

# BNZ MarketView

## Kingsland

Marketplace Quarterly Report  
for the 3 month period ending 30 June 2010

Prepared for: Auckland City Council

14 July 2010

# MARKETPLACE QUARTERLY REPORT

Kingsland - 01 Apr 2010 to 30 Jun 2010

## Introduction

This quarterly report keeps you up-to-date on how your area is performing against a number of key indicators such as national spending, spending by BNZ customers living in Auckland City and how spending is going at competitor areas.

Marketview turns retail spending data from all BNZ cards (around 125 million transactions a year) into valuable information you can use.

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# YOUR MARKETPLACE

Kingsland - 01 Apr 2010 to 30 Jun 2010

## Selection Criteria

*These are the criteria used to create this report*

### Your area

Kingsland

### Reporting Period

The 3 months between 1 April 2010 and 30 June 2010

### Your designated competitors

Mt Eden Village

Ponsonby

Eden Valley

## Lingo Guide

*Helpful explanations of some of the terms used in the report*

### Your Marketplace

% of total spend

Your area and your designated competitors

The percentage of total spending by BNZ 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 15 cities and 58 districts in New Zealand.

## 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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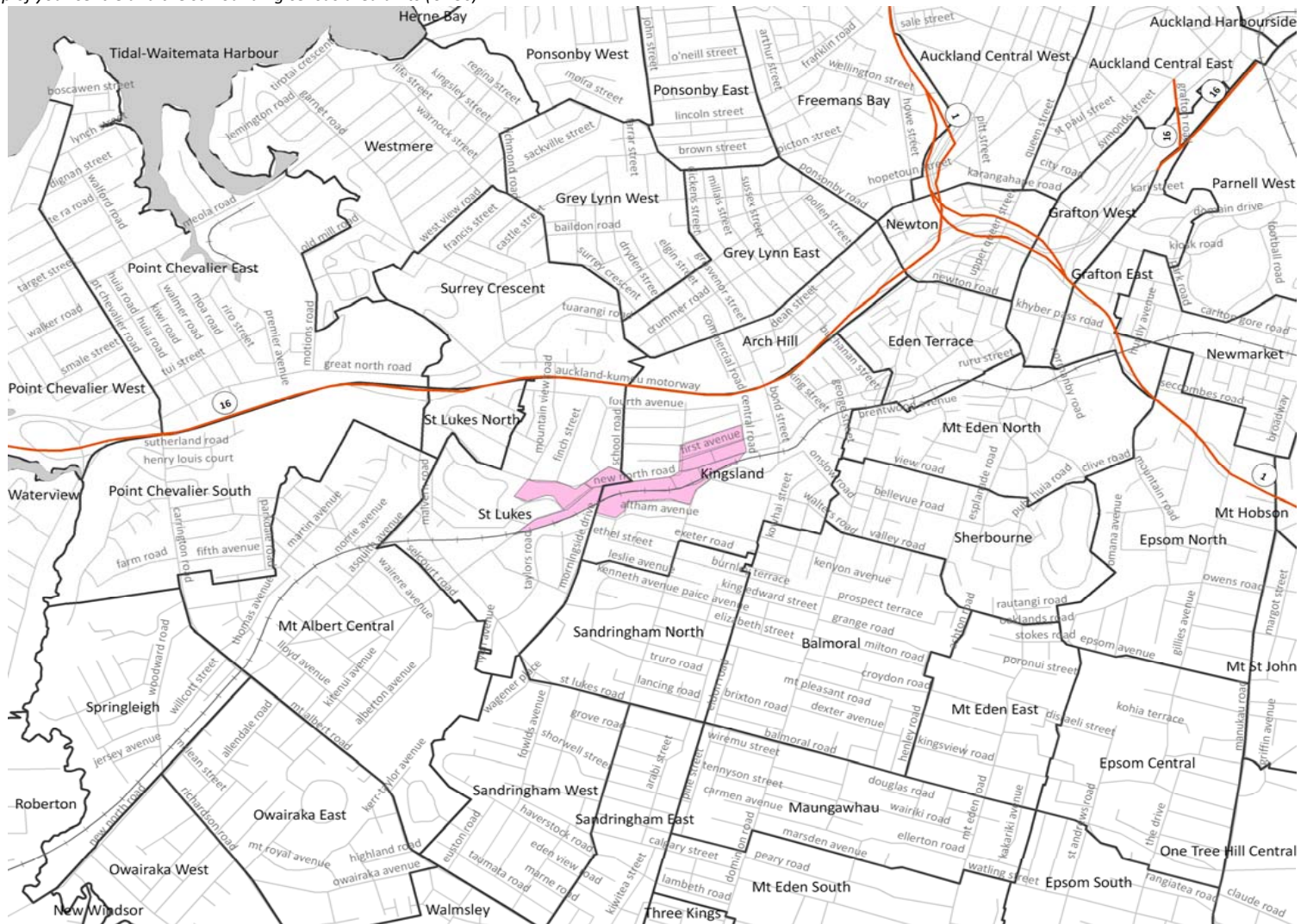
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# YOUR MARKETPLACE

