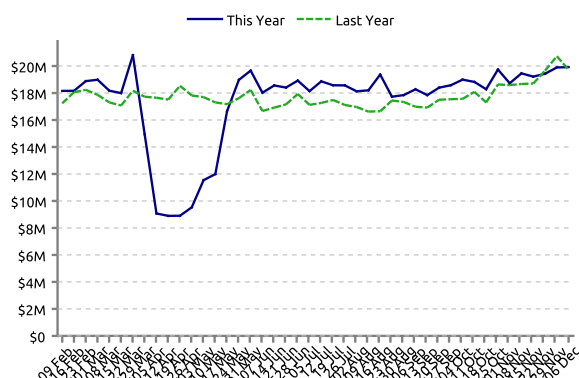


# WEEKLY CARD TRANSACTION MEASURE

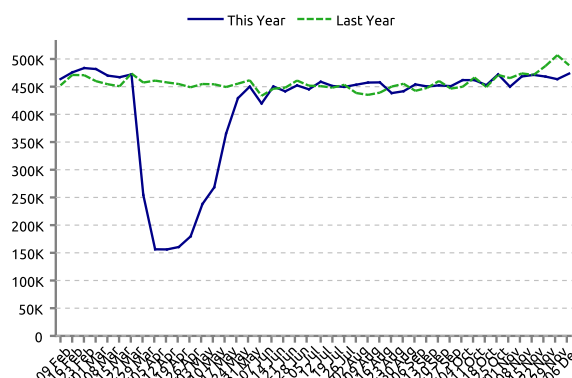
Taranaki Region

Week ending 6 December 2020

## 1. WEEKLY VALUE OF SPENDING



## 2. WEEKLY NUMBER OF TRANSACTIONS



### 3. Change in value of spending SWLY CUMULATIVE

**+1.0%**

**-1.8%**

### 4. Change in number of transactions SWLY CUMULATIVE

**-3.1%**

**-9.4%**

SWLY = % change in spending (or transactions) relative to the Same Week Last Year  
Cumulative = % change in spending made since 3 February 2020 compared to the same period in 2019

## 5. WEEKLY SPENDING CHANGE BY CATEGORY

	SWLY		Cumulative	
	\$	#	\$	#
Food, liquor & pharmacies	+6.5%	+0.2%	+12.7%	-2.1%
Hospitality & Accommodation	-10.2%	-13.2%	-15.9%	-20.6%
Fuel & Automotive	-3.3%	+4.3%	-11.8%	-8.4%
Clothing, Footwear & Dept. Stores	-3.0%	-15.5%	-14.7%	-20.3%
Home & Recreational Retailing	+10.5%	+9.1%	+4.8%	+0.2%
All other	-3.4%	-5.0%	-16.7%	-15.7%
<b>TOTAL</b>	<b>+1.0%</b>	<b>-3.1%</b>	<b>-1.8%</b>	<b>-9.4%</b>

## 7. CHANGE BY ORIGIN OF CARDHOLDER

	SWLY		Cumulative	
	\$	#	\$	#
INTERNATIONAL	-49.2%	-50.8%	-32.7%	-33.2%
NZ CARDS	+2.0%	-2.5%	-1.3%	-9.1%

## 8. WEEKLY VALUE OF SPENDING - ALL OF NZ

	SWLY		Cumulative	
	\$	#	\$	#
New Zealand	-4.9%	-6.2%	-7.8%	-14.4%

## 6. WEEKLY SPEND AND TRANSACTION CHANGES

Week Ending	SWLY		Cumulative	
	\$	#	\$	#
23-Aug	+1.6%	-2.6%	-4.7%	-13.7%
30-Aug	+2.9%	-2.9%	-4.4%	-13.3%
06-Sep	+7.6%	+2.6%	-4.1%	-12.8%
13-Sep	+5.5%	+0.6%	-3.8%	-12.4%
20-Sep	+5.1%	-1.7%	-3.5%	-12.1%
27-Sep	+5.9%	+1.0%	-3.2%	-11.7%
04-Oct	+8.1%	+2.7%	-2.9%	-11.3%
11-Oct	+4.1%	-1.0%	-2.7%	-11.0%
18-Oct	+5.7%	+0.7%	-2.5%	-10.7%
25-Oct	+5.9%	+0.2%	-2.2%	-10.4%
01-Nov	+0.7%	-3.3%	-2.2%	-10.2%
08-Nov	+4.2%	-1.2%	-2.0%	-10.0%
15-Nov	+2.7%	+0.0%	-1.9%	-9.7%
22-Nov	-1.1%	-3.9%	-1.8%	-9.6%
29-Nov	-4.0%	-8.5%	-1.9%	-9.5%
06-Dec	+1.0%	-3.1%	-1.8%	-9.4%

### About

Marketview has compiled a sample of over 25,000 New Zealand retail and consumer services businesses we know to have been operating continuously on the Paymark network over the last two years.

Each merchant has been put into the summary categories shown in Table five. We have compared the value of spending and volume of credit and eftpos transactions for each week since 3 February 2020 with the Same Week Last Year (SWLY). Cumulative figures are based on a running total of spending/transactions since 3 February 2020.

NB: Weeks run Monday to Sunday, spending figures include GST, no allowance is made for non-card purchases. International figures are based on spending on credit cards issued by non-NZ financial institutions. Does not include online transactions. No adjustments are made for inflation.

### Reading this Report

Charts One and Two – plots the weekly value of spending/volume of transactions at merchants in Taranaki Region for the seven days ending on the date shown

Tables Three and Four – highlights the percentage change in total spending / transactions compared to the Same Week Last Year and the Cumulative total spending / transactions since 3 February 2020

Table Five – provides a change spending / transactions breakdown by key category within Taranaki Region

Table Six – provides both a week by week and the cumulative change in spending / transactions from 3 February 2020

Table Seven – provides the change in spending / transactions within Taranaki Region, by origin of cardholder

Table Eight – provides the change in spending / transactions for our national sample.

### Contact Us

For all enquiries, please contact us at [info@marketview.co.nz](mailto:info@marketview.co.nz) or 04 472 1991.