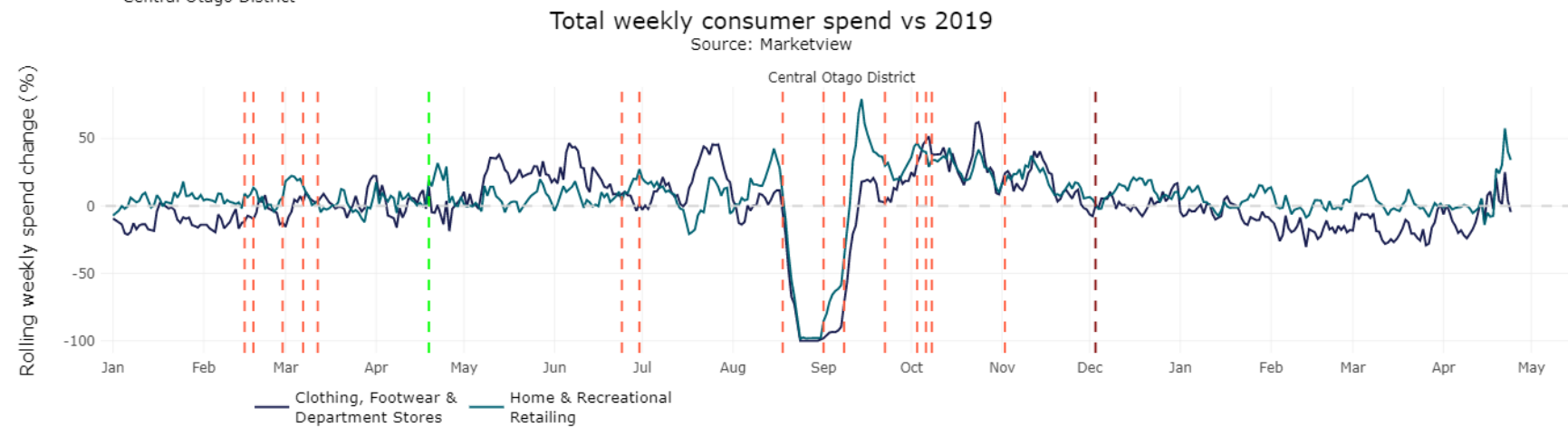
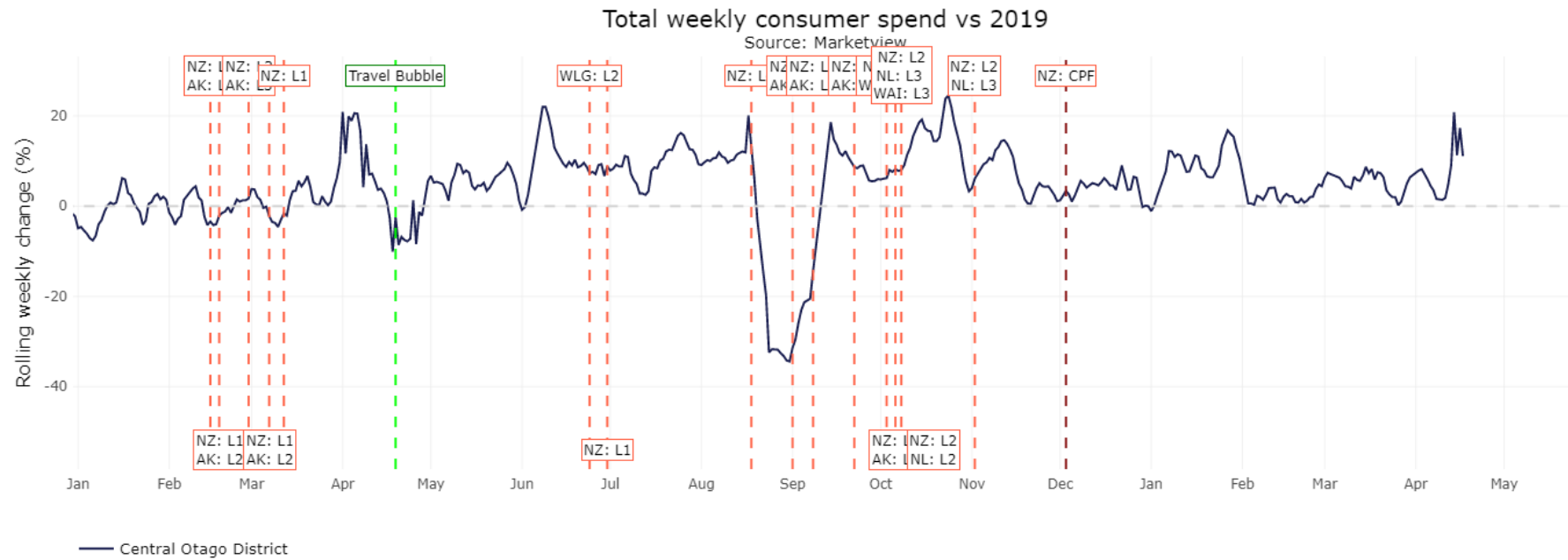




