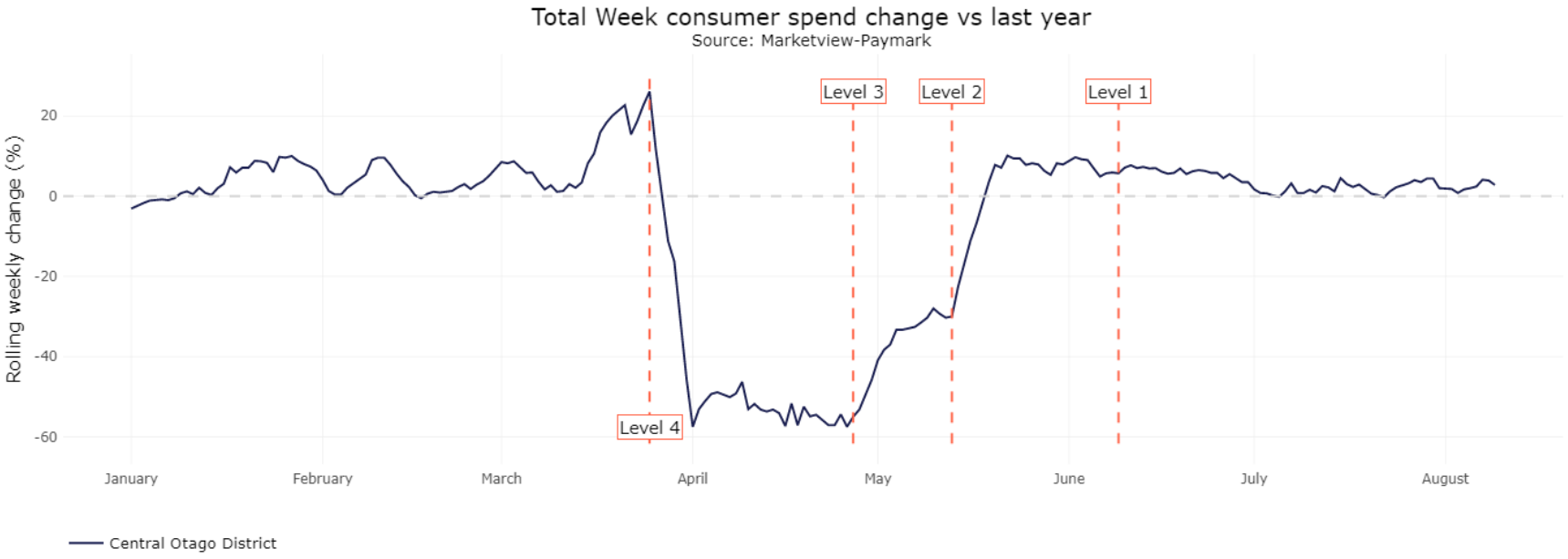
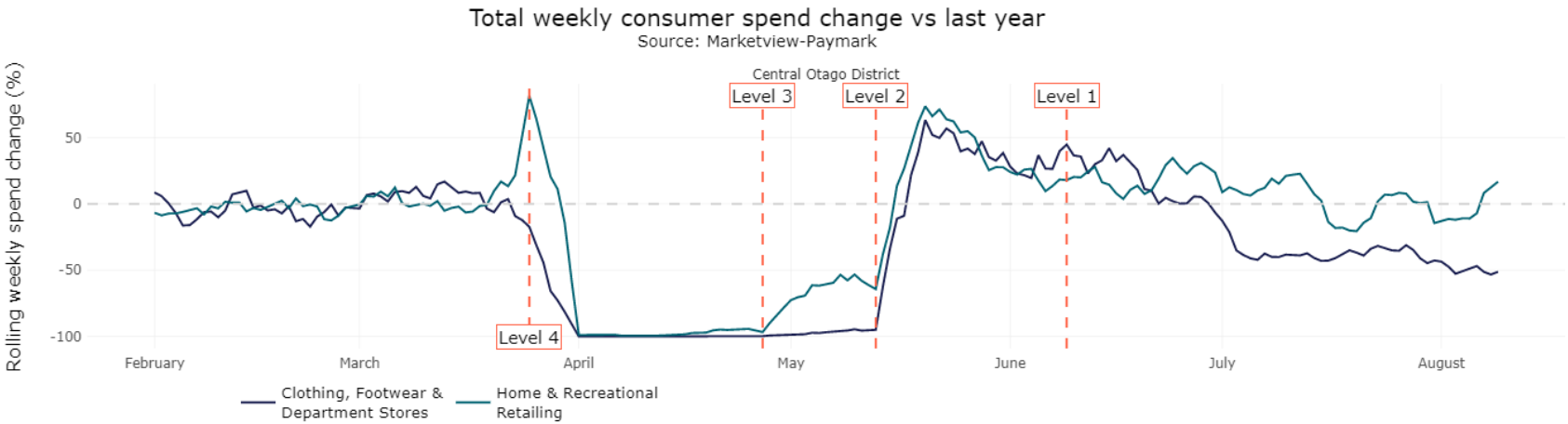
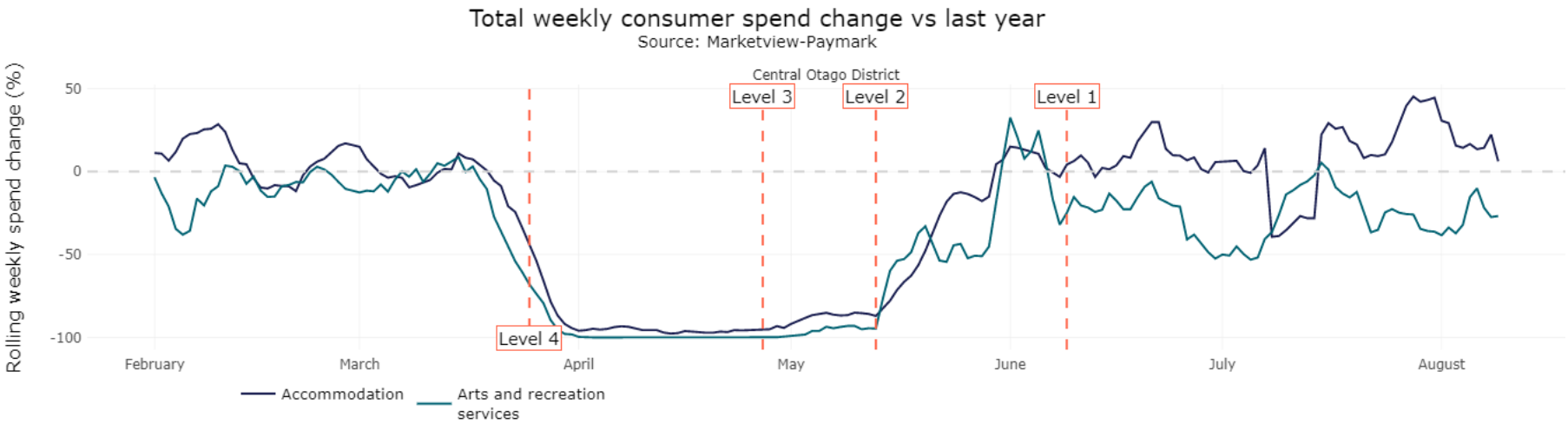
Central Otago Economic Performance Indicators July 2020

