

MANAWATU REGION CEDA

QUARTERLY REPORT

For Period Ending January 2021

Date

26 February 2021

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RETAIL OVERVIEW

FOR PERIOD ENDING JANUARY 2021 QUARTER

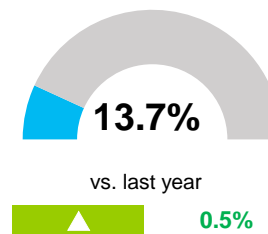
QUARTERLY ACTIVITY

Changes over same time last year

<u>SPENDING</u>	<u>TRANSACTIONS</u>
\$404,405,672	8,858,656
▲ 4.9%	▲ 4.3%
Spending in your area grew by 4.9% over the same time last year. Transactions in your area grew by 4.3%. NZ spending grew by -2.8%, and transactions by -1.4%	

MARKET SHARE

Your Share vs Key Competitors



Market share is your share of spending in the market (yourself and key competitors).

Your key competitors are based on areas you have chosen, in this case Rest of Horizons Region, Taranaki, Hawkes Bay, Hamilton, and Waikato territorial authorities

CARDHOLDER ORIGIN

	CARDHOLDER CONTRIBUTION	VALUE SPENT IN YOUR REGION	CHANGE (VS. SAME QUARTER LAST YEAR)
LOCALS	73.3%	\$296.32 mn	▲ 5.2%
REST OF HORIZONS	14.0%	\$56.57 mn	▲ 6.9%
REST OF NZ CARDHOLDERS	12.0%	\$48.44 mn	▲ 5.0%
INTERNATIONAL CARDHOLDERS	0.8%	\$3.08 mn	▼ -37.2%

FASTEST GROWING STORETYPES

Based on Spending

IN YOUR REGION

vs. last year

Appliances



IN COMPETITOR LOCATIONS

vs. last year

Appliances



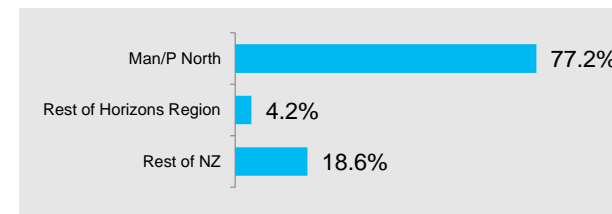
Appliances in your area had the largest growth amongst storetypes, up 31.0%.

Appliances had the largest growth in Key Competitor locations, up 23.0%.

LOYALTY AND OUTFLOW

Destination of Locals' Spending

Manawatu / Palmerston North residents conducted 77.2% of their retail spending in Man/P North and 4.2% in the Rest of Horizons Region.



WHERE ARE THE RETAIL HOTSPOTS?

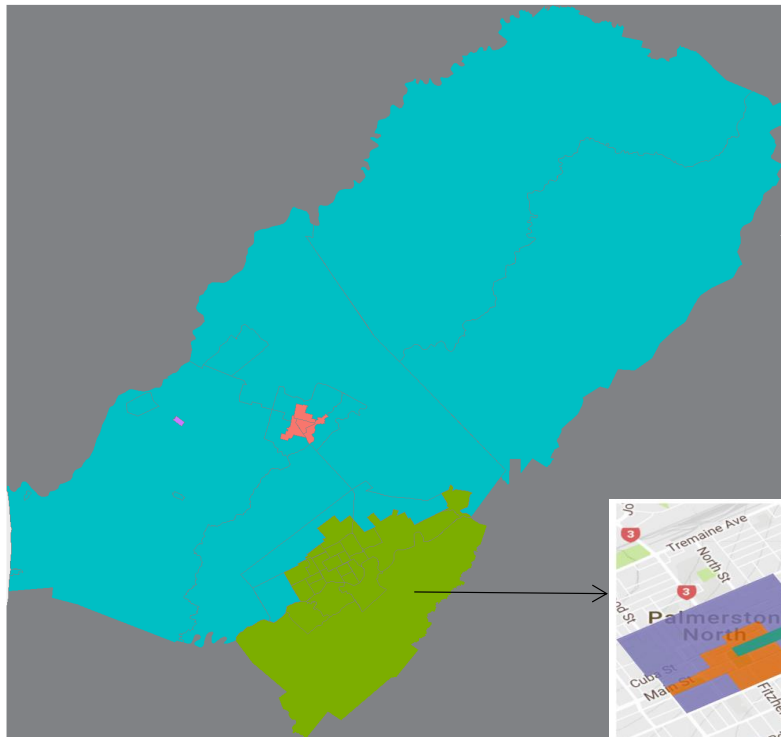
How does this affect planning? Is it happening where we want it to happen?