Kingsland - 01 Apr 2010 to 30 Jun 2010

Here is a map of your centre and the surrounding census area units (CAUs)

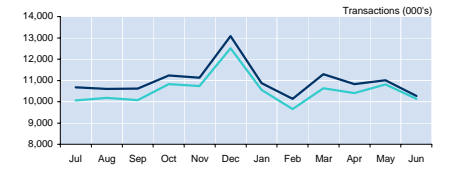
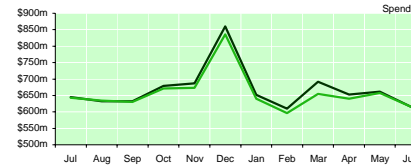


# 1. QUARTERLY DASHBOARD

Kingsland - 01 Apr 2010 to 30 Jun 2010

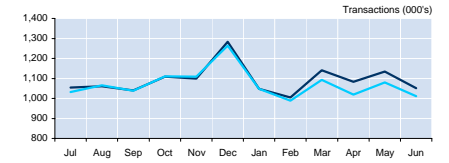
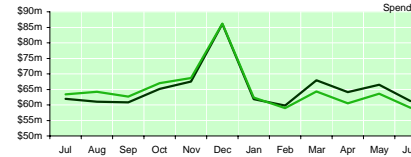
## BNZ MarketView Consumer Spending Series - National

	Quarter 2 2009	Quarter 2 2010	% Change
Spending	\$1,912,837,021	\$1,930,214,821	▲ 0.9%
Transactions	31,356,754	32,099,508	▲ 2.4%



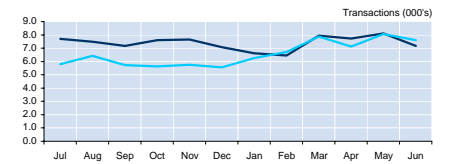
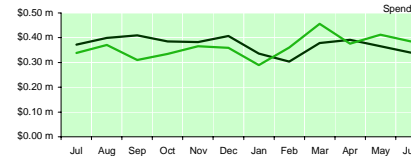
## Consumers living in Auckland City

Spending	\$183,159,324	\$191,832,597	▲ 4.7%
Transactions	3,110,377	3,268,226	▲ 5.1%



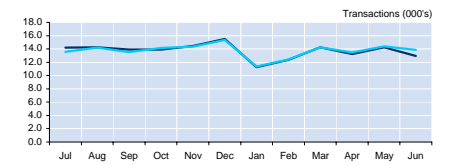
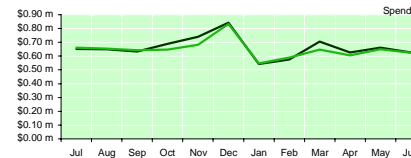
## YOUR AREA Kingsland (Refer to Page 6 for enlarged graphs)

Spending	\$1,173,163	\$1,096,910	▼ -6.5%
Transactions	22,775	23,012	▲ 1.0%



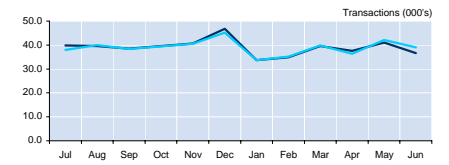
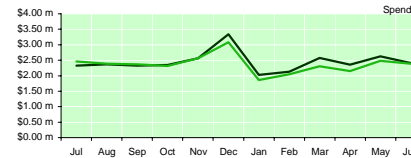
## Competitor area 1 Mt Eden Village

Spending	\$1,877,019	\$1,912,170	▲ 1.9%
Transactions	41,704	40,429	▼ -3.1%



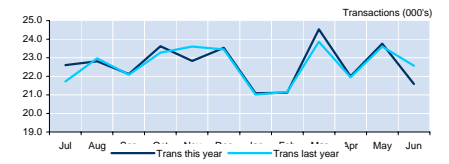
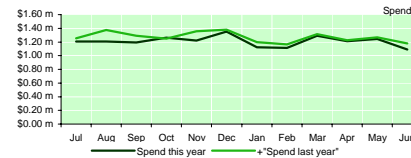
## Competitor area 2 Ponsonby

