

TOTAL VALUE OF ELECTRONIC CARD TRANSACTIONS

PERIOD ENDING 28-10-2011

REGION: *New Zealand*

OCTOBER 2011 SUMMARY

RETAILER CATEGORY ⁽¹⁾	MONTH TOTAL \$M ⁽²⁾	% CHANGE vs PRIOR MONTH	% CHANGE vs SAME MONTH LAST YEAR
Café/Restaurants/Bars	\$262.9	3.0%	8.4%
Clothing & Footwear	\$147.2	11.8%	6.1%
Department Stores	\$136.0	11.7%	4.2%
Fuel/Service Stations	\$292.8	1.8%	15.7%
Furniture/Appliances/Electronics	\$140.1	-5.1%	8.8%
Health Goods & Services	\$120.1	-2.7%	5.0%
Home & Building Supplies	\$131.8	10.7%	1.0%
Books & Stationery Stores	\$34.7	-2.7%	-9.4%
Liquor Stores	\$50.8	5.8%	5.8%
Recreation & Entertainment	\$99.8	-1.3%	-3.0%
Supermarkets/Food Retailers	\$814.8	2.0%	3.5%
Travel & Accommodation	\$159.0	3.1%	-3.1%
TOTAL RETAIL SPEND	\$2,390.0	2.8%	4.9%

OCTOBER 2011 QUARTER SUMMARY

RETAILER CATEGORY ⁽¹⁾	QUARTER TOTAL \$M ⁽²⁾	% CHANGE vs PRIOR QUARTER	% CHANGE vs SAME QUARTER LAST YEAR
Café/Restaurants/Bars	\$824.4	2.1%	7.2%
Clothing & Footwear	\$437.9	-10.4%	3.9%
Department Stores	\$400.9	-5.4%	-0.2%
Fuel/Service Stations	\$930.2	-0.8%	14.7%
Furniture/Appliances/Electronics	\$470.2	-3.5%	-2.0%
Health Goods & Services	\$395.4	0.2%	2.1%
Home & Building Supplies	\$385.9	11.5%	-0.2%
Books & Stationery Stores	\$115.9	-4.5%	-11.8%
Liquor Stores	\$155.9	3.8%	5.2%
Recreation & Entertainment	\$321.3	-1.6%	-0.8%
Supermarkets/Food Retailers	\$2,583.5	2.8%	3.8%
Travel & Accommodation	\$519.9	-10.8%	-4.2%
TOTAL RETAIL SPEND	\$7,541.5	-0.5%	3.4%

DATES

PERIOD	START DATE ⁽³⁾	END DATE	LENGTH
Month	01-Oct-11	28-Oct-11	28 days
Prior Month	01-Sep-11	28-Sep-11	28 days
Same Month Last Year	01-Oct-10	28-Oct-10	28 days
Quarter	30-Jul-11	28-Oct-11	91 days
Prior Quarter	29-Apr-11	28-Jul-11	91 days
Same Quarter Last Year	30-Jul-10	28-Oct-10	91 days

COMMENTARY

28 days October 2011 was a positive month for retail in NZ, up 2.8% from September and increasing 4.9% compared to October 2010. There was strong year-on-year growth in sectors which haven't had a lot of love lately including Clothing & Footwear (6.1%), Department Stores (4.2%), and Furniture/Appliances/Electronics (8.8%). This pulls all three categories around or over positive for the quarter ended October 2011 when compared to the quarter ended October 2010. Fuel & Service Station spending continues to be higher, this year up 15.7% from last year. Books & Stationery stores are still struggling (-9.4%), but overall things are looking reasonably healthy going into the Christmas season.

Regionally, every region had an increase in eating out except Gisborne. Clothing & Footwear was up 8.7% in the South Island, led by Christchurch (12.5%), compared to 5.3% in the North Island. Metro areas performed comparatively better than non-Metro areas. There were some big differences in Fuel & Service Stations spending, with only Southland having an increase that was below double digits (9.1%); Bay of Plenty led the increases at 23.6%. Furniture/Appliance/Homeware spending was all over the map... Gisborne, Hawke's Bay, and Marlborough all posted 20%+ gains whilst the West Coast, Taranaki, Nelson, and Northland were all negative.

People invested in Health Goods & Services in Canterbury (up 10.3%) and Northland (up 19.5%), but people in Nelson and Tasman posted double-digit declines. Home Building Supplies were mostly flat except that stellar performance in Taranaki, Tasman, and Southland resulted in Non-Metro growth of 3.4%. Books & Stationery continue to be hammered, negative in every region of the country. Liquor sales were also broadly up across the country, especially in Taranaki, Nelson, and Canterbury - who perhaps enjoyed quite a bit of celebration after the All Blacks victory!

Quarter Total retail spend in New Zealand for the quarter ending 28 October 2011 was \$7,541.5 million. This represents a decrease of 0.5% from the previous quarter and an increase of 3.4% from the quarter ending 28 October 2010.

Spending increased in the Home & Building Supplies category and decreased in the Clothing & Footwear, Department Stores and Travel & Accommodation categories compared to the previous quarter.

Spending increased in the Café/Restaurants/Bars, Fuel/Service Stations and Liquor Stores categories and decreased in the Books & Stationery Stores category compared to the quarter ending 28 October 2010.

NOTES

- (1) Retailer categories are taken from the Merchant Category Codes allocated by MasterCard and VISA
- (2) \$ Values are represented in \$millions and are exclusive of GST
- (3) Periods are selected to ensure that the same number of weekdays/weekends are included in each comparative period
- (4) Data taken from Westpac Business Insight figures and weighted to give national and regional totals