TOP PERFORMING LOCATIONS

Based on percentage change in spending from same period last year

FOR ALL CARDHOLDERS **SANSON**

INTERNATIONAL CARDHOLDERS **REST OF PALMERSTON NORTH**



** Map insert in Appendix

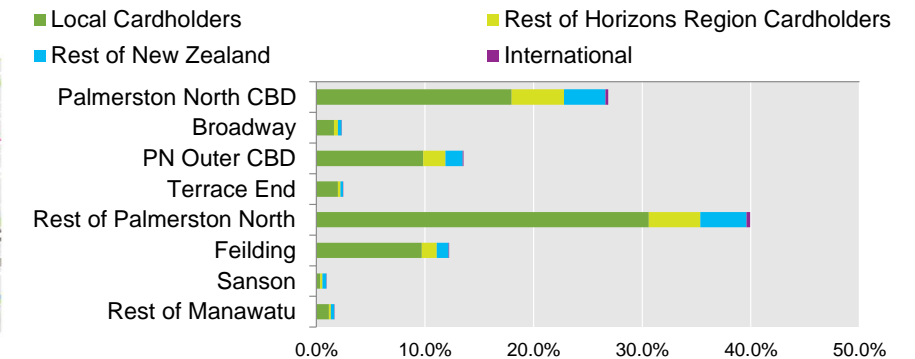
CHANGE IN SPENDING

Change in spending over same period last year

RANK	LOCATION	VALUE OF SPENDING	CHANGE IN SPENDING
1	Sanson	\$3,782,754	12.5%
2	PN Outer CBD	\$54,836,714	9.4%
3	Palmerston North CBD	\$108,692,867	7.9%
4	Broadway	\$9,543,658	6.3%
5	Feilding	\$49,438,630	4.2%
6	Rest of Palmerston North	\$161,475,903	2.5%
7	Rest of Manawatu	\$6,698,626	-2.0%
8	Terrace End	\$9,936,519	-4.8%
TOTAL		\$404,405,672	4.9%

DISTRIBUTION OF SPENDING

Split by cardholder location



WHO IS SPENDING AT OUR RETAILERS?

Is this changing? How appealing are we to visitors/ tourists?

SPENDING BY CARDHOLDER LOCATION

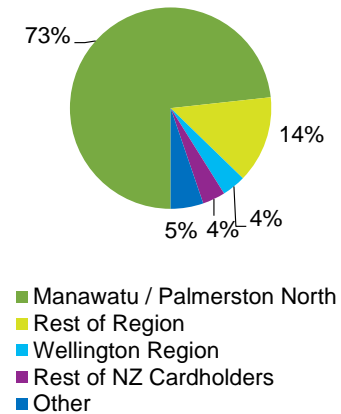
Change in spending over same period last year



CARDHOLDER AREA	VALUE SPENT	CHANGE ON SAME QUARTER LAST YEAR
MANAWATU / PALMERSTON NORTH	\$296.32 mn	▲ 5.2%
REST OF REGION	\$56.57 mn	▲ 6.9%
WELLINGTON REGION	\$15.50 mn	▲ 6.3%
REST OF NZ CARDHOLDERS	\$14.77 mn	▲ 5.3%
AUCKLAND REGION	\$8.89 mn	▲ 4.2%
HAWKE'S BAY REGION	\$4.74 mn	▲ 2.9%
WAIKATO REGION	\$4.54 mn	▲ 3.6%
INTERNATIONAL	\$3.08 mn	▼ -37.2%

