

# Browns Bay Summary



## October 2023

### PRECINCT

#### Browns Bay

Spend	\$14.4M	+0.5%
Transactions	332.8K	+1.0%

### REGION

#### Auckland Region

Spend	\$2,208.3M	+0.6%
Transactions	45.4M	+1.7%

### NATIONAL

#### New Zealand

Spend	\$6,559.1M	+0.2%
Transactions	135.9M	+0.8%

## Last 12 Months

### PRECINCT

#### Browns Bay

Spend	\$171.5M	+7.8%
Transactions	3.9M	+9.3%

### REGION

#### Auckland Region

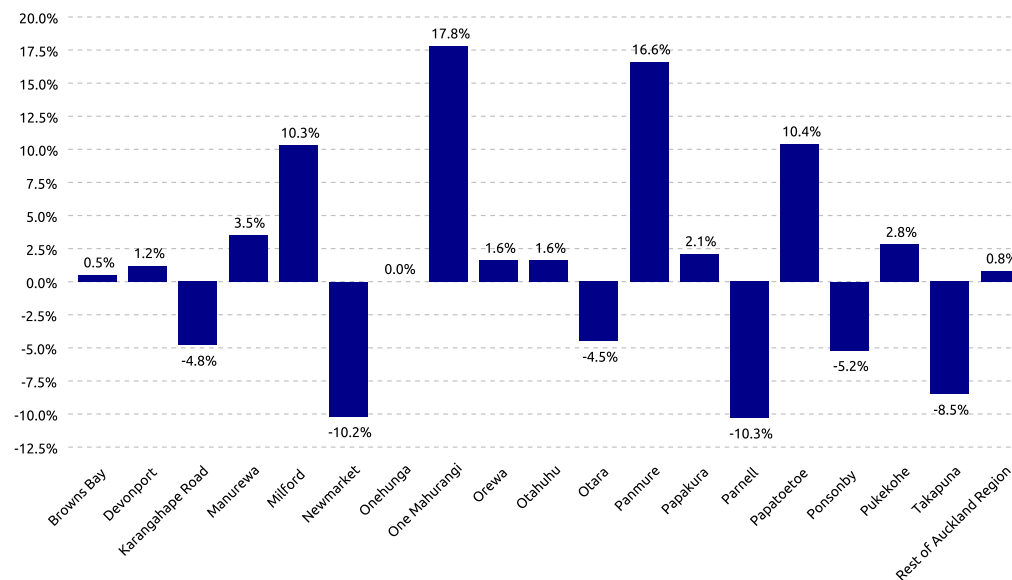
Spend	\$26,054.4M	+6.5%
Transactions	531.9M	+7.9%

### NATIONAL

#### New Zealand

Spend	\$77,281.9M	+5.7%
Transactions	1,600.6M	+6.6%

## PRECINCT SPEND GROWTH



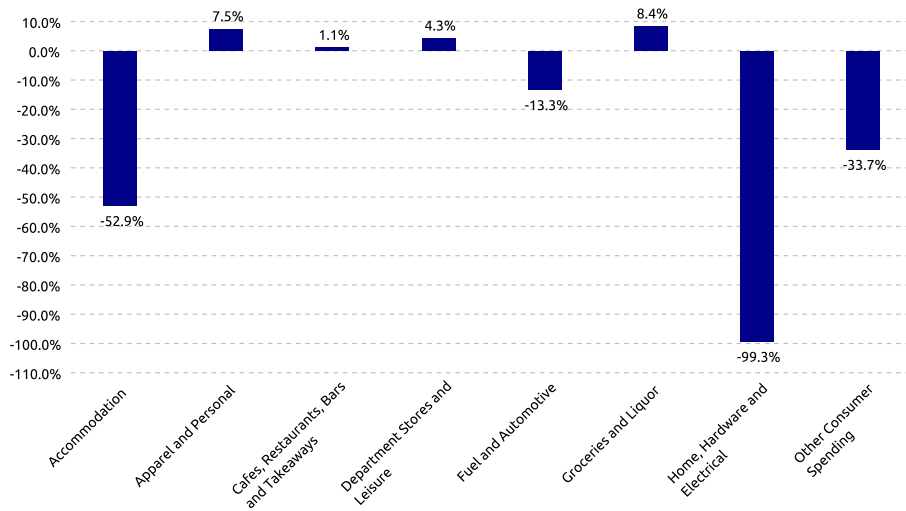
<b>Highest Growth:</b>	One Mahurangi	+17.8%
<b>Lowest Growth:</b>	Parnell	-10.3%

