

Retail Trade Survey: March 2013 quarter

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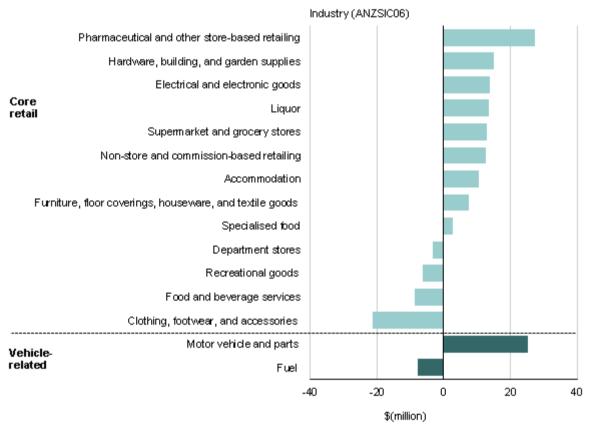
Key facts

For the March 2013 quarter, compared with the December 2012 quarter (seasonally adjusted):

- The total volume of retail sales rose 0.5 percent.
- The total value of retail sales rose 0.9 percent.
- Ten of the 15 retail industries had higher sales volumes.

Retail industry contributions to the change in seasonally adjusted sales volumes

Change from December 2012 quarter



Source: Statistics New Zealand

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Commentary

- Total sales volume up slightly
- Total sales value up
- <u>Trends continue to rise for sales volume and value</u>
- Warm start to autumn leads to clothing, footwear, and accessories fall
- Fuel retailing sales volumes fall as prices rise
- Motor vehicle and parts sales continue recovery
- Actual sales volumes and values up on last year
- <u>Sales up in North and South islands</u>
- Actual value of stock up on last year
- <u>Revisions</u>

All values are seasonally adjusted unless otherwise stated.

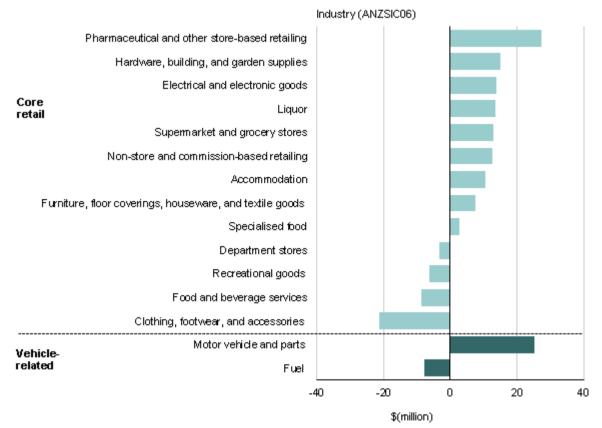
Total sales volume up slightly

The total volume of retail sales rose 0.5 percent in the March 2013 quarter. This quarter's modest rise follows a strong (1.9 percent) increase in the December 2012 quarter.

Ten of the 15 retail industries had higher sales volumes.

Retail industry contributions to the change in seasonally adjusted sales volumes

Change from December 2012 quarter



Source: Statistics New Zealand

Industries with the largest increases this quarter were:

- pharmaceutical and other store-based retailing, up 2.2 percent
- motor vehicle and parts retailing, up 1.1 percent
- hardware, building, and garden supplies retailing, up 1.2 percent.

The only notable decrease was for clothing, footwear, and accessories retailing, down 2.4 percent.

The quarterly changes in sales volumes were relatively small across all industries this quarter.

When the vehicle-related industries are excluded, the volume of core retail sales rose 0.6 percent.

