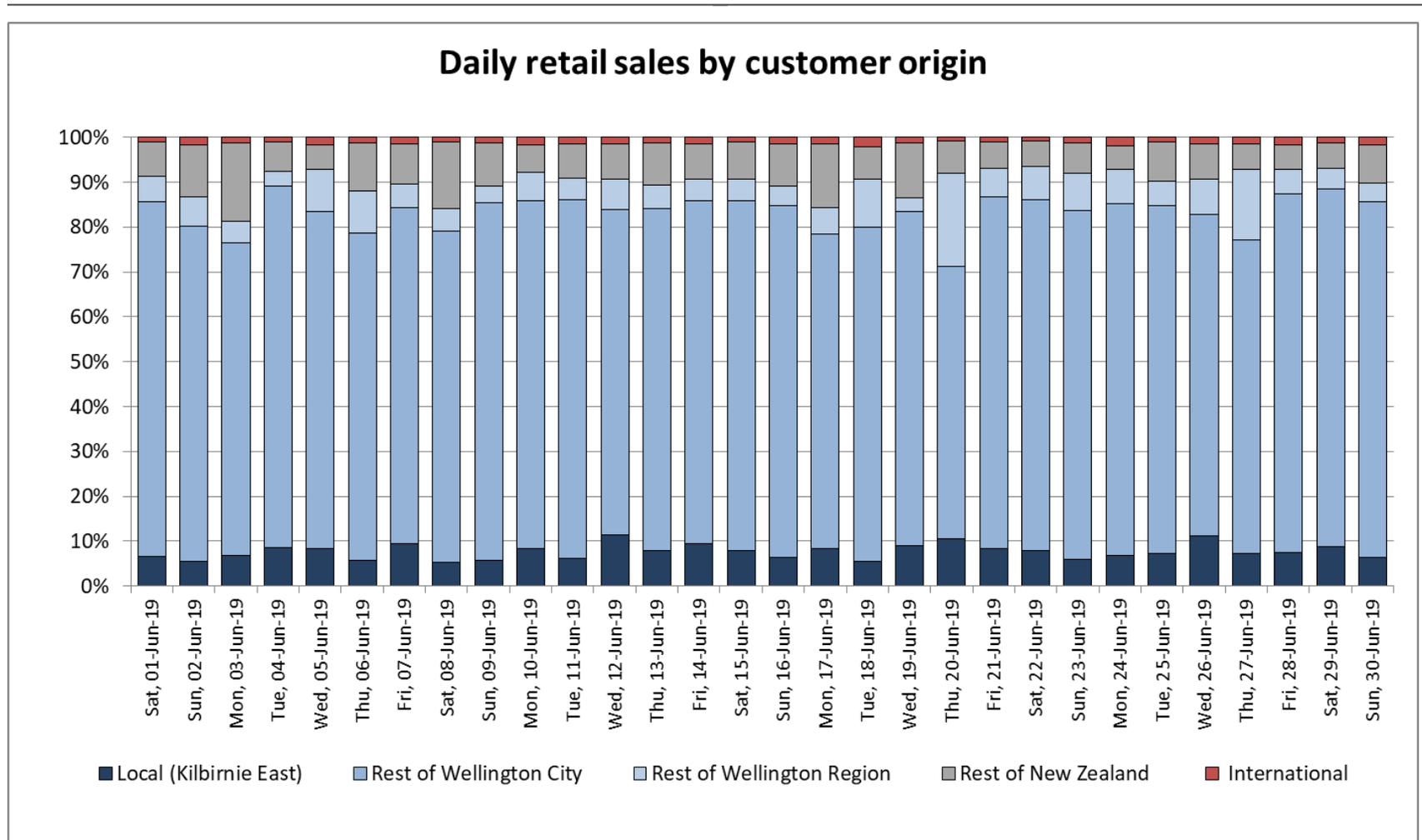
- 62% of all retail sales spending in the year to June 2019 was on food and liquor (\$104m) while spending on automotive repairs and retailing accounted for 13% of all retail spending over the same period.
- Spending on hospitality recorded the largest increase in the Kilbirnie BID area, up 13% or \$0.9m in the year to June 2019. The hospitality category which includes cafes, restaurants, bars, taverns and takeaways accounted for 4.9% of total spend while fashion which includes hairdressing and beauty services accounted for just over 3.1% of all spending in the year to June 2019.

