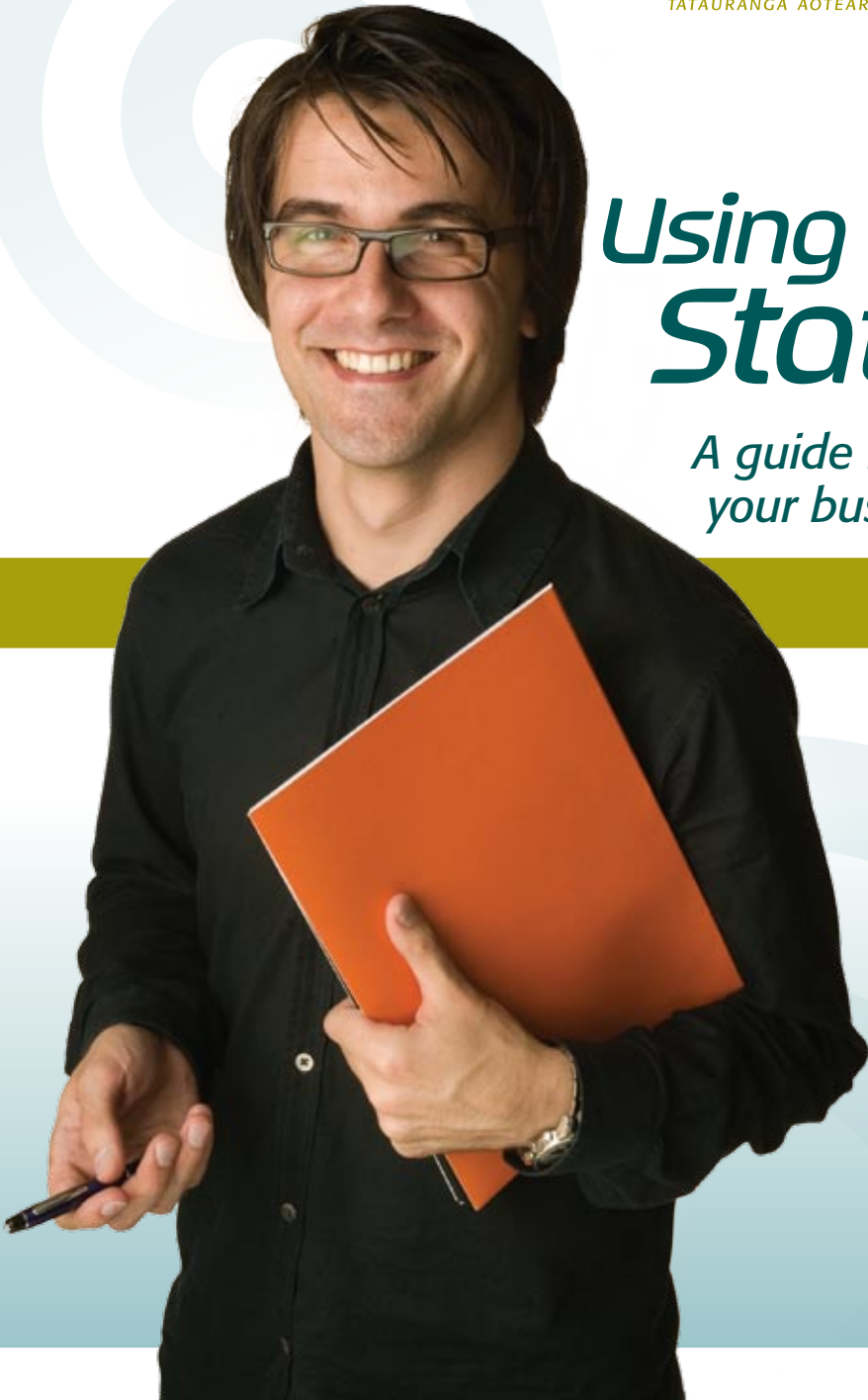


Statistics  
New Zealand  
TATAURANGA AOTEAROA



# Using Stats

*A guide for  
your business*



# Information to help your business planning

New Zealanders tell Statistics New Zealand a great deal about how and where they live; and about their work, spending and recreation. This allows us to produce information that is invaluable to New Zealand businesses.