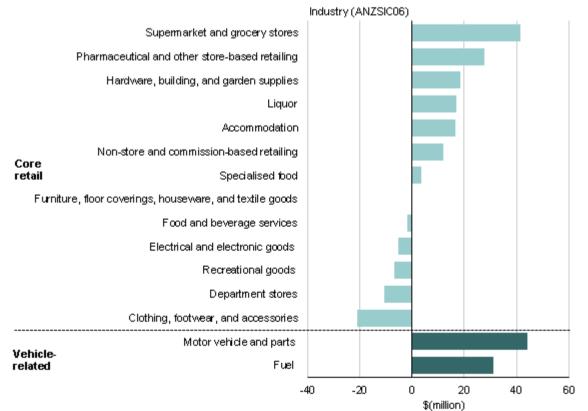
Total sales value up

The total value of retail sales rose 0.9 percent (\$167 million) in the March 2013 quarter, following a 1.7 percent increase in the December 2012 quarter.

Nine of the 15 retail industries had higher sales values this quarter.

Retail industry contributions to the change in seasonally adjusted sales values

Change from December 2012 quarter



Source: Statistics New Zealand

This quarter's rise in sales value was led by a 1.9 percent (\$44 million) rise in motor vehicle and parts retailing (which is not seasonally adjusted).

Other industries with significant increases this quarter were:

- supermarket and grocery stores retailing, up 1.0 percent (\$42 million)
- fuel retailing, up 1.6 percent (\$31 million).

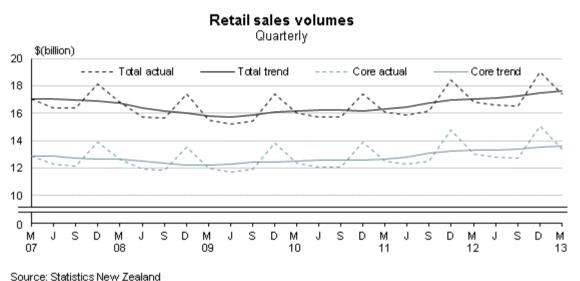
Of the six industries to fall, only two recorded decreases of more than \$10 million:

- clothing, footwear, and accessories retailing, down 2.4 percent (\$21 million)
- department stores, down 1.1 percent (\$11 million).

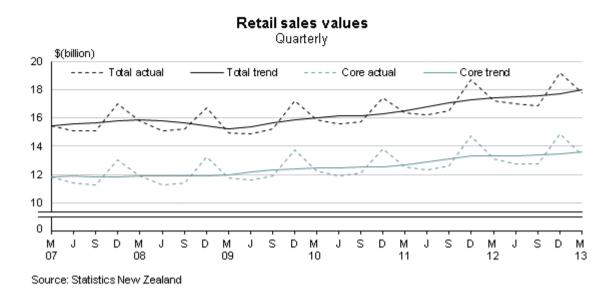
When the vehicle-related industries are excluded, the value of core retail sales rose 0.7 percent (\$92 million).

Trends continue to rise for sales volume and value

The trend for the total sales volume has been generally rising since June 2009, up 12 percent since then. This follows a period of decline that lasted two years. The core sales volume trend fell 5.3 percent between the June 2007 and March 2009 quarters, but has been generally rising since then.



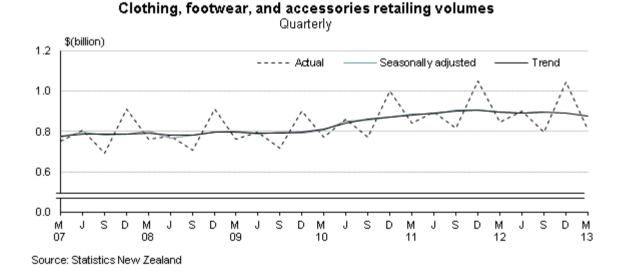
The trend for the total sales value has risen 18 percent since a short period of decline between June 2008 and March 2009. The core sales value trend has been generally rising since the series began in 1995.



Warm start to autumn leads to clothing, footwear, and accessories fall

The clothing, footwear, and accessories sales volume slipped 2.4 percent in the March 2013 quarter. Survey respondents said that the warmer-than-usual start to autumn contributed to lower sales in this industry.