Spending	\$7,026,574	\$7,384,086	▲ 5.1%
Transactions	117,386	115,152	▼ -1.9%



## Competitor Area 3 Eden Valley

Spending	\$3,673,371	\$3,544,760	▼ -3.5%
Transactions	68,119	67,334	▼ -1.2%



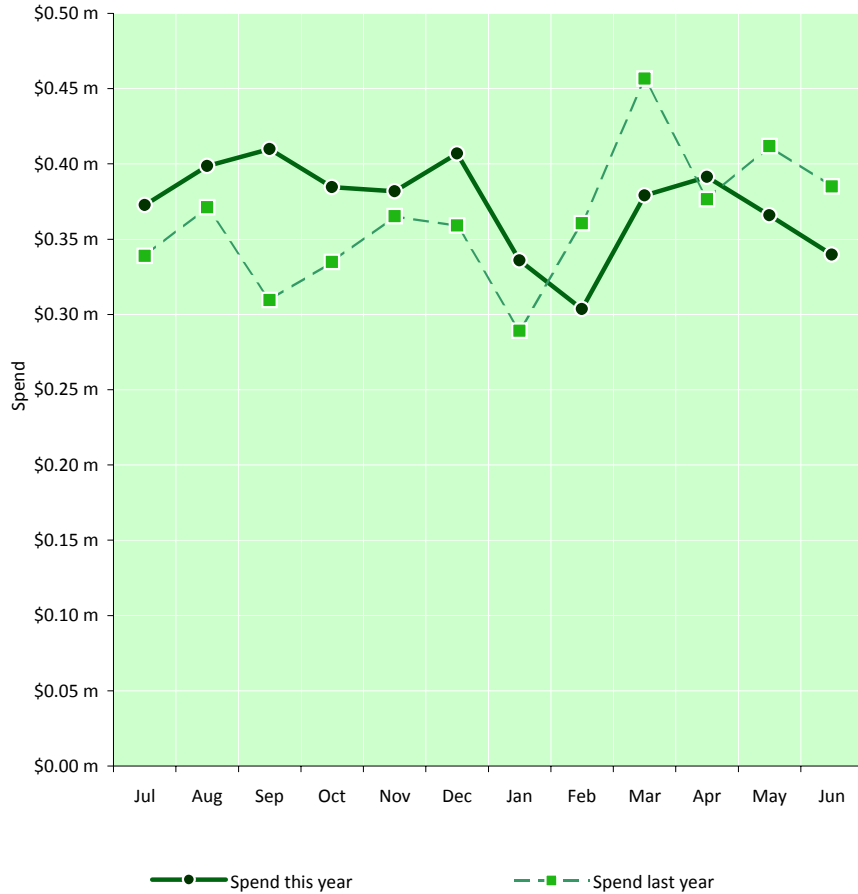
### Comments

This page gives an overview of spending and transaction volumes made by BNZ cardholders in the twelve months to 30 June 2010 compared to the same period last year. The top two sections refer to all retail spending, and the lower four refer to spending in your marketplace, and in your selected competitors' marketplaces.

