

Browns Bay Summary

January 2023

PRECINCT

Browns Bay

Spend	\$13.4M	+0.8%
Transactions	313.8K	+0.9%

REGION

Auckland Region

Spend	\$1,969.9M	+2.9%
Transactions	39.5M	+1.6%

NATIONAL

New Zealand

Spend	\$6,216.2M	+3.7%
Transactions	127.2M	+2.1%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$159.2M	+9.3%
Transactions	3.6M	+4.3%

REGION

Auckland Region

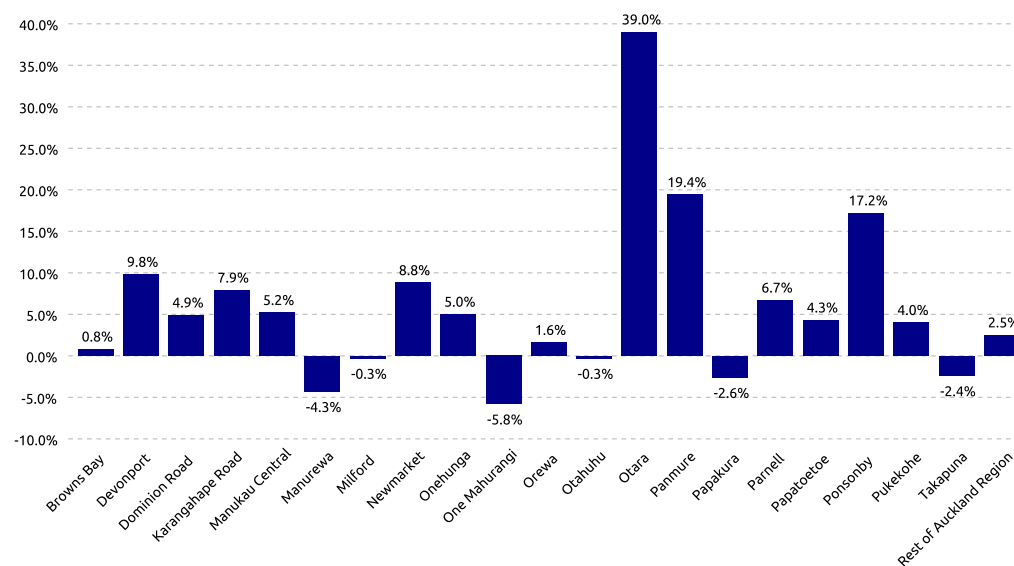
Spend	\$24,250.1M	+14.8%
Transactions	488.0M	+8.4%