DISTRIBUTION OF CARDHOLDERS

Including international cardholders



FASTEST GROWING CONSUMER GROUP

Based on spending change from the same period last year



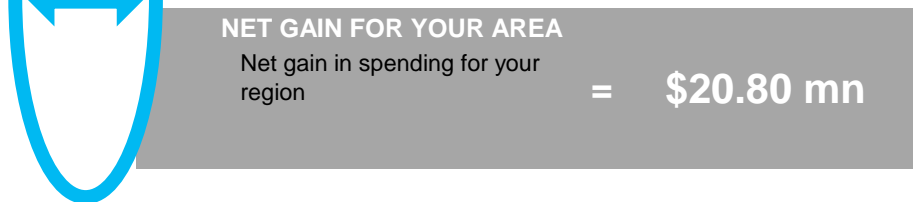
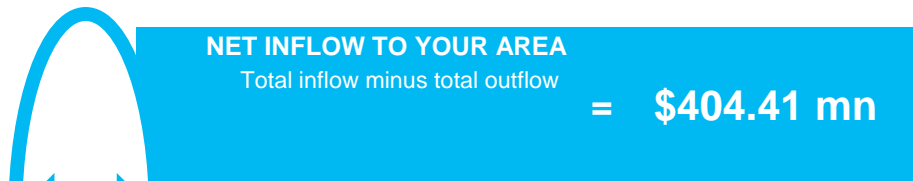
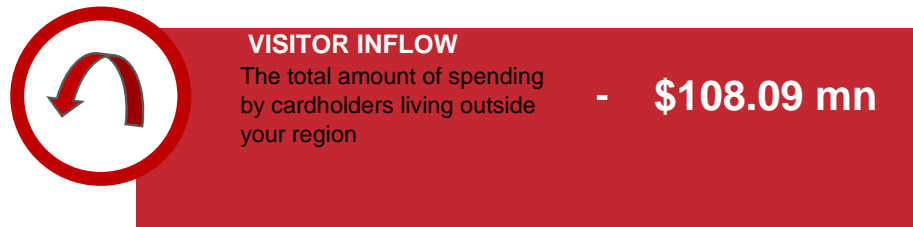
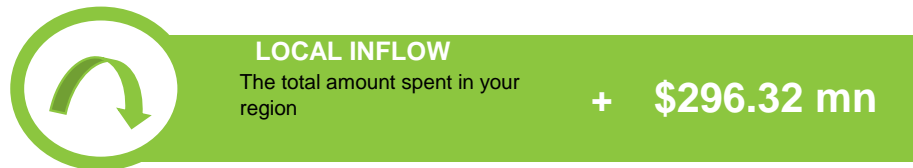
International cardholder spending within New Zealand is down -76.4% over the same period last year, and transactions are down -71.9%. Regions are chosen based on top spenders in Manawatu/Palmerston North for the quarter.

WHAT DOES OUR RETAIL CASHFLOW LOOK LIKE?

How much are we leaking to other areas?

OVERVIEW OF INFLOW AND OUTFLOW TO/FROM MANAWATU / PALMERSTON THE BREAKDOWN

Non-locals include international cardholders



LOCALS SPENDING LOCALLY

\$296.32 mn

LOCALS SPENDING ELSEWHERE

\$87.29 mn

This figure includes \$87.29mn spent in other areas

ORIGIN OF INFLOW BY CARDHOLDER LOCATION

Breakdown of spending in your council

CARDHOLDER LOCATION	YOUR REGION	ELSEWHERE IN NZ
Manawatu / Palmerston North	\$296.32 mn	\$87.29 mn
Rest of Region	\$56.57 mn	\$359.10 mn
Wellington Region	\$15.50 mn	\$1,884.96 mn
Rest of NZ Cardholders	\$14.77 mn	\$6,407.02 mn
Auckland Region	\$8.89 mn	\$6,004.89 mn
Hawke's Bay Region	\$4.74 mn	\$607.15 mn
Waikato Region	\$4.54 mn	\$1,537.48 mn
International	\$3.08 mn	\$211.65 mn
TOTAL	\$404.41 mn	\$17,099.55 mn

What's coming into your region










What's spent outside your region

HOW ARE OUR RETAILERS PERFORMING?

Are we keeping pace? Are our retailers maximising the available opportunities?