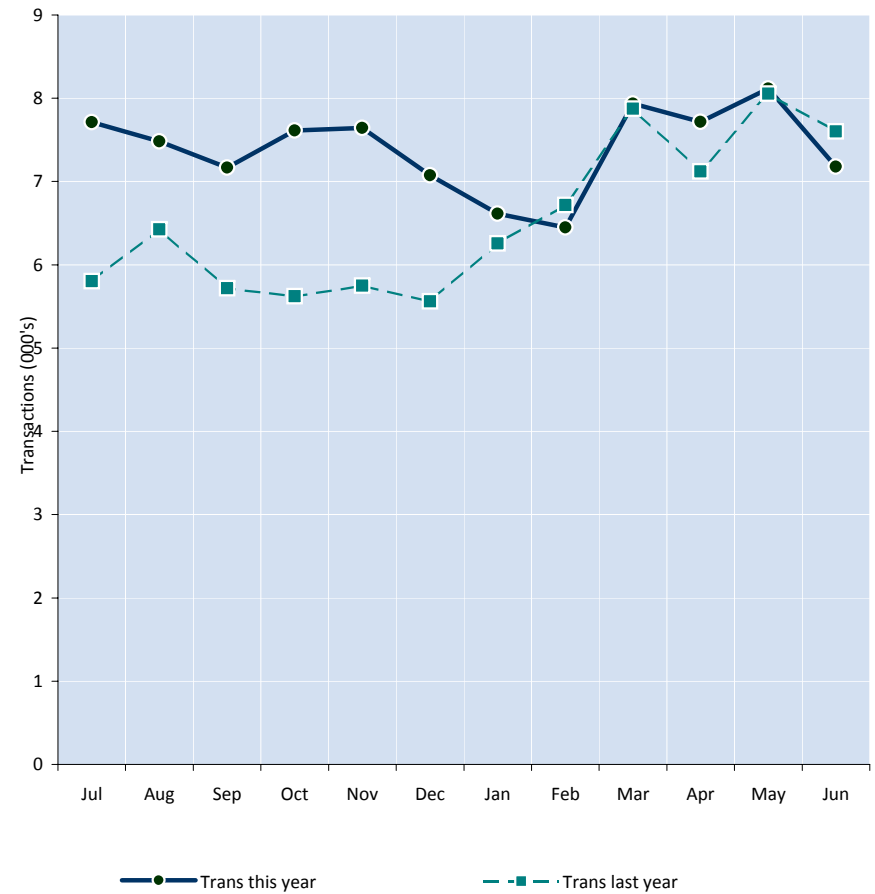
## 2. MONTHLY SPEND AND TRANSACTIONS IN YOUR MARKETPLACE

Kingsland - Jul 2009 to Jun 2010

Monthly spending at Kingsland



Monthly transaction volumes at Kingsland



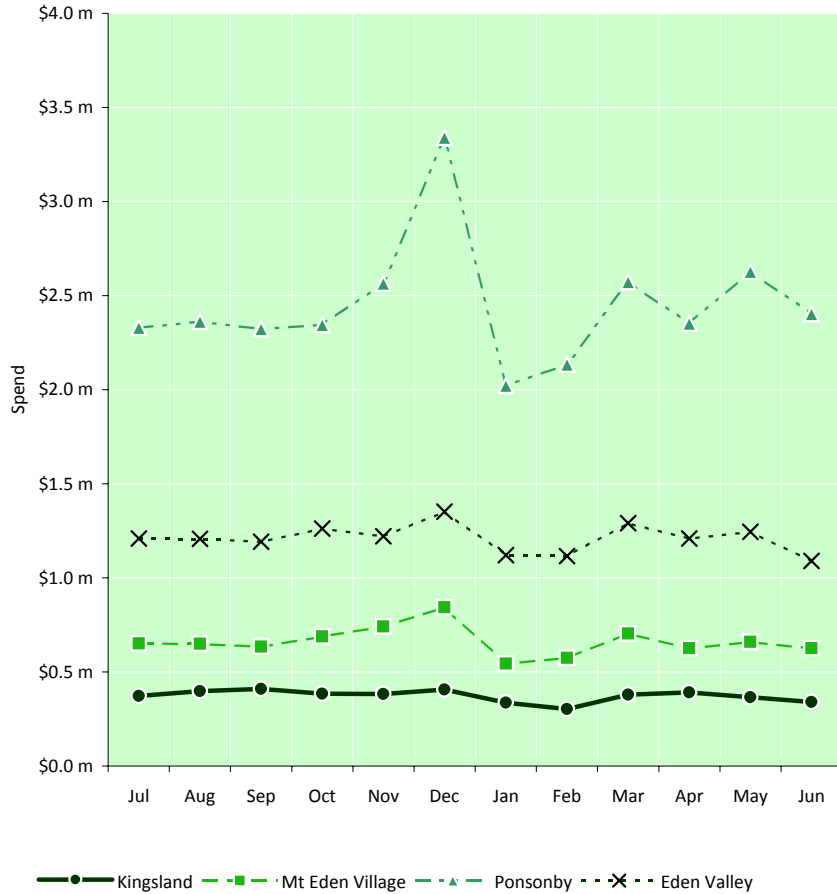
### Comments

This page shows BNZ cardholder activity trends in your marketplace on a monthly basis, and how they compare to the same period last year. In the left-hand chart, the solid dark green line refers to monthly spending in the twelve months to 30 Jun 2010 and the green dotted line refers to the previous year. Similarly, the solid dark blue line in the right-hand chart refers to monthly transaction volumes in the twelve months to 30 Jun 2010 and the dotted blue line refers to the previous year.