NATIONAL

New Zealand

Spend	\$72,874.9M	+10.1%
Transactions	1,488.5M	+3.7%

PRECINCT SPEND GROWTH

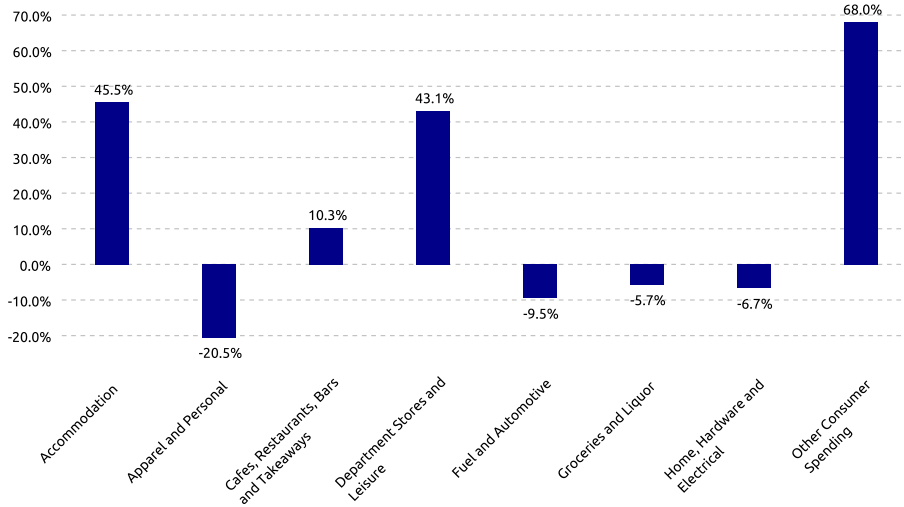


Highest Growth:	Otago	+39.0%
Lowest Growth:	One Mahurangi	-5.8%

NOTEWORTHY DATES DURING JANUARY 2023

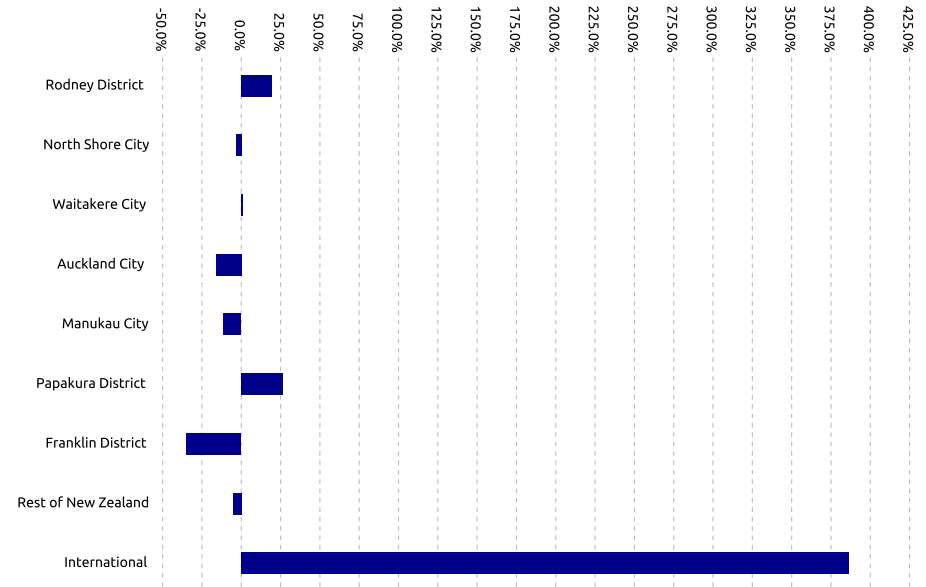
Highest Day	Lowest Day	Average Day
Sat, 28 Jan	Sun, 01 Jan	\$432.9K
\$551.8K	\$249.2K	10.1K Transactions

STORETYPE SPEND GROWTH



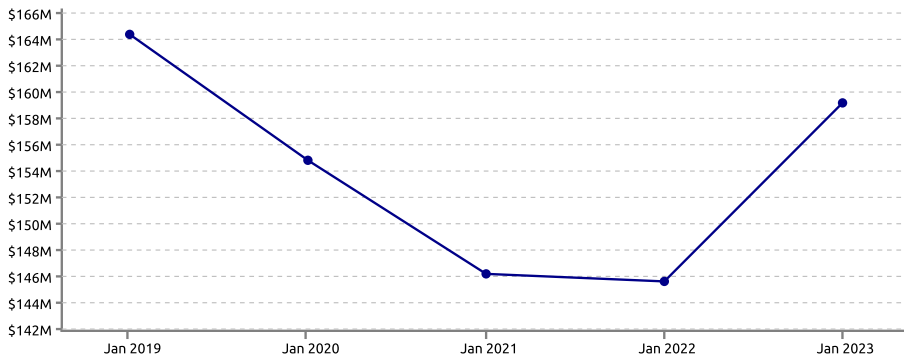
Highest Growth:	Other Consumer Spending	+68.0%
Lowest Growth:	Apparel and Personal	-20.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+386.4%
Lowest Growth:	Franklin District	-34.9%

SPEND OVER LAST 5 YEARS. YE JANUARY



Average Annual Growth:	(over 4 years to Jan 2023)	-0.6%
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Reading the Report

Data Source: This data is derived from Worldline terminal electronic card spending and represents estimated total cardholder spending in New Zealand.

Exclusions: Spending figures include GST; no allowance has been made for non-card purchases, online purchases or inflation.

Definitions: All parameters have been mutually agreed with the client and are the same as that used in the online Tool.

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