The sales value also fell 2.4 percent (\$21 million), as prices remained unchanged from the December 2012 quarter.



The trend for clothing, footwear, and accessories sales volume has been generally falling since the December 2011 quarter, down 3.3 percent since then. The sales value trend has also been falling since the December 2011 quarter, down 3.6 percent since then.

The actual value of stock held in the clothing, footwear, and accessories retailing industry was up 7.3 percent (\$51 million) in the March 2013 quarter compared with the same quarter of the previous year.

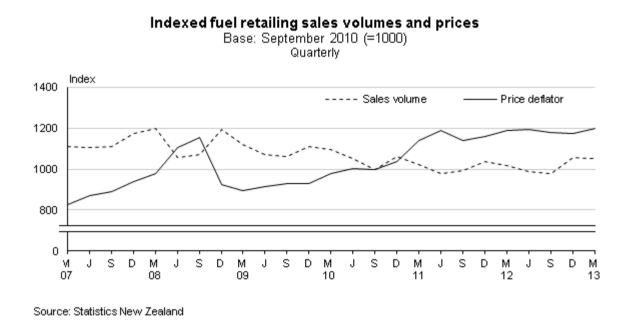
Fuel retailing sales volume falls as prices rise

Sales in this industry are not seasonally adjusted as they do not show a reliable seasonal pattern. The actual numbers can therefore be treated in the same way as seasonally adjusted numbers.

The volume of sales in the fuel retailing industry fell 0.5 percent in the March 2013 quarter, following a 7.7 percent rise in the December 2012 quarter.

The value of fuel sales was up 1.6 percent (\$31 million) this quarter, as prices rose 2.0 percent.

As shown in the graph below, when prices in this industry rise, volumes tend to fall.

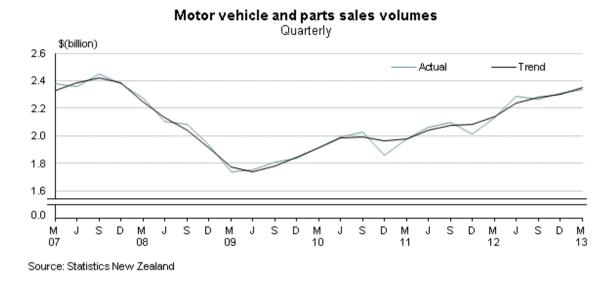


Motor vehicle and parts sales continue recovery

Sales in this industry are not seasonally adjusted as they do not show a reliable seasonal pattern. The actual numbers can therefore be treated in the same way as seasonally adjusted numbers.

The volume of sales for motor vehicle and parts rose 1.1 percent in the March 2013 quarter.

The value of sales also rose this quarter, up 1.9 percent (\$44 million), as prices went up 0.8 percent.



The trend for motor vehicle and parts sales volumes peaked in the September 2007 quarter. From then until the June 2009 quarter, it fell 28 percent. The series has been generally rising since then, and is now within 2.9 percent of the series peak.

The trend for motor vehicle and parts sales values has followed a similar pattern, falling 25 percent in the six quarters after the September 2007 quarter. It is now 8.5 percent above the previous series peak.

Actual sales volumes and values up on last year

In the March 2013 quarter compared with the March 2012 quarter:

- The volume of total actual retail sales rose 3.5 percent.
- The value of total actual retail sales rose 3.2 percent, to \$17.8 billion.
- The volume of core actual retail sales rose 2.5 percent.
- The value of core actual retail sales rose 2.1 percent, to \$13.4 billion.

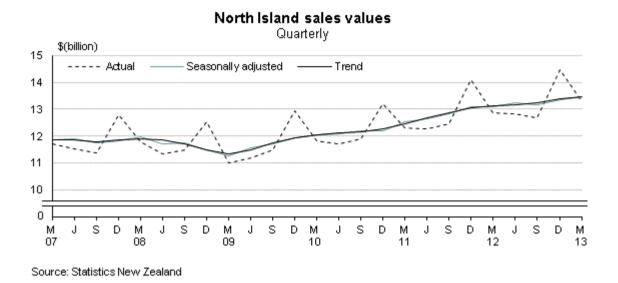
Sales up in North and South islands

Note: the Retail Trade Survey is designed at a national level. Caution should be used when interpreting regional-level figures.

