

# Retail Trade Survey: June 2013 quarter

Embargoed until 10:45am – 14 August 2013

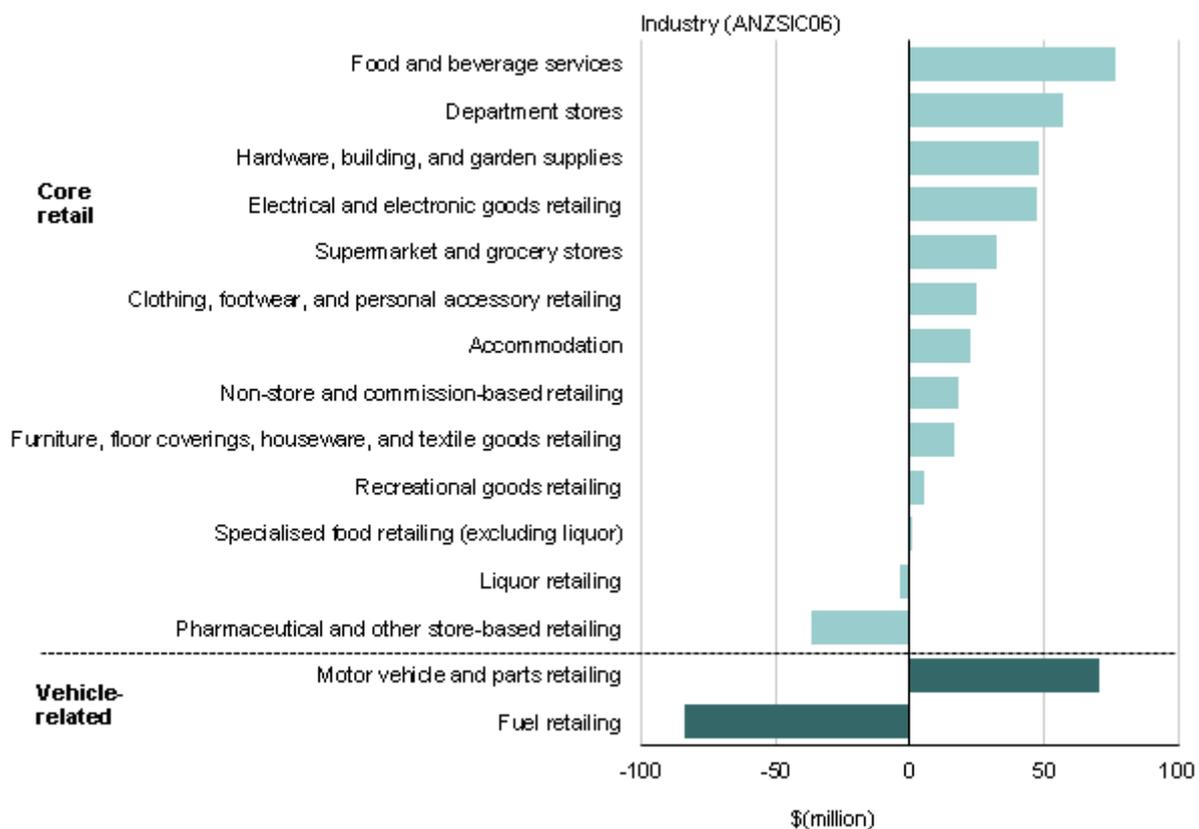
## Key facts

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

- The total volume of retail sales rose 1.7 percent.
- The total value of retail sales rose 0.9 percent.
- Twelve of the 15 retail industries had higher sales volumes.
- Core retailing recorded the strongest increases since December 2006 for sales volumes and values.

### Retail industry contributions to the change in seasonally adjusted sales volumes

Change from March 2013 quarter



Source: Statistics New Zealand

Dallas Welch  
Acting Government Statistician

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## Commentary

- Strong rise in core retail sales volume
- Core retail industries lift sales value
- Trends rise for sales volume and value
- Record increase in food and beverage services
- Mixed results in the vehicle-related industries
- Actual sales volumes and values up on last year
- Strong sales for the North Island
- Actual value of stock up on last year

All values are seasonally adjusted unless otherwise stated.