# Daily retail sales



- Electronic card retail sales during the month of June 2019 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, week day sales contributed 60% of all sales in the Kilbirnie BID area while weekend sales contributed 40%.
- Saturday sales contributed to 22% of the total week sales while the lowest level of sales during the week occurred on Mondays, at an average of 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



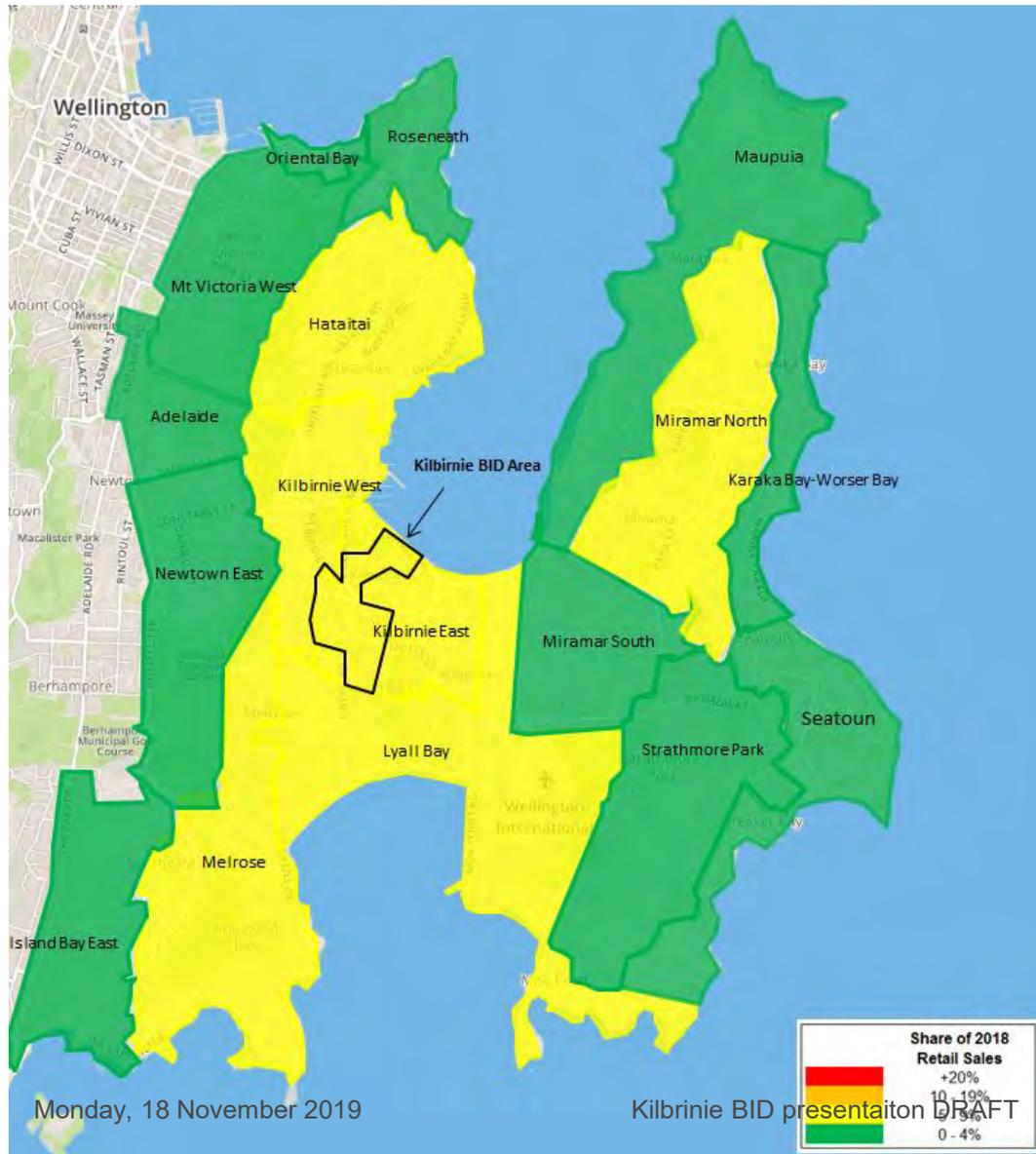
\* Customer cardholder origin statistics are based on 2006 Stats NZ census area unit boundaries