The value of sales in the North Island rose 0.8 percent (\$111 million) in the March 2013 quarter, following a 1.6 percent increase in the December 2012 quarter.

The rise in North Island sales is the result of:

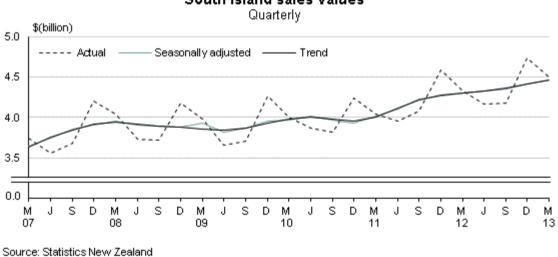
- Auckland, **up** 1.1 percent (\$69 million)
- Waikato, **down** 0.4 percent (\$7 million)
- Wellington, **up** 0.4 percent (\$8 million)
- remainder of the North Island, up 1.2 percent (\$42 million).



The value of sales in the South Island rose 1.1 percent (\$48 million), following a 1.6 percent increase in the December 2012 quarter.

The rise in South Island sales is the result of:

- Canterbury, **up** 1.3 percent (\$33 million)
- remainder of the South Island, up 0.7 percent (\$15 million).



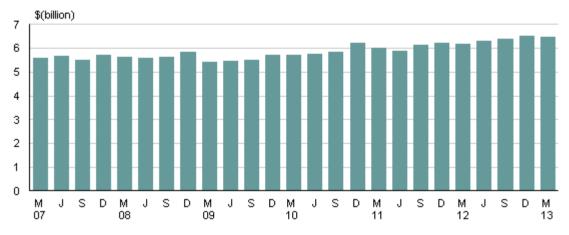
South Island sales values

Actual value of stock up on last year

Stock figures are recorded as at 31 March 2013. All references to stocks are in actual (unadjusted) dollars.

The total value of stock held at the end of the March 2013 guarter (\$6.5 billion) was 5.0 percent (\$307 million) higher than at the end of the March 2012 quarter.

The value of stock for the core retail industries (\$5.0 billion) was 4.3 percent (\$208 million) higher than for the same period last year.



Quarterly retail stock levels

Source: Statistics New Zealand

The largest increases were in:

- motor vehicle and parts, up 7.5 percent (\$97 million)
- supermarket and grocery stores, up 8.9 percent (\$55 million)
- clothing, footwear, and accessories, up 7.3 percent (\$51 million).

Only recreation goods (down 7.3 percent or \$34 million) and electrical, electronic, and appliance retailing (down 6.6 percent or \$23 million) had notable stock decreases this quarter.

Revisions

Data for the accommodation industry has been revised for the December 2012 quarter. For detailed information about this revision, see the <u>revisions</u> section of this release.

For more detailed data see the Excel tables in the 'Downloads' box.

Definitions

About the Retail Trade Survey

The Retail Trade Survey (RTS) provides short-term economic indicators of the retail trade sector. In addition, the data is used for compiling the retail trade sector component of quarterly national accounts (on the production side) and in compiling household consumption expenditure (on the expenditure side).

The survey was last redesigned for the September 2003 quarter. For more details about the redesign see:

Retail Trade Survey - Redesign: September 2003

Retail Trade Survey – Implementation of new survey design.

More definitions

ANZSIC06: Australian and New Zealand Standard Industrial Classification – New Zealand version 2006.

ANZIND: an ANZSIC-based classification used to group industries for publication.

Business Frame: a register of all economically significant businesses operating in New Zealand. The population of the RTS is drawn from the Business Frame.