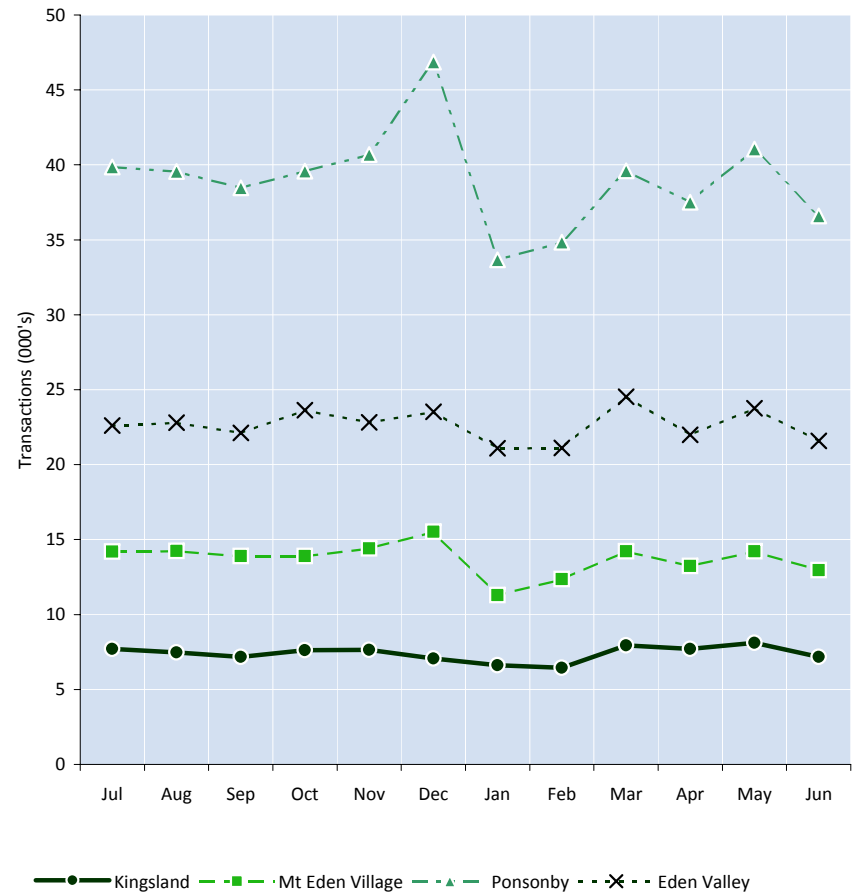
### 3. MONTHLY SPEND AND TRANSACTIONS WITH YOU AND COMPETITORS DURING THE LAST 12 MONTHS

Kingsland - Jul 2009 to Jun 2010

Monthly spending during the 12 months ending 30 Jun 2010 at Kingsland and competitor areas



Monthly transactions during the 12 months ending 30 Jun 2010 at Kingsland and competitor areas

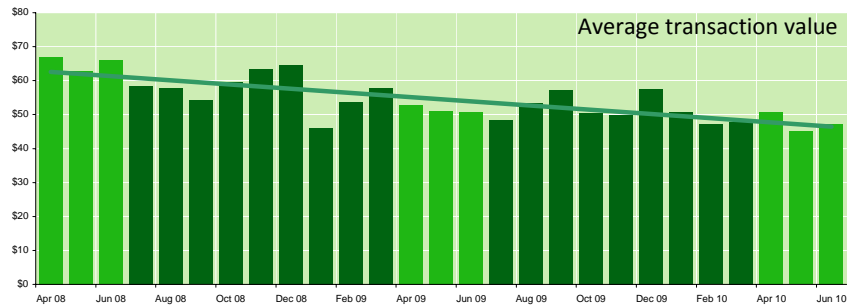
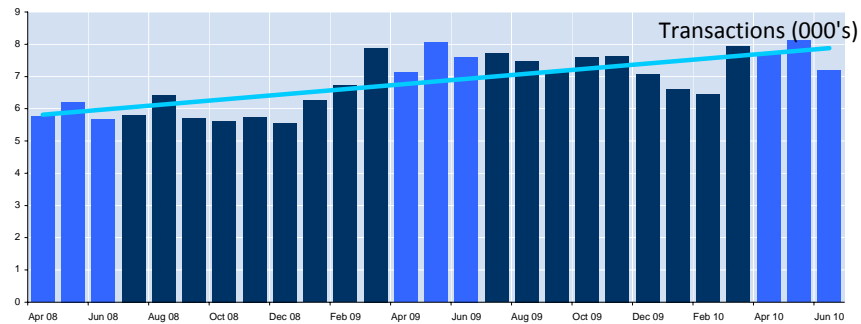
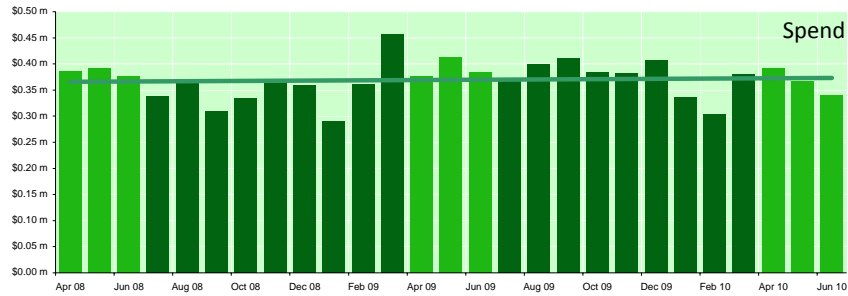


**Comments**

This page shows BNZ cardholder activity in your marketplace on a monthly basis, and how that compares to your three selected competitor marketplaces, namely Mt Eden Village, Ponsonby and Eden Valley. The solid dark green (left-hand chart, spending) and dark blue (right-hand chart, transaction volumes) lines represent your marketplace, whilst the broken lines represent the competitor marketplaces.