## Annual retail sales by customer origin

Customer Origin	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
<b>Local residents</b>					
Kilbirnie East	8.1%	\$13,357,444	\$12,521,720	\$835,724	6.7%
<b>Total</b>	<b>8.1%</b>	<b>\$13,357,444</b>	<b>\$12,521,720</b>	<b>\$835,724</b>	<b>6.7%</b>
<b>Non-local residents</b>					
<b>Rest of Wellington City</b>					
Lyall Bay	7.1%	\$11,820,324	\$11,311,344	\$508,980	4.5%
Hataitai	6.0%	\$9,955,925	\$9,838,200	\$117,725	1.2%
Melrose	5.2%	\$8,665,833	\$8,992,915	-\$327,082	-3.6%
Kilbirnie West	5.0%	\$8,333,455	\$8,804,075	-\$470,620	-5.3%
Miramar North	4.6%	\$7,642,947	\$8,176,606	-\$533,659	-6.5%
Strathmore Park	4.9%	\$8,087,129	\$7,271,924	\$815,205	11.2%
Miramar South	4.0%	\$6,595,489	\$6,328,936	\$266,553	4.2%
Newtown East	3.0%	\$5,006,766	\$4,758,310	\$248,456	5.2%
Island Bay East	2.7%	\$4,550,869	\$4,465,622	\$85,247	1.9%
Island Bay West	2.2%	\$3,688,289	\$3,842,337	-\$154,048	-4.0%
Brooklyn	2.0%	\$3,298,377	\$3,350,877	-\$52,500	-1.6%
Happy Valley-Owhiro Bay	2.2%	\$3,628,393	\$3,344,131	\$284,262	8.5%
Maupuia	1.8%	\$3,055,084	\$3,314,480	-\$259,396	-7.8%
Seatoun	1.9%	\$3,078,300	\$2,926,241	\$152,059	5.2%
Newtown West	1.9%	\$3,133,775	\$2,723,707	\$410,068	15.1%
Kingston	1.7%	\$2,776,790	\$2,658,839	\$117,951	4.4%
Mt Victoria West	1.3%	\$2,190,083	\$2,652,874	-\$462,791	-17.4%
Rest of Wellington City	17.8%	\$29,503,390	\$27,693,741	\$1,809,649	6.5%
<b>Total Rest of Wellington</b>	<b>75.3%</b>	<b>\$125,011,218</b>	<b>\$122,455,159</b>	<b>\$2,556,059</b>	<b>2.1%</b>
<b>Rest of Wellington Region</b>	<b>6.7%</b>	<b>\$11,158,606</b>	<b>\$11,079,683</b>	<b>\$78,923</b>	<b>0.7%</b>
<b>Rest of New Zealand</b>	<b>8.2%</b>	<b>\$13,555,718</b>	<b>\$13,623,611</b>	<b>-\$67,893</b>	<b>-0.5%</b>
<b>International</b>	<b>1.7%</b>	<b>\$2,829,916</b>	<b>\$2,104,627</b>	<b>\$725,289</b>	<b>34.5%</b>
<b>Total</b>	<b>100.0%</b>	<b>\$165,912,902</b>	<b>\$161,784,800</b>	<b>\$4,128,102</b>	<b>2.6%</b>

- Local residents contributed 8.1% of all spending in the year to June 2019 while 75.3% of spending originated from visitors from the rest of Wellington City.
- Residents from the surrounding areas of Lyall Bay, Hataitai and Melrose collectively contributed 18.3% of all spending.