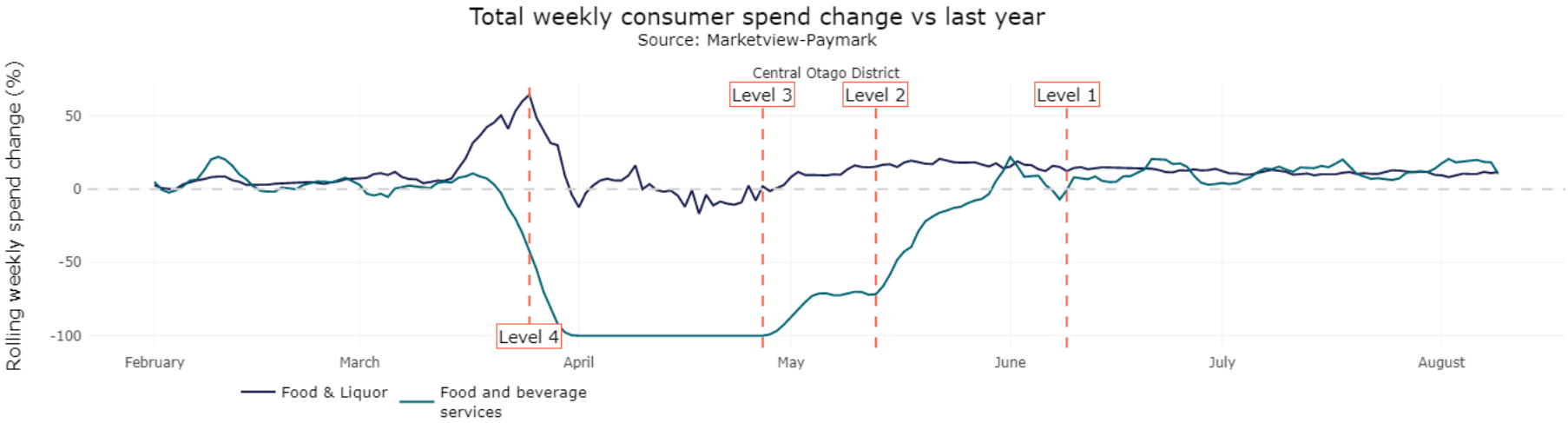
These economic indicators are intended to give businesses and the community an up to date understanding of how the Central Otago economy is trending. The indicators have been chosen from data sources that are available monthly at a district level. For a more in depth understanding of the structure of the Central Otago economy and the long term trends please view our economic profile provided by Infometrics.