RETAIL CATEGORY CHANGE IN SPENDING AND PERFORMANCE

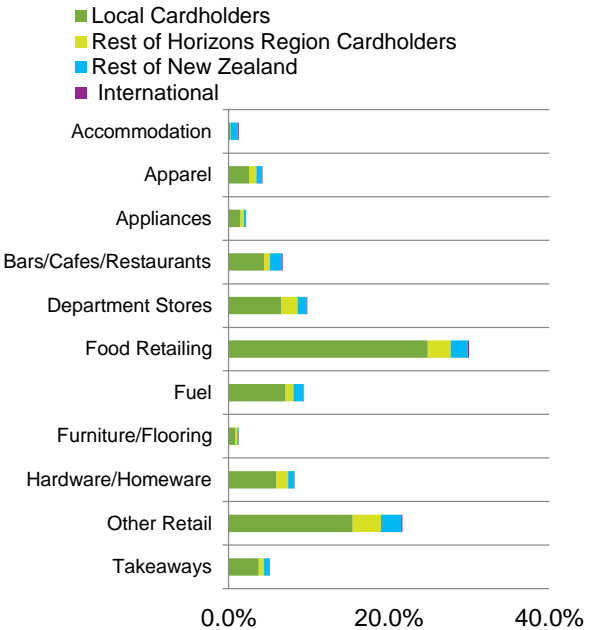
Spending change over same period last year

RETAIL CATEGORY	\$\$ SPEND	YOUR RESULT	YOU VS. COMPETITOR GROUP	
			RANK	CHANGE ON LAST
 ACCOMMODATION	\$5.15 mn	▼ -9.6%	4	-1
 APPAREL	\$17.13 mn	▲ 4.3%	2	1
 APPLIANCES	\$8.74 mn	▲ 31.0%	2	0
 BARS/CAFES /RESTAURANTS	\$27.38 mn	▲ 13.2%	1	4
 DEPARTMENT STORES	\$39.74 mn	▲ 5.0%	5	-3
 FOOD RETAILING	\$121.32 mn	▲ 6.7%	1	4
 FUEL	\$37.98 mn	▼ -12.2%	2	2
 FURNITURE /FLOORING	\$4.96 mn	▲ 8.9%	1	4
 HARDWARE /HOMEWARE	\$33.40 mn	▲ 14.7%	1	4
 OTHER RETAIL	\$87.68 mn	▲ 3.2%	1	1
 TAKEAWAYS	\$20.92 mn	▲ 9.1%	2	3

The competitor group is made up of retailers in Rest of Horizons Region, Taranaki, Hawkes Bay, Hamilton, and Waikato, and based on similar and/or neighbouring regions.