# Map of share of annual retail sales by customer origin



# Kilbirnie BID area Customer Demographic Profile



# Customer age band profile

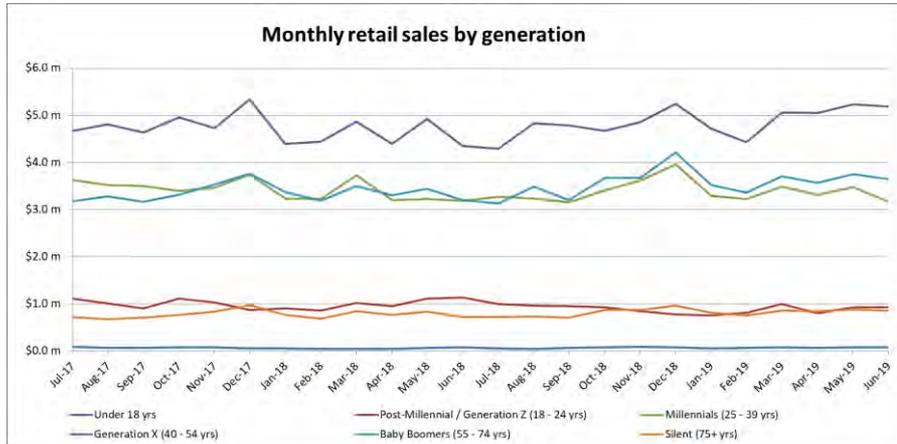
Age Band (yrs)	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
under 18	0.5%	\$782,015	\$719,376	\$62,639	8.7%
18 - 24	6.4%	\$10,644,705	\$11,970,442	-\$1,325,737	-11.1%
25 - 29	6.4%	\$10,582,090	\$11,502,131	-\$920,041	-8.0%
30 - 34	7.6%	\$12,632,025	\$12,845,487	-\$213,462	-1.7%
35 - 39	10.5%	\$17,368,345	\$16,684,238	\$684,107	4.1%
40 - 44	12.4%	\$20,531,748	\$19,032,095	\$1,499,653	7.9%
45 - 49	11.4%	\$18,878,249	\$18,373,071	\$505,178	2.7%
50 - 54	11.4%	\$18,930,242	\$19,075,954	-\$145,712	-0.8%
55 - 59	9.1%	\$15,067,702	\$13,139,404	\$1,928,298	14.7%
60 - 64	6.9%	\$11,399,042	\$11,980,034	-\$580,992	-4.8%
65 - 74	9.9%	\$16,454,822	\$15,098,765	\$1,356,057	9.0%
75+	5.9%	\$9,812,007	\$9,259,172	\$552,835	6.0%
Unknown adjuster	1.7%	\$2,829,910	\$2,104,631	\$725,279	34.5%
<b>Total</b>	<b>100.0%</b>	<b>\$165,912,902</b>	<b>\$161,784,800</b>	<b>\$4,128,102</b>	<b>2.6%</b>

Age Band (yrs)	Annual Retail Sales Percentage Share <sup>(1)</sup>		% diff
	Kilbirnie BID	Wellington City	
under 18	0.5%	0.7%	-0.2%
18 - 24	6.4%	9.4%	-3.0%
25 - 29	6.4%	8.1%	-1.7%
30 - 34	7.6%	8.4%	-0.8%
35 - 39	10.5%	9.1%	1.4%
40 - 44	12.4%	10.6%	1.8%
45 - 49	11.4%	10.7%	0.6%
50 - 54	11.4%	11.2%	0.3%
55 - 59	9.1%	8.6%	0.4%
60 - 64	6.9%	6.7%	0.2%
65 - 74	9.9%	8.2%	1.7%
75+	5.9%	3.7%	2.2%
Unknown	1.7%	4.6%	-2.9%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>0.0%</b>