Deflators: indexes that measure the rate of price change of goods and services sold by each RTS industry. Deflators are not calculated for the subtotal or all industries total.

Enterprise: a business entity operating in New Zealand, either as a legally constituted body such as a company, partnership, trust, local or central government trading organisation, or a self-employed individual.

Geographic unit: a GEO is a subdivision of an enterprise. It is a separate operating unit engaged in New Zealand in one, or predominantly one, kind of economic activity from a single physical location or base.

Per head of population: the population measure used for the RTS is the estimated residential population. It excludes short-term visitors to New Zealand.

Sales volumes expressed in September 2010 quarter prices: a constant price estimate, from which the portion of the current price sales' movement caused by price changes has been removed.

Related links

Upcoming releases

The Retail Trade Survey: June 2013 quarter will be released on 14 August 2013.

Subscribe to information releases, including this one, by completing the online subscription form.

The release calendar lists all our upcoming information releases by date of release.

Past releases

Retail Trade Survey – information releases has links to past releases.

Related links

The latest movements in related series were as follows:

The <u>consumers price index</u> rose 0.4 percent in the March 2013 quarter, compared with the December 2012 quarter.

On <u>Infoshare</u>, New Zealand Transport Agency figures show that new registrations of cars and station wagons (including cars previously registered overseas) were up 1.9 percent in the March 2013 quarter compared with the December 2012 quarter.

<u>Credit card billings in New Zealand</u>, including spending using New Zealand and overseas issued cards, rose 0.6 percent in the March 2013 quarter compared with the same period of the previous year.

The <u>Reserve Bank of New Zealand's Official Cash Rate</u> (OCR) remained at 2.5 percent throughout the March 2013 quarter.

Data quality

Period-specific information

This section contains data information that has changed since the last release.

- Measurement errors
- Imputation
- Postal response rate

General information

This section contains information about data that does not change between releases.

- Population
- Industry descriptions
- <u>Sample design</u>
- Sample maintenance
- Sample reselection
- Measurement errors
- Use of retail trade data in quarterly national accounts
- <u>Seasonally adjusted series</u>
- Estimated trend
- Retail Trade Survey deflators
- <u>Regional estimates</u>

Period-specific information

Measurement errors

All statistical estimates are subject to measurement errors. These include both sample errors and non-sample errors. In addition, the survey applies imputation methodologies to cope with small firms and non-response. These measurement errors should be considered when analysing the results from the survey.

See measurement errors.

Sample errors

The postal survey was designed to give statistics at the following levels of accuracy (at the 95 percent confidence interval limit):

- 3 percent for sales at the total national retail trade level
- 10 percent for sales at the published national retail industry level.

This means, for example, that there is a 95 percent chance that the true value of total retail trade sales lies within 3 percent of the published estimate.

Retail industry	Level (relative percent)	Movement (absolute percent) 7.8
Motor vehicle and parts	7.3	
Fuel	4.0	2.7
Supermarket and grocery stores	7.0	5.0
Specialised food	7.1	4.8
Liquor	7.8	3.1
Furniture, floor coverings, houseware, textiles	7.4	5.9
Electrical and electronic goods	1.6	1.6
Hardware, building, and garden supplies	4.8	3.1
Recreational goods	5.4	10.4
Clothing, footwear, and accessories	10.9	5.1
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	10.8	4.8
Non-store and commission-based retailing	13.8	9.4
Accommodation	4.4	5.6
Food and beverage services	4.2	4.1
Total retail trade	2.2	1.3

Retail Trade Survey: March 2013 quarter sample errors by industry At the 95 percent confidence interval limit

Industries with zero sample error are full-coverage industries. In these industries, all large firms are surveyed and all small to medium-sized firms are modelled using administrative data sourced from Inland Revenue.