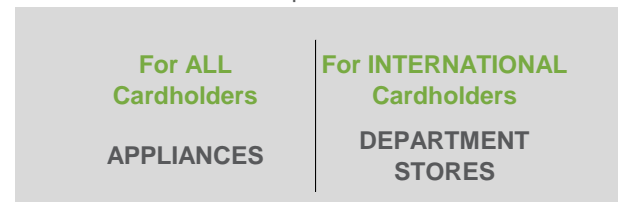
ORIGIN OF CARDHOLDERS

Including international cardholders



FASTEST GROWING CATEGORIES

Domestic/ International split

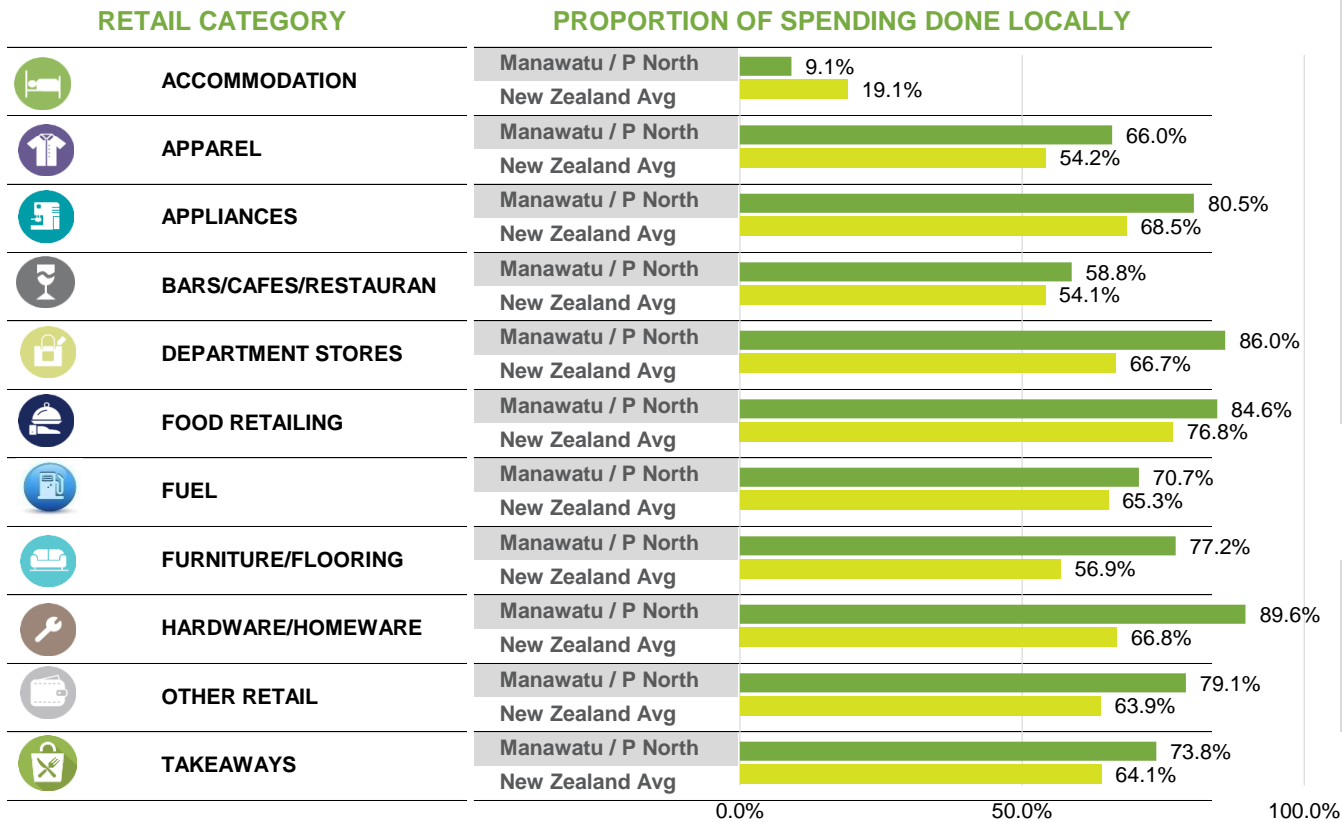


DOES OUR LOCAL RETAIL MEET THE NEEDS OF CUSTOMERS?

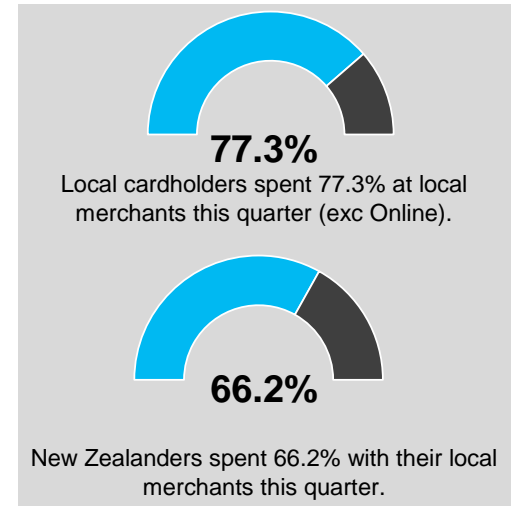
Have we got gaps? Where should be target development?

PROPORTION OF LOCAL CARDHOLDER'S SPENDING THAT GOES TO LOCAL MERCHANTS

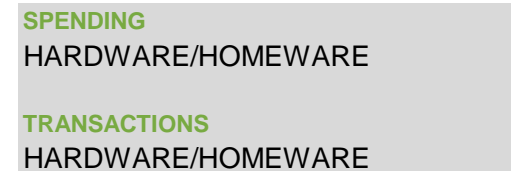
High percentages presume that local cardholders are happy with local options