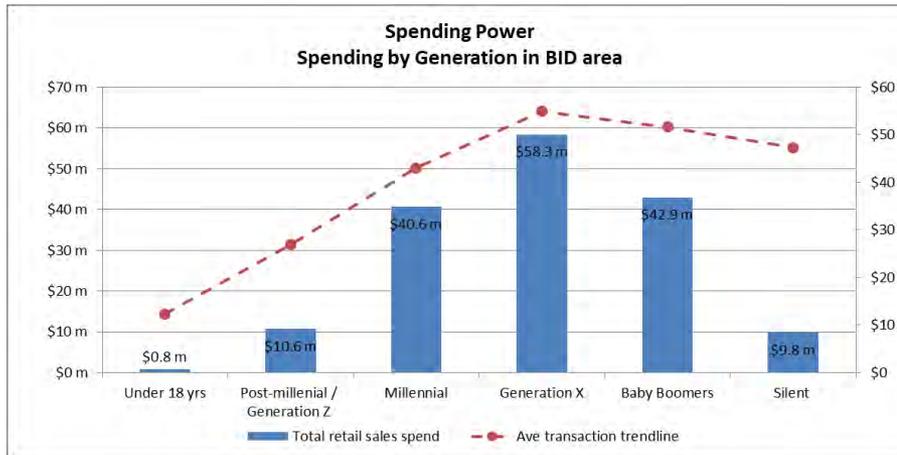
Generational Name	Age Band (yrs)	Share of 2019 Total	Annual Retail Sales		Change	% Change
			Year to Jun-19	Year to Jun-18		
Under 18	under 18	0.5%	\$782,015	\$719,376	\$62,639	8.7%
Post-Millennial / Generation Z	18 - 24	6.4%	\$10,644,705	\$11,970,442	-\$1,325,737	-11.1%
Millennials	25 - 39	24.5%	\$40,582,460	\$41,031,856	-\$449,396	-1.1%
Generation X	40 - 54	35.2%	\$58,340,239	\$56,481,120	\$1,859,119	3.3%
Baby Boomers	55 - 74	25.9%	\$42,921,566	\$40,218,203	\$2,703,363	6.7%
Silent	75+	5.9%	\$9,812,007	\$9,259,172	\$552,835	6.0%
Unknown		1.7%	\$2,829,910	\$2,104,631	\$725,279	34.5%
<b>Total</b>		<b>100.0%</b>	<b>\$165,912,902</b>	<b>\$161,784,800</b>	<b>\$4,128,102</b>	<b>2.6%</b>

- The highest growth in spend was in the Baby Boomers which grew by \$2.7m or 6.7% in the year to June 2019 while the under 18s had the highest % gain at 8.7% or \$0.06m during the same period.
- Spending by Generation Z decreased by (11.1%) or (\$1.3m) in the year to June 2019 when compared to the previous year.

# Customer age profile by generation



- Overall, spending was the highest for Generation X, accounting for 36% or \$58.3m of all spending in the year to June 2019.
- 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 and peaks at Gen X in terms of average transaction and total spend.

# Customer gender profile

Gender	Share of 2019 Total	Annual Retail Sales		Change	% Change
		Year to Jun-19	Year to Jun-18		
Female	48.6%	\$80,559,367	\$77,812,816	\$2,746,551	3.5%
Male	49.7%	\$82,523,618	\$81,867,356	\$656,262	0.8%
Unknown	1.7%	\$2,829,917	\$2,104,628	\$725,289	34.5%
<b>Total</b>	<b>100.0%</b>	<b>\$165,912,902</b>	<b>\$161,784,800</b>	<b>\$4,128,102</b>	<b>2.6%</b>

- Spending by females increased by 3.5% or \$2.7m in the year to June 2019 when compared to the previous year.

## Male

Category	Share of 2019 Total	Male Annual Retail Spend		Change	% Change
		Year to Jun-19	Year to Jun-18		
Automotive	16%	\$13,295,847	\$12,631,934	\$663,913	5.3%
Discretionary	9%	\$7,060,381	\$7,024,537	\$35,844	0.5%
Durables	0%	\$0	\$0	\$0	
Fashion	1%	\$992,211	\$959,344	\$32,867	3.4%
Food and Liquor	62%	\$50,772,643	\$51,586,442	-\$813,799	-1.6%
Hospitality	5%	\$4,461,581	\$4,169,948	\$291,633	7.0%
Undefined	7%	\$5,940,955	\$5,495,151	\$445,804	8.1%
<b>Total</b>	<b>100.0%</b>	<b>\$82,523,618</b>	<b>\$81,867,356</b>	<b>\$291,633</b>	<b>0.4%</b>

- Spending by males on Food and Liquor decreased by (\$0.8m) or (1.6%) while Automotive increased by 5.3% or \$0.7m in the year to June 2019 compared to the previous year.

## Female

Category	Share of 2019 Total	Female Annual Retail Spend		Change	% Change
		Year to Jun-19	Year to Jun-18		
Automotive	10%	\$7,940,300	\$7,840,745	\$99,555	1.3%
Discretionary	9%	\$7,382,350	\$6,650,865	\$731,485	11.0%
Durables	0%	\$0	\$0	\$0	
Fashion	5%	\$4,068,770	\$3,538,069	\$530,701	15.0%
Food and Liquor	63%	\$51,079,335	\$50,016,302	\$1,063,033	2.1%
Hospitality	4%	\$3,315,316	\$2,967,590	\$347,726	11.7%
Undefined	8%	\$6,773,296	\$6,799,245	-\$25,949	-0.4%
<b>Total</b>	<b>100.0%</b>	<b>\$80,559,367</b>	<b>\$77,812,816</b>	<b>\$347,726</b>	<b>0.4%</b>