Consumer Spending






Total weekly consumer spend change vs last year
Source: Marketview-Paymark
Central Otago District
Level 3
Level 2
Level 1
Level 4
Rolling weekly spend change (%)
50
0
-50
-100
February
March
April
May
June
July
August
Accommodation
Arts and recreation services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Food & Liquor
Food and beverage services

The weekly consumer spending data is an indicator of change in expenditure patterns in the economy. It does not give dollar amounts as the data does not include certain types of spending e.g. online spending. Interactive dashboards for the above spending data can be found here.

Limitations

The consumer spending data presented comes from Paymark's network which covers more than 70% of the EFTPOS transactions around the country and provides a good snapshot of spending patterns in New Zealand.

The Paymark data only includes consumer spending payments through EFTPOS machines (mainly in bricks-and-mortar businesses) and for the most part excludes online spending.

The Paymark data will exclude: Cash spending, Direct online bank spending, e.g. ordering online, Payments via alternative payment networks, such as Verifone, Paypal, AliPay, WeChatPay and ApplePay.

Industry classifications

Accommodation
Accommodation

Arts and recreation services
Museum Operation
Zoological and Botanic Gardens Operation
Nature Reserves and Conservation Parks Operation
Performing Arts Operation
Creative Artists, Musicians, Writers and Performers
Performing Arts Venue Operation
Health and Fitness Centres and Gymnasia Operation
Sport and Physical Recreation Clubs and Sports Professionals
Sports and Physical Recreation Venues, Grounds and Facilities Operation
Sport and Physical Recreation Administrative Service
Horse and Dog Racing Administration and Track Operation
Other Horse and Dog Racing Activities
Amusement Parks and Centres Operation
Amusement and Other Recreation Activities
Casino Operation
Lottery Operation
Other Gambling Activities

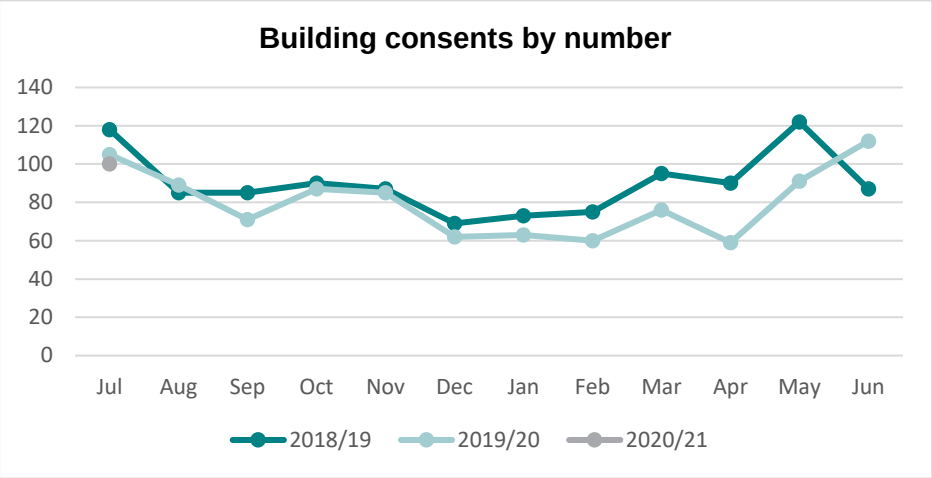
Clothing Footwear and Department stores
Clothing retailing
Footwear retailing
Watch and jewellery retailing
Other personal accessory retailing
Department stores