OVERALL LOYALTY



MOST LOYAL CATEGORY

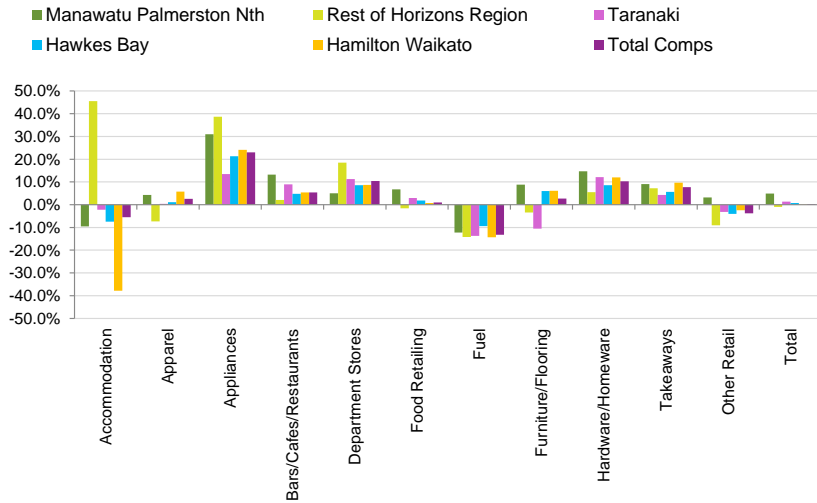


HOW DO WE COMPARE TO COMPETITORS?

Is your local offering sufficient? How to you compare against competitors?