- Spending by females on discretionary increased by \$0.7m or (11%) and Fashion increased by \$0.5m or 15% in the year to June 2019 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 Jun-19) - Kilbirnie residents only							% Total spending by age band
	Automotive	Discretionary	Durables	Fashion	Food and Liquor	Hospitality	Other	
under 18	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	<b>0.2%</b>
18 - 24	0.6%	0.2%	0.0%	0.1%	2.0%	0.6%	0.6%	<b>4.1%</b>
25 - 29	0.4%	0.3%	0.0%	0.2%	4.3%	0.5%	0.1%	<b>5.8%</b>
30 - 34	0.9%	1.5%	0.0%	0.3%	6.7%	0.7%	0.7%	<b>10.7%</b>
35 - 39	1.3%	0.6%	0.0%	0.2%	6.7%	0.5%	0.3%	<b>9.7%</b>
40 - 44	1.0%	1.0%	0.0%	0.3%	8.3%	0.5%	0.7%	<b>11.7%</b>
45 - 49	0.8%	0.8%	0.0%	0.3%	7.9%	0.5%	0.6%	<b>11.0%</b>
50 - 54	0.8%	1.0%	0.0%	0.2%	7.7%	0.4%	0.7%	<b>10.8%</b>
55 - 59	0.9%	0.6%	0.0%	0.2%	6.7%	0.4%	0.7%	<b>9.6%</b>
60 - 64	0.2%	0.7%	0.0%	0.2%	5.0%	0.2%	0.8%	<b>7.1%</b>
65 - 74	0.7%	0.9%	0.0%	0.6%	7.1%	0.3%	0.4%	<b>10.0%</b>
75+	0.6%	0.6%	0.0%	0.3%	7.2%	0.3%	0.4%	<b>9.5%</b>
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
<b>% Total spending by category</b>	<b>8.2%</b>	<b>8.2%</b>	<b>0.0%</b>	<b>3.0%</b>	<b>69.7%</b>	<b>4.9%</b>	<b>6.0%</b>	<b>100.0%</b>

1. Cardholder age profiles are based on cardholder addresses located in the Kilbirnie East 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 Jun-19) - Rest of Wellington City							% Total spending by age band
	Automotive	Discretionary	Durables	Fashion	Food and Liquor	Hospitality	Other	
under 18	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.4%
18 - 24	1.3%	0.3%	0.0%	0.1%	2.7%	0.6%	0.1%	5.2%
25 - 29	1.1%	0.5%	0.0%	0.1%	3.5%	0.5%	0.2%	6.0%
30 - 34	1.2%	0.6%	0.0%	0.2%	4.6%	0.4%	0.3%	7.3%
35 - 39	1.5%	0.9%	0.0%	0.3%	7.3%	0.5%	0.5%	10.9%
40 - 44	1.5%	1.1%	0.0%	0.3%	8.8%	0.5%	0.6%	12.7%
45 - 49	1.5%	1.3%	0.0%	0.4%	8.3%	0.4%	0.5%	12.3%
50 - 54	1.5%	1.2%	0.0%	0.4%	8.5%	0.4%	0.5%	12.4%
55 - 59	1.0%	0.8%	0.0%	0.3%	6.6%	0.3%	0.4%	9.4%
60 - 64	0.9%	0.6%	0.0%	0.2%	4.8%	0.2%	0.4%	7.1%
65 - 74	1.0%	0.9%	0.0%	0.4%	6.8%	0.3%	0.8%	10.2%
75+	0.6%	0.5%	0.0%	0.4%	4.1%	0.1%	0.3%	6.1%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>% Total spending by category</b>	<b>13.1%</b>	<b>8.8%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>66.1%</b>	<b>4.2%</b>	<b>4.5%</b>	<b>100.0%</b>