If you are planning to start, or already run, a small or medium-sized business, we have information to help you.

## How to get information

Call our Information Centre, and discuss your needs with one of our advisers.

We aim to respond to all requests for information within 24 hours.

Phone: 0508 525 525 toll-free,  
or email: [info@stats.govt.nz](mailto:info@stats.govt.nz)

*"There's a lot of places you can go for advice, but why not start with the place that's got all the knowledge, and Statistics New Zealand seems to be the logical choice. We pretty much got what we expected because we researched it. If you can do the research yourself, you're going to be so much better informed."*



**Mike Pero** – Director,  
Mike Pero Mortgages

*"You're not going to get anywhere without being able to present some real statistics as part of a business plan."*



**Rod McHugh** – Business Analyst,  
Mitre 10 (NZ)



## ◎ Evaluate your business potential

**Kay wants to buy a franchise for a new lunch bar in Hamilton – one selling gourmet sandwiches and small cakes. Is that a good idea?**

She identifies her potential buyers as those with an annual income over \$30,000. We provide her with information about the areas in which these people work.

Data available free on our website shows her the top five areas. She is able to assess the size of the market, combine this with

her knowledge of existing businesses, and identify the area with most potential.

### Workers Earning \$30,000 and Over

Hamilton, 2006

Area	Number
Hamilton Central	9,987
Te Rapa	5,532
Frankton Junction	4,212
Hamilton Lake	3,414
University	1,461

Source: 2006 Census

Note: The examples used in this booklet are based on enquiries we receive, but the actual businesses are fictitious.

**Peter wants to sell a low-maintenance garden system to retired Nelson residents. Where should he target his promotion?**

After a discussion with our Information Centre, he decides to target people aged 65 years and over who have an annual income above \$20,000. We give him a table that identifies the areas where these people live.

There is no charge for this table, as we sourced the data from our free online Table Builder.

Combining this data with his local knowledge, Peter chooses appropriate areas for leaflet distribution.

**People Aged 65 Years and Over with Income over \$20,000**

Nelson, 2006

Area	Number
The Wood	210
Langbein	138
Atawhai	135
Tahuna Hills	120
Bronte	114

Source: 2006 Census

## Target promotions





## Estimate market share

Elizabeth wants to determine her share of the video and DVD rental market in the Wellington region.

We provide her with consumer spending data on video and DVD rentals, by age group. She also receives information about the number of people in each age group in the Wellington region.

Elizabeth does a quick calculation and comparison with her sales figures to estimate her share of the market.

DVD/Video Rental			
Wellington region, by age group			
Age group (years)	Average weekly spending per person <sup>(1)</sup> (\$)	Number of people <sup>(1)</sup>	Estimated total weekly spending <sup>(1)</sup> (\$)
15–24	0.40	45,000	19,900
25–34	1.10	69,400	76,400
35–44	0.90	66,400	60,800
45–54	0.30	57,100	14,500
55–64	0.10	56,500	6,700
65+	(-)	47,600	(-)
<b>Total</b>	<b>0.50</b>	<b>341,900</b>	<b>178,400</b>

(1) For the year ended 30 June 2007, rounding has been applied.

(-) No one reported expenditure on DVD or video cassette hire.

Source: Household Economic Survey



## Assess site location

Kim is evaluating a site for her planned Henderson childcare centre. Is it close enough to potential customers?

We provide data about the distribution of families with young children in the surrounding area. The potential market is clear.

Kim uses this data and her own information about her competitors to better assess the site.