Retail Trade Survey: March 2013 quarter sample errors by region At the 95 percent confidence interval limit

At the 95 percent confidence interval limit			
Region	Level (relative percent)	Movement (absolute percent)	
Auckland	4.6	3.7	
Waikato	16.8	7.5	
Wellington	13.4	5.5	
Remainder of the North Island	7.9	7.4	
Canterbury	11.3	6.0	
Remainder of the South Island	10.9	6.4	

Imputation

Small firms

Small to medium-sized firms are generally not surveyed. Their variables are instead modelled from administrative data (GST) sourced from Inland Revenue. Ratios calculated from the postal sample units are applied to the administrative data to provide an estimate of their variables.

Non-response imputation

Although every attempt is made to achieve a 100 percent response rate, in practice this does not occur. Values for non-responding businesses are estimated by a number of methods, including:

- regression imputation
- historic imputation
- mean imputation.

Regression imputation involves estimating sales from the unit's administrative data (GST sales) based on the relationship shown by similar businesses. Historic imputation involves multiplying their response in the previous period by a non-response factor. The non-response factor is the average movement of similar businesses over the month. Mean imputation involves estimating a value for a unit by using the average value for a set of similar businesses.

Sales imputed in the March 2013 quarter			
Poteil industry	Tax modelled	Non-response	
Retail industry	Percentage of sales		
Motor vehicle and parts	7.2	14.4	
Fuel	1.9	14.4	
Supermarket and grocery stores	5.0	8.9	
Specialised food	9.1	14.8	
Liquor	10.9	16.5	
Furniture, floor coverings, houseware, textiles	12.1	12.6	
Electrical and electronic goods	8.8	11.0	
Hardware, building, and garden supplies	10.1	3.7	
Recreational goods	9.3	14.6	
Clothing, footwear, and accessories	8.9	11.8	
Department stores	0.0	0.0	
Pharmaceutical and other store-based retailing	9.3	12.6	
Non-store and commission-based retailing	10.9	6.5	
Accommodation	11.6	16.3	
Food and beverage services	9.7	17.3	
Total retail trade	7.0	11.6	

Postal response rate

The Retail Trade Survey has a target response rate of 85 percent. The response rate achieved for the March 2013 quarter was 87.5 percent.

The response rate describes the proportion of geographic units (GEOs) that provided survey responses. Note that the calculation of this response rate relates only to data for the postal sample.

General information

Population

The target population for this survey is all GEOs operating in New Zealand that are classified on Statistics NZ's Business Frame to the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06) below:

- retail trade (ANZSIC division G)
- accommodation and food services (ANZSIC division H).

Industry descriptions

A GEO is included in an industry based on its predominant activity in terms of sales. For example, a petrol station will sell petrol and diesel, but it may also sell car parts and grocery items. The store will be classified to the fuel retailing industry if most of its sales income comes from the sale of fuel. Data are published for 15 industries, which are defined as follows:

ANZSIC06 industries, class codes, and descriptions for the Retail Trade Survey (RTS)			
RTS industry and description used in published tables	ANZSIC06 class and description		
G1110 Motor vehicle and parts	G391100 Car retailing		
	G391200 Motor cycle retailing		
	G391300 Trailer and other motor vehicle retailing		
	G392100 Motor vehicle parts retailing		
	G392200 Tyre retailing		
G1120 Fuel	G400000 Fuel retailing		
G1210 Supermarket and grocery stores	G411000 Supermarkets and grocery stores		
G1221 Specialised food	G412100 Fresh meat, fish, and poultry retailing		
	G412200 Fruit and vegetable retailing		
	G412900 Other specialised food retailing		
G1222 Liquor	G412300 Liquor retailing		
G1311 Furniture, floor coverings, houseware,	G421100 Furniture retailing		
textiles	G421200 Floor coverings retailing		
	G421300 Houseware retailing		
	G421400 Manchester and other textile goods retailing		
G1312 Electrical and electronic goods	G422100 Electrical, electronic, and gas appliance retailing		
	G422200 Computer and computer peripheral retailing		
	G422900 Other electrical and electronic goods retailing		