1. Cardholder age profiles are based on cardholder addresses located outside of Kilbirnie East 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 Jun-19) - Rest of Wellington Region							% Total spending by age band
	Automotive	Discretionary	Durables	Fashion	Food and Liquor	Hospitality	Other	
under 18	0.1%	0.3%	0.0%	0.1%	0.4%	0.3%	0.0%	1.2%
18 - 24	2.8%	0.7%	0.0%	0.2%	5.1%	2.1%	0.1%	11.0%
25 - 29	2.2%	0.5%	0.0%	0.3%	5.5%	1.1%	0.0%	9.7%
30 - 34	1.6%	0.7%	0.0%	0.2%	3.1%	1.0%	0.5%	7.1%
35 - 39	5.0%	0.7%	0.0%	0.3%	7.1%	1.0%	0.2%	14.3%
40 - 44	5.1%	1.2%	0.0%	0.6%	11.7%	1.1%	0.7%	20.4%
45 - 49	2.0%	1.5%	0.0%	0.4%	3.2%	0.7%	0.6%	8.5%
50 - 54	1.7%	1.1%	0.0%	0.4%	4.8%	0.6%	0.2%	8.9%
55 - 59	1.5%	0.6%	0.0%	0.3%	2.5%	0.5%	1.0%	6.6%
60 - 64	1.1%	0.9%	0.0%	0.3%	1.7%	0.4%	0.2%	4.6%
65 - 74	0.8%	0.5%	0.0%	0.5%	2.7%	0.4%	0.6%	5.5%
75+	0.3%	0.2%	0.0%	0.3%	1.2%	0.1%	0.1%	2.1%
Unknown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>% Total spending by category</b>	<b>24.2%</b>	<b>9.0%</b>	<b>0.0%</b>	<b>3.9%</b>	<b>49.2%</b>	<b>9.5%</b>	<b>4.2%</b>	<b>100.0%</b>

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 are used in this report and are highlighted in red on the map below.



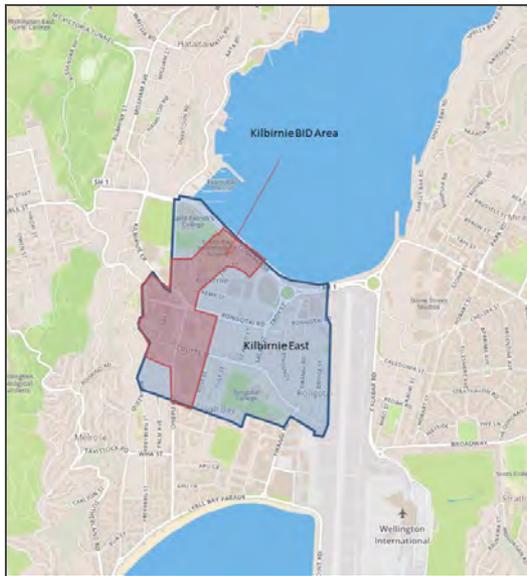
## Kilbirnie BID area merchant count

Spend Category <sup>(1)</sup>	Merchant Count		Change	% Change
	Year to Jun-19	Year to Jun-18		
Accommodation	1	1	0	
Automotive	7	7	0	0.0%
Discretionary	18	17	1	5.9%
Durables	4	4	0	0.0%
Fashion	14	12	2	16.7%
Food and Liquor	11	11	0	0.0%
Hospitality	19	18	1	5.6%
Other	5	5	0	
<b>Total</b>	<b>79</b>	<b>75</b>	<b>4</b>	<b>5.1%</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 Kilbirnie BID area, local census area unit and population count table



Age Band	Population from 2018 census			
	Kilbirnie Central and East		Wellington City	
	Count	Percentage	Count	Percentage
under 20	948	19%	47337	23%
20-24 years	444	9%	20745	10%
25-29 years	501	10%	19770	10%
30-34 years	450	9%	16455	8%
35-39 years	369	8%	14853	7%
40-44 years	327	7%	14016	7%
45-49 years	357	7%	14352	7%
50-54 years	318	6%	13401	7%
55-59 years	273	6%	11658	6%
60-64 years	219	4%	8940	4%
65-69 years	162	3%	7284	4%
70-74 years	135	3%	5412	3%
75+	411	8%	8517	4%
<b>Total</b>	<b>4914</b>		<b>202740</b>	

Source: Stats NZ population using Statistical Areas

Cardholder origin statistics are based on 2006 census area unit boundaries for Kilbirnie East

# 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

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

# Data sources

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

The data is primarily sourced from electronic card transactions made via the Paymark network from merchant terminals located in the 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.