## 4. MONTHLY SPENDING AND TRANSACTION TRENDS

Kingsland - Apr 2008 to Jun 2010



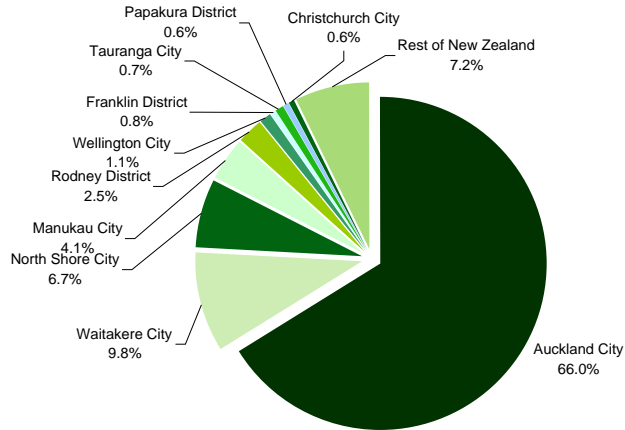
Month	Spending		Transactions		Avg. transaction value	
	Value	% change vs same month last year	Value	% change vs same month last year	Value	% change vs same month last year
Apr 2008	\$385,938		5,757		\$67.04	
May 2008	\$391,016		6,209		\$62.98	
Jun 2008	\$375,476		5,690		\$65.99	
Jul 2008	\$338,921		5,801		\$58.42	
Aug 2008	\$371,189		6,424		\$57.78	
Sep 2008	\$309,579		5,717		\$54.15	
Oct 2008	\$334,784		5,621		\$59.56	
Nov 2008	\$365,128		5,750		\$63.50	
Dec 2008	\$359,008		5,561		\$64.56	
Jan 2009	\$289,099		6,257		\$46.20	
Feb 2009	\$360,561		6,719		\$53.66	
Mar 2009	\$456,606		7,875		\$57.98	
Apr 2009	\$376,429	-2.5%	7,121	+23.7%	\$52.86	-21.2%
May 2009	\$411,823	+5.3%	8,054	+29.7%	\$51.13	-18.8%
Jun 2009	\$384,912	+2.5%	7,600	+33.6%	\$50.65	-23.2%
Jul 2009	\$372,596	+9.9%	7,711	+32.9%	\$48.32	-17.3%
Aug 2009	\$398,703	+7.4%	7,482	+16.5%	\$53.29	-7.8%
Sep 2009	\$409,847	+32.4%	7,166	+25.3%	\$57.19	+5.6%
Oct 2009	\$384,592	+14.9%	7,612	+35.4%	\$50.52	-15.2%
Nov 2009	\$381,847	+4.6%	7,644	+32.9%	\$49.95	-21.3%
Dec 2009	\$406,882	+13.3%	7,075	+27.2%	\$57.51	-10.9%
Jan 2010	\$335,889	+16.2%	6,614	+5.7%	\$50.78	+9.9%
Feb 2010	\$303,521	-15.8%	6,447	-4.0%	\$47.08	-12.3%
Mar 2010	\$379,005	-17.0%	7,936	+0.8%	\$47.76	-17.6%
Apr 2010	\$391,336	+4.0%	7,716	+8.4%	\$50.72	-4.0%
May 2010	\$365,878	-11.2%	8,116	+0.8%	\$45.08	-11.8%
Jun 2010	\$339,696	-11.7%	7,180	-5.5%	\$47.31	-6.6%
<b>Average</b>	<b>\$369,639</b>	<b>+2.6%</b>	<b>6,846</b>	<b>+13.0%</b>	<b>\$54.52</b>	<b>-9.7%</b>