Central Otago Economic Performance Indicators March 2022

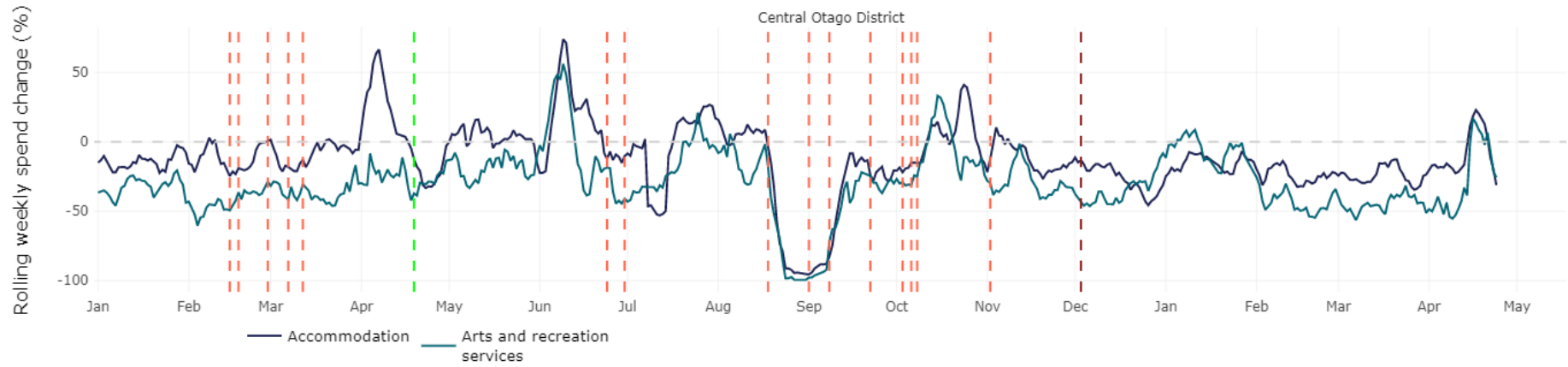
These economic indicators are intended to give businesses and the community an up to date understanding of how the Central Otago economy is trending. The indicators have been chosen from data sources that are available monthly at a district level. For a more in depth understanding of the structure of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

Consumer Spending



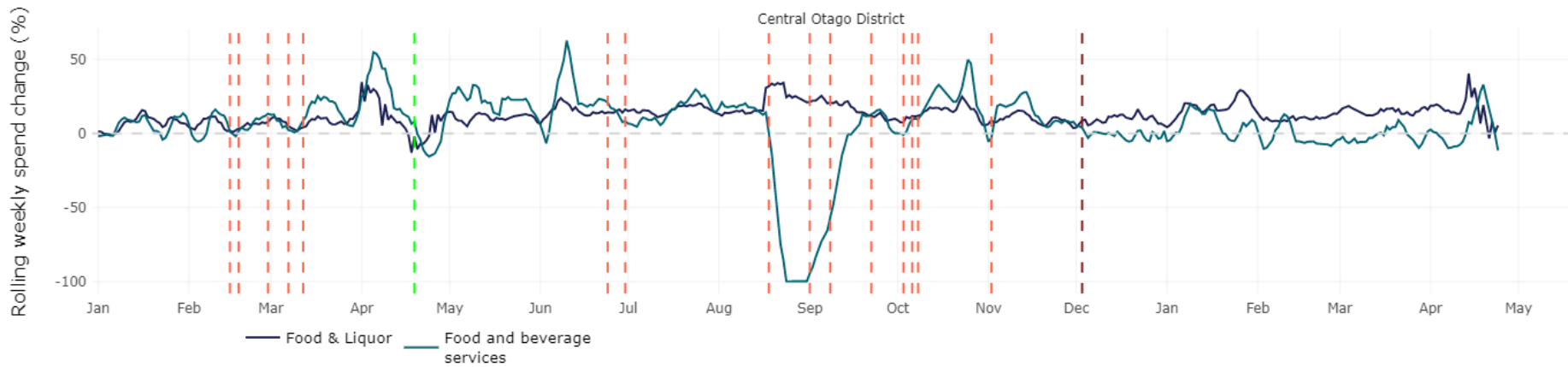
Total weekly consumer spend vs 2019

Source: Marketview



Total weekly consumer spend vs 2019

Source: Marketview



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 Gymnasias 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