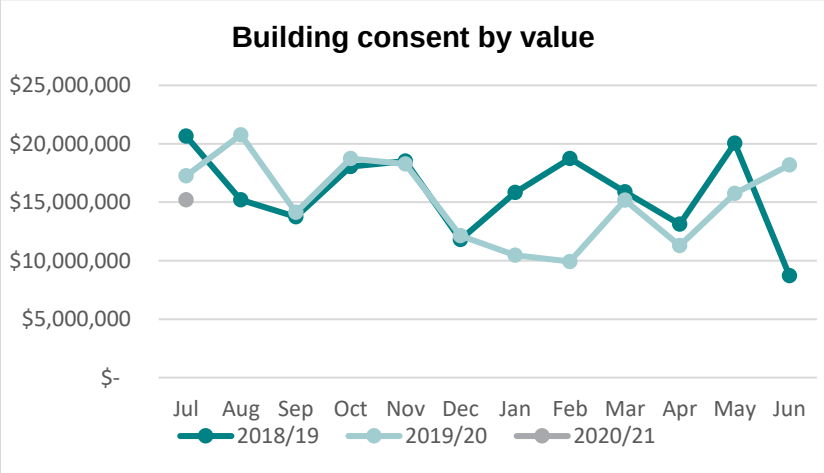
Home and recreational retailing
Furniture retailing
Floor coverings retailing
Houseware retailing
Manchester and other textile goods retailing
Electrical, electronic, and gas appliance retailing
Computer and computer peripheral retailing
Other electrical and electronic goods retailing
Hardware and building supplies retailing
Garden supplies retailing
Sport and camping equipment retailing
Entertainment media retailing
Toy and game retailing
Newspaper and book retailing
Marine equipment retailing

Food and beverage services
Cafes and Restaurants
Takeaway Food Services
Catering Services
Pubs, Taverns and Bars
Clubs (Hospitality)

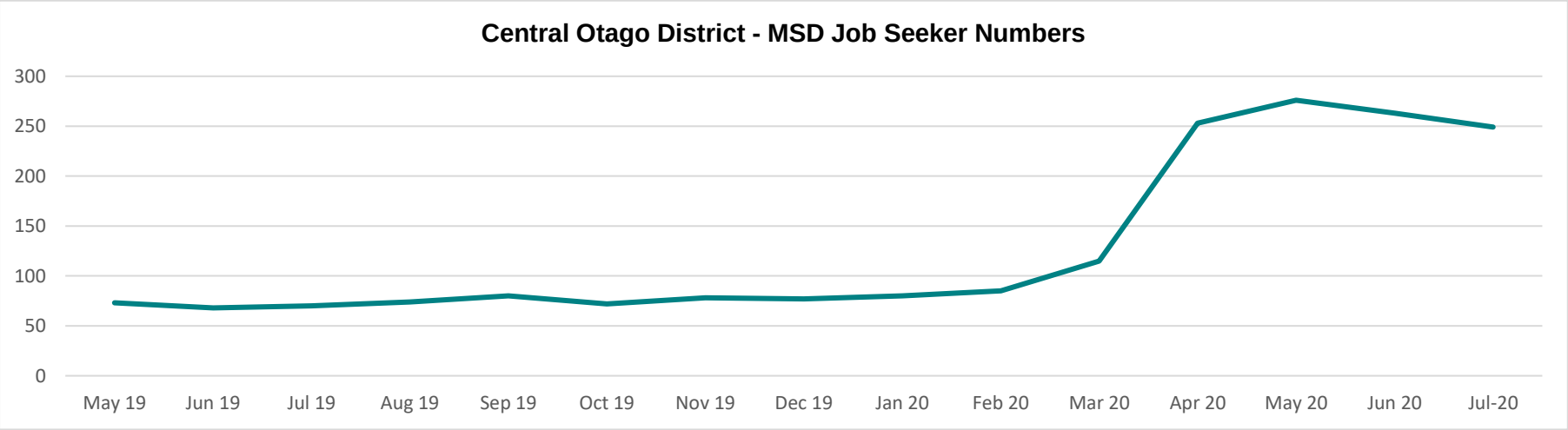
Food and liquor
Supermarkets and grocery stores
Fresh meat, fish, and poultry retailing
Fruit and vegetable retailing
Other specialised food retailing
Liquor retailing

Central Otago Building Consents





Job Seeker Numbers



Limitations

Job seeker numbers are not the same as unemployment figures as not all unemployed are eligible for MSD's Job Seeker Support, but the numbers do help us understand how employment (and unemployment) is trending in the district.