### Comments

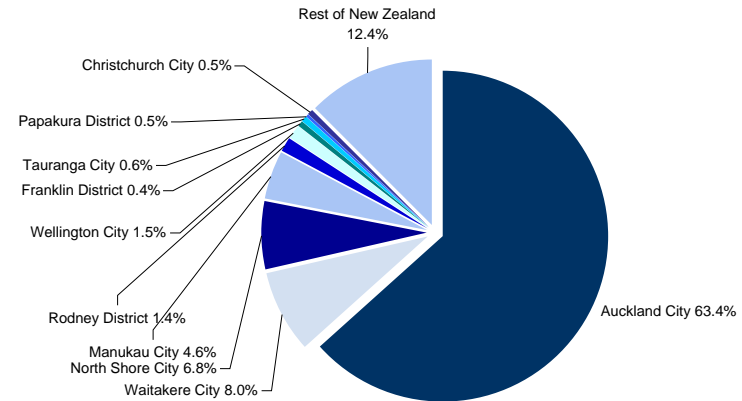
This page shows the monthly trends in BNZ cardholder activity in your marketplace. The dark green bars in the top chart show the monthly spending and the light green line shows the trend over the 24 month period. Similarly in the second chart, the dark blue bars show the monthly transaction volumes, and the light blue line is a trend line. In the bottom chart, the average spend per transaction is shown by the dark green bars, and the light green line is the 2-year trend

## 5. ORIGIN OF SPEND: TOP 10 CITIES/DISTRICTS

Kingsland - 01 Apr 2010 to 30 Jun 2010



Spending: 01 Apr 2010 to 30 Jun 2010 by city/district



Spending: 01 Apr 2009 to 30 Jun 2009 by city/district

### Origin of Spend: Top 10 Cities/Districts for Kingsland

City /District	Spending	% of total spend	Rank
Auckland City	\$724,054	66.0%	1
Waitakere City	\$107,255	9.8%	2
North Shore City	\$73,815	6.7%	3
Manukau City	\$45,003	4.1%	4
Rodney District	\$26,903	2.5%	5
Wellington City	\$11,887	1.1%	6
Franklin District	\$8,519	0.8%	7
Tauranga City	\$7,212	0.7%	8
Papakura District	\$6,685	0.6%	9
Christchurch City	\$6,085	0.6%	10
Rest of New Zealand	\$79,493	7.2%	
<b>Total</b>	<b>\$1,096,910</b>	<b>100.0%</b>	<b>n/a</b>

### Spending 01 Apr 2010 to 30 Jun 2010

City /District	Spending	% of total spend	Rank
Auckland City	\$724,054	66.0%	1
Waitakere City	\$107,255	9.8%	2
North Shore City	\$73,815	6.7%	3
Manukau City	\$45,003	4.1%	4
Rodney District	\$26,903	2.5%	5
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Tauranga City	\$7,212	0.7%	8
Papakura District	\$6,685	0.6%	9
Christchurch City	\$6,085	0.6%	10
Rest of New Zealand	\$79,493	7.2%	
<b>Total</b>	<b>\$1,096,910</b>	<b>100.0%</b>	<b>n/a</b>

### Spending 01 Apr 2009 to 30 Jun 2009

City /District	Spending	% of total spend	Rank
Auckland City	\$743,268	63.4%	1
Waitakere City	\$93,705	8.0%	2
North Shore City	\$79,766	6.8%	3
Manukau City	\$53,418	4.6%	4
Rodney District	\$16,228	1.4%	7
Wellington City	\$18,141	1.5%	6
Franklin District	\$4,639	0.4%	14
Tauranga City	\$6,457	0.6%	9
Papakura District	\$5,556	0.5%	12
Christchurch City	\$6,267	0.5%	10
Rest of New Zealand	\$145,719	12.4%	
<b>Total</b>	<b>\$1,173,163</b>	<b>100.0%</b>	<b>n/a</b>

### Change this quarter vs same quarter last year

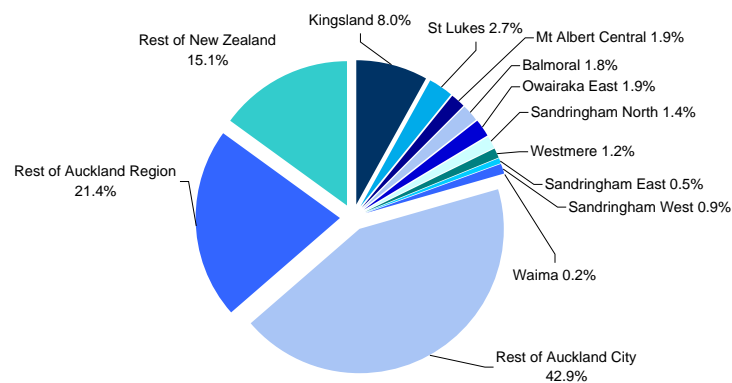
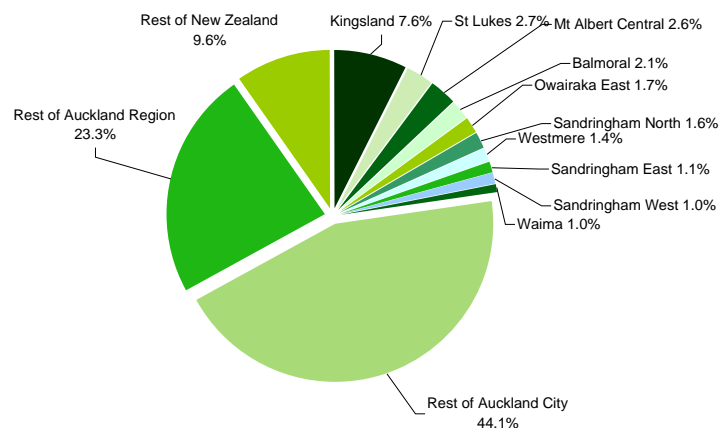
City /District	Change in share of spend	Change in total spend
Auckland City	+2.7%	-2.6%
Waitakere City	+1.8%	+14.5%
North Shore City	-0.1%	-7.5%
Manukau City	-0.5%	-15.8%
Rodney District	+1.1%	+65.8%
Wellington City	-0.5%	-34.5%
Franklin District	+0.4%	+83.6%
Tauranga City	+0.1%	+11.7%
Papakura District	+0.1%	+20.3%
Christchurch City	+0.0%	-2.9%
Rest of New Zealand	-5.2%	-45.4%
<b>Total</b>	<b>n/a</b>	<b>-6.5%</b>