CHANGE IN SPENDING BY RETAIL CATEGORY

Over Same Period last year

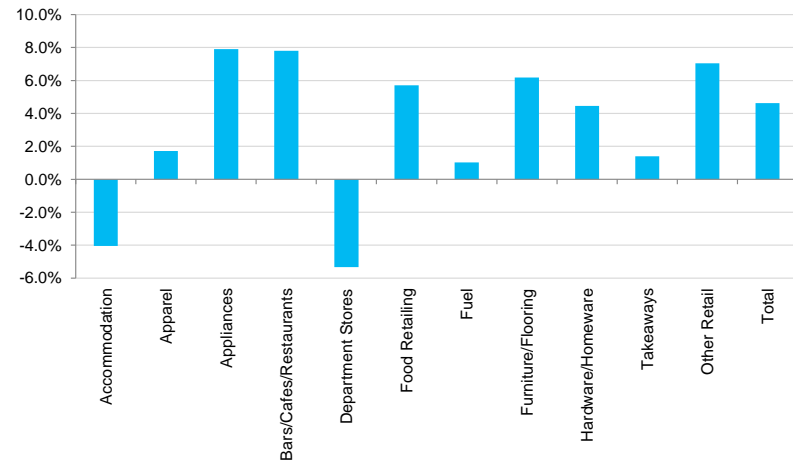


BEST COMPARED TO AVERAGE PEER

Based on change in spending this year over same time last year

APPLIANCES

MANAWATU / PALMERSTON NORTH CHANGE COMPARED TO PEER GROUP AVERAGE



WORST COMPARED TO AVERAGE PEER

Based on change in spending this year over same time last year

DEPARTMENT STORES

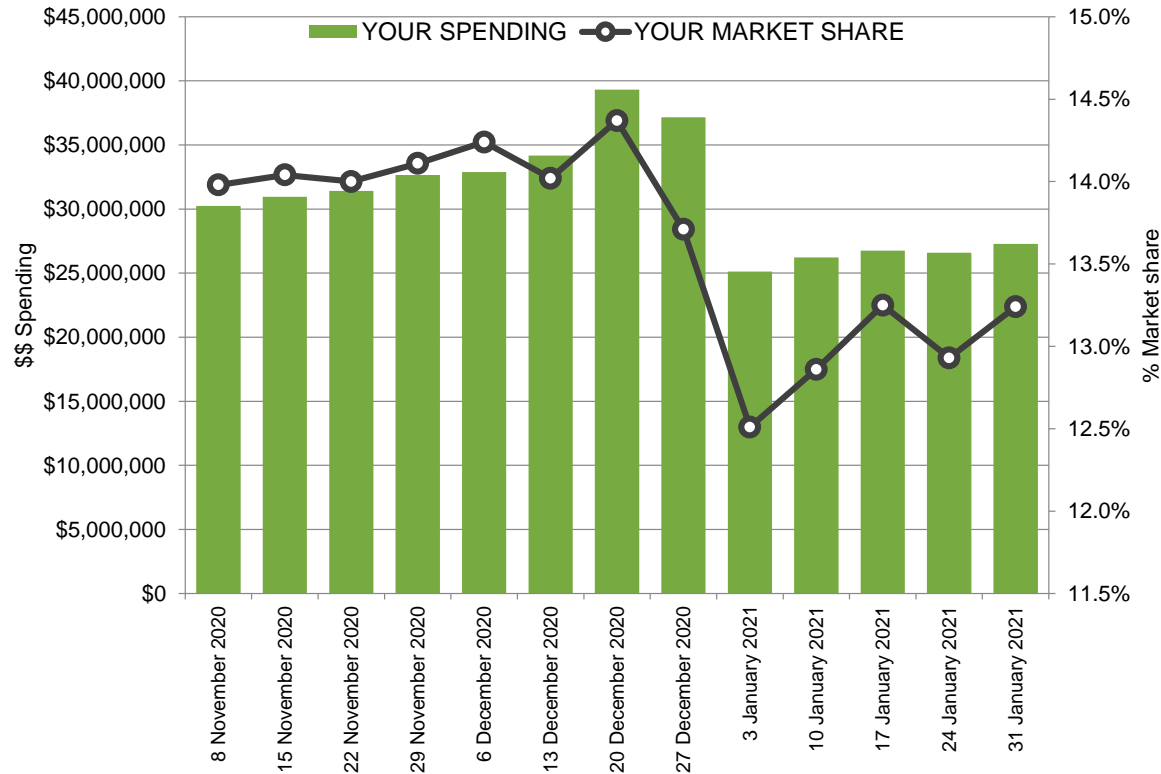
The competitor group is made up of retailers in Rest of Horizons Region, Taranaki, Hawkes Bay, Hamilton, and Waikato, and based on similar and/or neighbouring regions.

HOW HAS RETAIL ACTIVITY VARIED BY WEEK?

How does this affect planning? Has any event stimulated activity?

SPENDING DONE IN MANAWATU / PALMERSTON NORTH AND SHARE OF THE MARKET

By Week Ending:



BEST PERFORMERS

YOUR HIGHEST TOTAL WEEKLY SPEND
 Week ending
20 December 2020

YOUR HIGHEST WEEKLY MARKET SHARE
 Week ending
20 December 2020

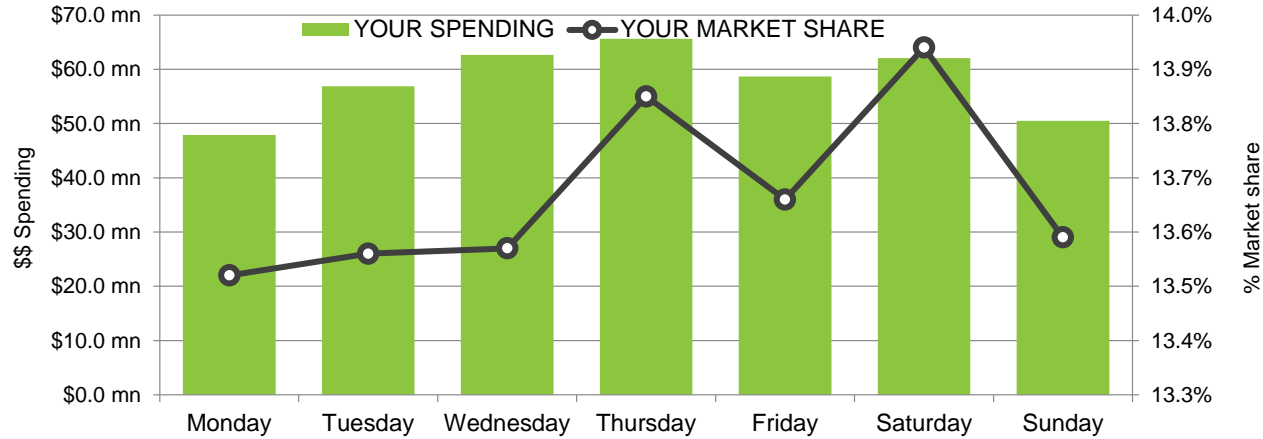
Total market is based on spending at yourself and competitors. The competitor group is made up of retailers in Rest of Horizons Region, Taranaki, Hawkes Bay, Hamilton, and Waikato, and based on similar and/or neighbouring regions.