**Families with Children Aged Under 5 Years**  
Henderson Area, 2006

Area	Number
Henderson North	225
Henderson South	246
Glendene North	213
Mcleod	309
Henderson West	105
Sturges North	357
Fairdene	261
Parrs Park	417
Sunnyvale	240
Palm Heights	135
McLaren Park	192
<b>Total</b>	<b>2,700</b>

Source: 2006 Census

**Robert wants funding for a new hardware store in Glenfield. The bank expects him to know his business environment.**

With help from our Information Centre staff, he determines who his market is, and finds out how many owner-occupied households there are in the area. There is no charge, as we sourced the data from our free online Table Builder.

After identifying a sizeable potential market, he now has a strong case to present to his bank manager.

### Owner-occupied Households

Glenfield area, 2006

Area	Number
Target Road	1,260
Forrest Hill	1,254
Glendhu	1,131
Glenfield Central	987
Glenfield North	870
Witthford	657
Kaipatiki	888
Sunnybrae	720
Monarch Park	1,251
<b>Total</b>	<b>9,018</b>

Source: 2006 Census

## Apply for finance



Anne wants to assess the performance of her small Wairarapa winery, which exports high quality wine to the United Kingdom. How is she doing?

We provide her with customised data on the value of bottled wine exports to Britain.

Anne finds a significant increase in recent sales. She compares her revenue with the market figure to assess her position.

Value of White Wine Exports to the United Kingdom<sup>(1)</sup>

Year	\$(million)
2003	86.4
2004	106.4
2005	119.4
2006	151.1
2007	192.5

(1) Figures are only for still wine in bottles not exceeding 750ml.

Source: Overseas Trade Statistics

Know the import/export trends





## Monitor key trends

Adam runs a personnel agency in Christchurch. He supplies staff to local businesses in the hospitality industry. Are there any trends that could affect his business?

For no cost, we provide him with statistics on the number of people employed in the accommodation, cafe and restaurant industry group in recent years. A gradual increase is apparent.

He uses the data to anticipate and monitor demand for the services he offers.

### Employees in the Accommodation, Restaurant and Cafe Industry

Christchurch City

Year	Number
2000	10,360
2001	11,050
2002	11,250
2003	11,310
2004	12,220
2005	12,030
2006	12,130
2007	12,520

Source: Business Demography Statistics

## We have information on...



### **New Zealand's population**

- numbers of people
- where they live
- future population changes

### **Our population's characteristics**

- age and sex
- income, savings and spending
- education
- ethnicity
- employment, occupation and industry
- where people work and how they travel there

### **The homes we live in**

- home type, such as house, apartment or flat
- number of rooms
- means of heating
- home ownership
- number of motor vehicles
- access to telephone/fax/Internet
- building activity

### **Our families and households**

- family type, such as one-parent families or couples with children
- size and characteristics
- income and spending
- future changes

### **Tourists**

- where they come from
- their age and sex
- how long they stay
- why they visit

### **New Zealand businesses**

- number of businesses
- where they are located
- what they do
- how numbers are changing

### **The characteristics of New Zealand businesses**

- business size (number of employees)
- type of business structure, such as partnership or company

### **Business performance**

- income and expenditure
- assets and liabilities

### **Farming and forestry**

- numbers of farms and forests
- type of farm
- land use
- livestock numbers
- crops grown
- horticultural activity

### **Imports and exports**

- value and quantity (for over 13,000 products)
- where imported from
- where exported to
- the New Zealand port used

### **New Zealand's economy**

- inflation
- economic growth
- retail and wholesale activity
- manufacturing levels
- building consents

### **More information**

Contact our Information Centre staff, who can direct you to the most appropriate products and services for your needs. Answers to simple queries are free, although more complex questions may involve providing customised statistics, for which there is a charge. We will discuss your business needs and provide obligation-free quotes.

**Phone: 0508 525 525 toll-free,  
or email: [info@stats.govt.nz](mailto:info@stats.govt.nz)**



[www.stats.govt.nz](http://www.stats.govt.nz)

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