## NOTEWORTHY DATES DURING OCTOBER 2023

Highest Day	Lowest Day	Average Day
Sat, 14 Oct	Mon, 30 Oct	\$464.8K
\$628.7K	\$331.9K	10.7K Transactions

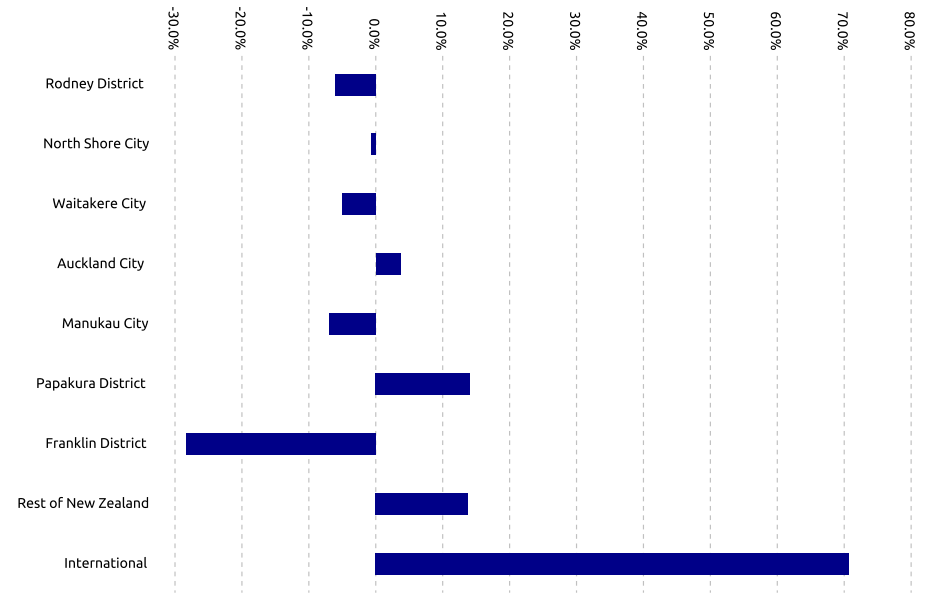
All growth rates are compared with equivalent period last year, unless stated otherwise

### STORETYPE SPEND GROWTH



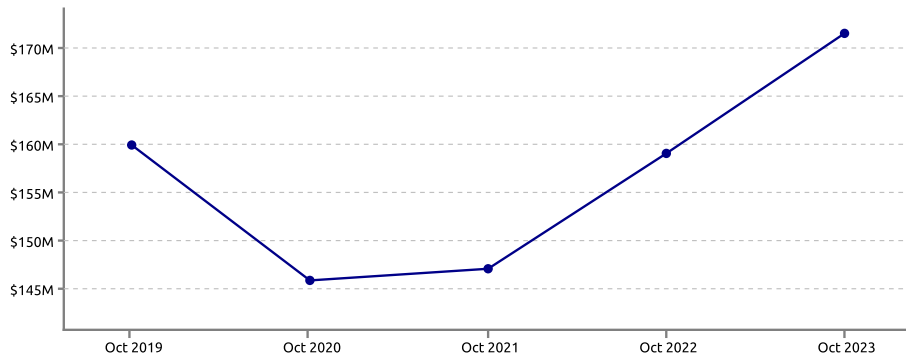
<b>Highest Growth:</b>	Groceries and Liquor	+8.4%
<b>Lowest Growth:</b>	Home, Hardware and Electrical	-99.3%

### CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	International	+70.7%
<b>Lowest Growth:</b>	Franklin District	-28.3%

### SPEND OVER LAST 5 YEARS. YE OCTOBER



<b>Average Annual Growth:</b>	(over 4 years to Oct 2023)	+1.9%
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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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