WHEN ARE OUR RETAILERS BUSIEST?

Are we managing council resources effectively to match these busy periods?

SPENDING DONE IN MANAWATU / PALMERSTON NORTH AND SHARE OF THE MARKET

By Week



YOUR BEST PERFORMERS

DAY OF THE WEEK WITH MOST SPENDING

Thursday

DAY OF THE WEEK WITH HIGHEST MARKET SHARE

Saturday

DiSTribution of Spending at Merchants in Your Region - By Time of Day

The darker the box, the higher the proportion of spending

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Avg. for Period
Midnight - 4am	0.2%	0.2%	0.3%	0.3%	0.4%	0.6%	1.3%	0.5%
4am - 8am	2.9%	2.9%	3.1%	3.3%	2.9%	1.7%	1.4%	2.6%
8am - Midday	27.7%	27.1%	26.1%	27.1%	25.6%	30.6%	27.8%	27.4%
Midday - 4pm	39.5%	37.7%	36.9%	37.0%	37.3%	39.4%	42.1%	38.4%
4pm - 8pm	25.4%	26.7%	27.6%	26.4%	26.8%	21.4%	23.1%	25.4%
8pm - Midnight	4.3%	5.4%	6.1%	5.9%	7.1%	6.3%	4.3%	5.7%
Avg. for Day	12.0%	14.2%	15.6%	16.0%	14.6%	15.0%	12.6%	100.0%

TIME PERIOD WITH HIGHEST PROPORTION OF SPENDING

Midday - 4pm

APPENDIX

STORETYPE DEFINITIONS- BASED ON ANZSIC CATEGORIES

Accommodation:	Accommodation
Apparel:	Clothing Retail, Foodwear Retail
Appliances:	Domestic Appliances
Bars/Cafes/Restaurants:	Cafes and Restaurants, Pubs Taverns and Bars
Department Stores:	Department Stores
Food Retailing:	Bread and Cake Retailing, Fresh Meat, Fish and Poultry Retailing, Fruit and Vegetable Retailing, Specialised Food Retailing, Supermarket and Grocery Stores
Fuel:	Automotive Fuel Retailing
Furniture/Flooring:	Floor Covering Retailing, Furniture Retailing
Hardware/Homeware:	Domestic Hardware and Houseware Retailing, Building Supplies
Other Retail:	Antique and Used Goods, Automotive Electrical Services, Automotive Repair and Service, Clubs (Hospitality), Fabric and Other Soft Good Retailing, Flower Retailing, Funeral Directors, Crematoria, and Cemeteries, Garden Equipment Retailing, Gardening Services, Hairdressing and Beauty Salons, Household Equipment Repair, Laundries and Drycleaners, Liquor Retailing, Marine Equipment, Newspaper, Books and Stationery, Personal and Household Goods, Personal Services, Pharmaceutical, Cosmetic and Toiletry Retailing, Photographic Equipment, Photographic Film Processing, Photographic Studios, Recorded Music Retailing, Retailing nec, Smash Repairs, Sport and Camping Equipment, Toy and Game Retailing, Travel Agency, Tyre Retailing, Video Hire Outlets, Watch and Jewellery Retailing
Takeaways:	Takeaways

INPUT DATA AND DEFINITIONS

Marketview specialises in the management and analysis of electronic card transactional data as a tool for measuring and analysing the spending and behaviours of consumers. Since 2001, Marketview's transactional data has become a trusted source of market intelligence and is now used extensively by organisations throughout New Zealand. Clients include retailers - national chains through to single site stores, commercial property owners and developers, manufacturers, and local and central government.

The data is received from:

- Paymark – the largest electronic card payment network in New Zealand, covering all transactions made at merchants on this network.

Through a combination of source data and methodologies developed from projects completed over the last 15 years we are able to accurately quantify the:

- value of spending in the majority of business to consumer ANZSIC categories
- source and origin of those payments (e.g. domestic (by territorial authority or region) vs. international) to determine accurately where a cardholder is from
- date of purchases
- retail category of the merchants, as defined by 2006 Australian and New Zealand Standard Industry Classification (ANZSIC) codes.

Confidentiality

No individual merchant data is shown or can be derived, thereby ensuring the sales performance of any individual merchant is not disclosed.

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