G1313 Hardware, building, and garden supplies	G423100 Hardware and building supplies retailing		
	G423200 Garden supplies retailing		
G1321 Recreational goods	G424100 Sport and camping equipment retailing		
	G424200 Entertainment media retailing		
	G424300 Toy and game retailing		
	G424400 Newspaper and book retailing		
	G424500 Marine equipment retailing		
G1322 Clothing, footwear, and accessories	G425100 Clothing retailing		
	G425200 Footwear retailing		
	G425300 Watch and jewellery retailing		
	G425900 Other personal accessory retailing		
G1330 Department stores	G426000 Department stores		
G1340 Pharmaceutical and other store-based retailing	G427100 Pharmaceutical, cosmetic, and toiletry retailing		
	G427200 Stationery goods retailing		
	G427300 Antique and used goods retailing		
	G427400 Flower retailing		
	G427900 Other store-based retailing nec		
G1350 Non-store and commission-based	G431000 Non-store retailing		
retailing	G432000 Retail commission-based buying/selling		
H2110 Accommodation	H440000 Accommodation		
H2120 Food and beverage services	H451100 Cafes and restaurants		
	H451200 Takeaway food services		
	H451300 Catering services		
	H452000 Pubs, taverns, and bars		
	H453000 Clubs (hospitality)		

Sample design

The survey population is stratified according to:

- industries defined by the ANZSIC-based ANZIND classification at the inter-industry level
- size (in terms of rolling-mean employment)
- turnover (annualised GST sales).

Each ANZIND inter-industry contains between two and four substrata. Because of the contribution that large units make to the economic activity within each industry, they are all included in the sample. A portion of the remaining medium to large units is also included in the sample. In addition, small to medium-sized businesses have their data modelled from

administrative data (GST) sourced from Inland Revenue. The Inland Revenue data have been forecast two months ahead. All retailing GEOs belonging to a selected 'enterprise' are included.

The sample is based on approximately 52,000 retail outlets in New Zealand. Around 2,500 enterprises (between 8,000 and 8,500 GEOs) are selected in the RTS postal sample. The postal sample is supplemented by GST data representing smaller retailers, approximately 26,400 enterprises (26,500 GEOs).

Sample maintenance

Sample maintenance is the process that maintains the sample over time, to reflect 'births', 'deaths' and other structural changes identified on the Business Frame. The information for Business Frame changes can be from a variety of sources, including GST registrations and respondent contact.

New enterprises are identified when they register for GST. Once a quarter, the new enterprises are selected into the sample using the same criteria as for the original sample. These are referred to as births. When an enterprise ceases trading, its retailing GEOs are removed from the survey. These are referred to as deaths.

Enterprises can also enter or leave the survey sample if they are reclassified to a different industry. Reclassifications occur when an enterprise changes its main form of activity (eg from wholesale trade to retailing). These are usually identified in the Annual Frame Update Survey conducted in February of each year.

Sample reselection

The sample for the RTS is reselected each quarter to ensure the sample reflects changes occurring in the retailing population.

Measurement errors

Errors in the survey are divided into two classes:

Non-sampling error

Non-sampling error includes errors arising from biases in the patterns of response and nonresponse, inaccuracies in reporting by respondents, and errors in recording and coding data. The size of these errors is difficult to quantify. Statistics may be revised if significant errors are detected in subsequent quarters.

Sampling error

Sampling error is a measure of the variability that occurs by chance because a sample, rather than an entire population, is surveyed.

Use of retail trade data in quarterly national accounts

A key use of the RTS is in calculating retail trade value added for compiling quarterly gross domestic product (GDP).

The quarterly GDP retail trade indicator uses retail sales volumes expressed in September 1995 quarter prices, by industry, series from the RTS. These series are chain-linked to give constant price sales at the ANZSIC06 working-industry level. The chain-linking weights are calculated using annualised quarterly current price sales by RTS industry.