### Comments

This page shows the origin of spending made in your marketplace. The left-hand chart shows the percentage of spending made by BNZ cardholders living in each territorial local authority (TLA) in the twelve months to 30 Jun 2010. The ten largest-spending cities/districts are shown. The right-hand chart shows the same information for the previous twelve months.

## 6. ORIGIN OF SPEND: TOP 10 SUBURBS

Kingsland - 01 Apr 2010 to 30 Jun 2010



### Spending: 01 Apr 2010 to 30 Jun 2010 by census area unit

Suburb	Spending	% of total spend	Rank
Kingsland, Auckland City	\$83,420	7.6%	1
St Lukes, Auckland City	\$29,998	2.7%	2
Mt Albert Central, Auckland City	\$28,752	2.6%	3
Balmoral, Auckland City	\$22,735	2.1%	4
Owairaka East, Auckland City	\$18,327	1.7%	5
Sandringham North, Auckland City	\$17,871	1.6%	6
Westmere, Auckland City	\$15,158	1.4%	7
Sandringham East, Auckland City	\$12,265	1.1%	8
Sandringham West, Auckland City	\$11,324	1.0%	9
Waima, Waitakere City	\$11,300	1.0%	10
Rest of Auckland City, Auckland City	\$484,203	44.1%	n/a
Rest of Auckland Region,	\$255,815	23.3%	n/a
Rest of New Zealand,	\$105,740	9.6%	n/a
<b>Total</b>	<b>\$1,096,910</b>	<b>100.0%</b>	<b>n/a</b>

### Spending: 01 Apr 2009 to 30 Jun 2009 by census area unit

Spending 01 Apr 2010 to 30 Jun 2010			Spending 01 Apr 2009 to 30 Jun 2009			Change this quarter vs same quarter last year	
Spending	% of total spend	Rank	Spending	% of total spend	Rank	Change in share of spend	Change in total spend
\$83,420	7.6%	1	\$93,793	8.0%	1	-0.4%	-11.1%
\$29,998	2.7%	2	\$32,127	2.7%	2	-0.0%	-6.6%
\$28,752	2.6%	3	\$21,974	1.9%	4	+0.7%	+30.8%
\$22,735	2.1%	4	\$21,086	1.8%	6	+0.3%	+7.8%
\$18,327	1.7%	5	\$22,793	1.9%	3	-0.3%	-19.6%
\$17,871	1.6%	6	\$16,691	1.4%	7	+0.2%	+7.1%
\$15,158	1.4%	7	\$14,334	1.2%	9	+0.2%	+5.7%
\$12,265	1.1%	8	\$6,410	0.5%	26	+0.6%	+91.3%
\$11,324	1.0%	9	\$10,377	0.9%	15	+0.1%	+9.1%
\$11,300	1.0%	10	\$1,831	0.2%	112	+0.9%	+517.0%
\$484,203	44.1%	n/a	\$503,683	42.9%	n/a	+1.2%	-3.9%
\$255,815	23.3%	n/a	\$251,029	21.4%	n/a	+1.9%	+1.9%
\$105,740	9.6%	n/a	\$177,034	15.1%	n/a	-5.5%	-40.3%
<b>\$1,096,910</b>	<b>100.0%</b>	<b>n/a</b>	<b>\$1,173,163</b>	<b>100.0%</b>	<b>n/a</b>	<b>n/a</b>	<b>-6.5%</b>

### Comments

This page also shows origin of spending, but shows the ten largest-spending area units.