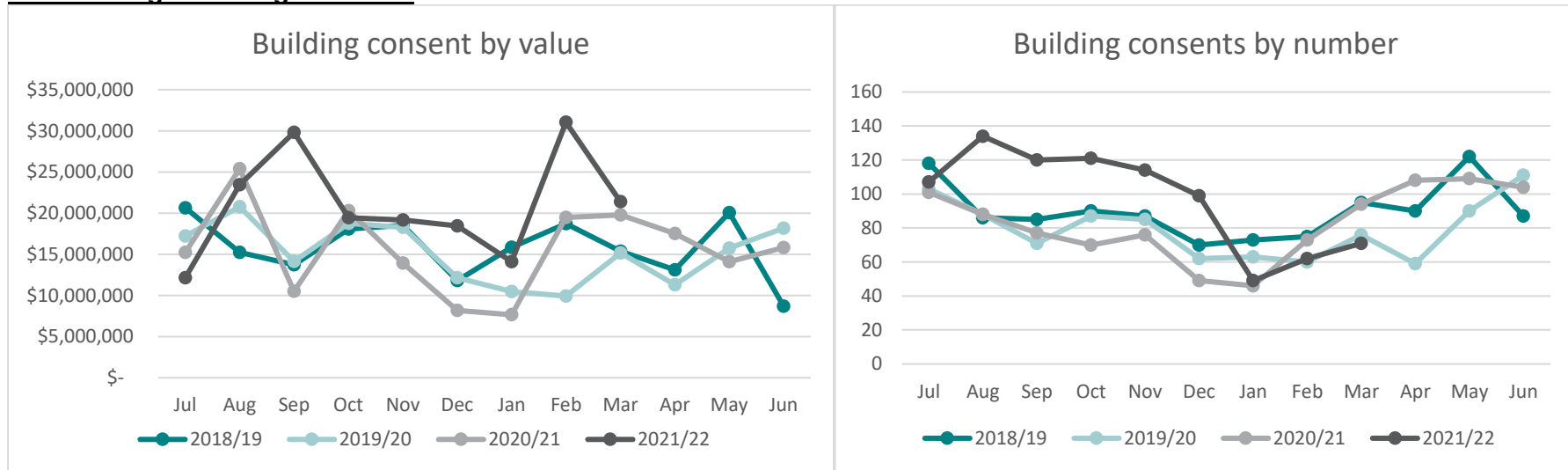
Fresh meat, fish, and poultry retailing

Fruit and vegetable retailing

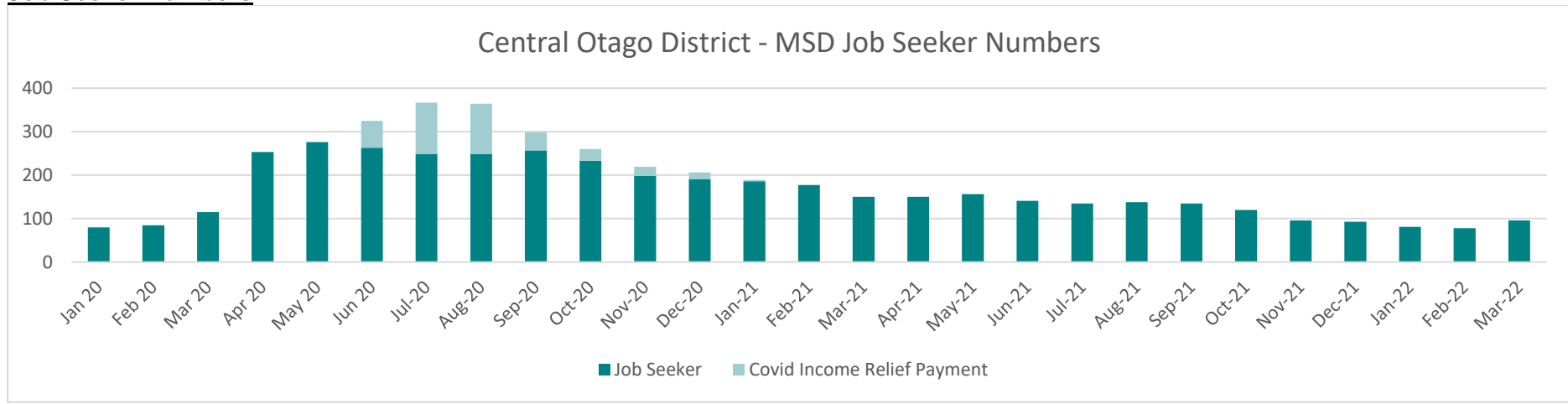
Other specialised food retailing

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.