Seasonally adjusted series

The X-12-ARIMA package has been used to produce the seasonally adjusted estimates and trend estimates for sales in all subdivisions. Seasonal adjustment aims to eliminate the impact of regular seasonal events (such as annual cycles in agricultural production, winter, or annual holidays) on time series. This makes the data for adjacent quarters more comparable.

All seasonally adjusted figures are subject to revision each quarter. This enables the seasonal component to be better estimated and removed from the series.

Estimated trend

For any series, the survey estimates can be broken down into three components: trend, seasonal, and irregular. While seasonally adjusted series have had the seasonal component removed, trend series have had both the seasonal and the irregular components removed. Trend estimates reveal the underlying direction of movement in a series, and are likely to indicate turning points more accurately than are seasonally adjusted estimates.

The trend series are calculated using the X-12-ARIMA seasonal adjustment package. They are based on a five-term or seven-term moving average of the quarterly seasonally adjusted series, with an adjustment for outlying values.

Trend estimates towards the end of the series incorporate new data as they become available and can therefore change as more observations are added to the series. Revisions can be particularly large if an observation is treated as an outlier in one quarter, but is found to be part of the underlying trend as further observations are added to the series. Typically, only the estimates for the most recent quarter will be subject to substantial revisions.

Retail Trade Survey deflators

The RTS deflators that appear in tables 13 and 14 measure change in the prices of goods and services sold by businesses in the 15 retail industries. Movements in actual retail sales values can be explained by changes in price, and by changes in volume. The deflators are used to remove the effect of price change, which allows change in the volume of retail sales to be estimated.

The deflator for each industry consists of a 'basket' of indexes, drawn mainly from the consumers price index (CPI). The CPI indexes and other indicators in each deflator's basket represent the goods and services sold by the industry. Each good or service is weighted to reflect the relative importance of the mix of goods and services sold by the industry.

For more information about the RTS deflators, see Retail Trade Survey deflator weights.

Regional estimates

In the October 2003 month, the RTS sample of GEOs changed. ANZSIC06-based regional data is not available prior to the December 2003 quarter.

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Revisions

Accommodation revision

Data for the accommodation industry has been revised for the December 2012 quarter as a result of updated information. Any movements compared with that quarter have also been recalculated.

Revisions to December 2012 quarter actual sales movements				
Industry		Series reference	Published on 15 February 2013	May 2013
		RTTQ.	% change from same quarter previous year	
Sales value			3.6	0.8
	Core industries total	S1A1C	1.3	1.2
	All industries total	S1A9C	2.9	2.7
Volume Core industries	S1AUK	1.0	-1.7	
		S1A1K	2.0	1.8
	All industries total	S1A9K	3.3	3.2

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Tables

The following tables are available in Excel format from the 'Downloads' box.

If you have problems viewing the files, see opening files and PDFs.

- 1. Actual retail sales, by quarter by industry
- 2. Actual retail sales volumes expressed in September 2010 quarter prices, by quarter by industry
- 3. Seasonally adjusted retail sales, by quarter by industry
- 4. Seasonally adjusted sales volumes expressed in September 2010 quarter prices, by quarter by industry
- 5. Retail sales trend, by quarter by industry
- 6. Retail sales trend expressed in September 2010 quarter prices, by quarter by industry
- 7. Actual retail sales, by geographical region
- 8. Actual core retail sales, by geographical region
- 9. Seasonally adjusted retail sales, by geographical region
- 10. Retail sales trend, by geographical region
- 11. Actual retail stocks at end of quarter, by industry
- 12. Retail sales summary, by quarter
- 13. Retail trade sales deflators by industry, percentage change from previous quarter
- 14. Retail trade sales deflators by industry, percentage change from same quarter previous year

Access more data on Infoshare

Use <u>Infoshare</u> to access time-series data specific to your needs. For this release, select the following category from the homepage:

Subject category: Industry sectors Group: Retail Trade (ANZSIC06) - RTT