### **Strong rise in core retail sales volume**

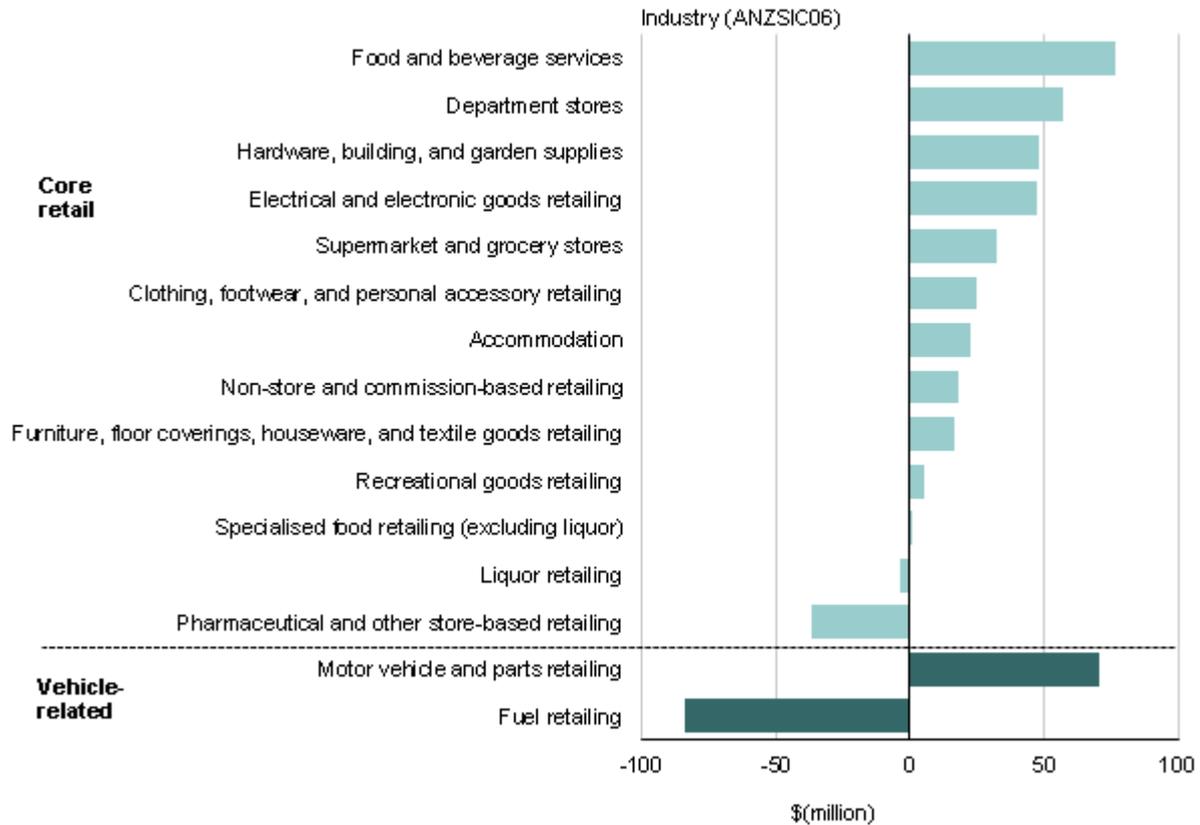
The core retail sales volume (which excludes the vehicle-related industries) rose 2.3 percent in the June 2013 quarter, after a 1.0 percent increase in the March 2013 quarter.

The latest rise is the strongest increase in this series since a 2.9 percent rise in the December 2006 quarter. The December 2006 rise was influenced by increases in hardware, building, and garden supplies, and fuel retailing.

Eleven of the 13 core retail industries had higher sales volumes this quarter.

## Retail industry contributions to the change in seasonally adjusted sales volumes

Change from March 2013 quarter



Source: Statistics New Zealand

The total volume of retail sales (including the vehicle-related industries) rose 1.7 percent.

Industries driving the June quarter increase were:

- food and beverage services, up 4.5 percent
- motor vehicle and parts retailing, up 3.0 percent
- department stores, up 5.4 percent.

Three industries recorded decreases in the June 2013 quarter, mainly dominated by a 5.0 percent fall in the fuel retailing industry.

Note: Fuel and motor vehicle and parts retailing industries are not seasonally adjusted as they do not show reliable seasonal patterns.

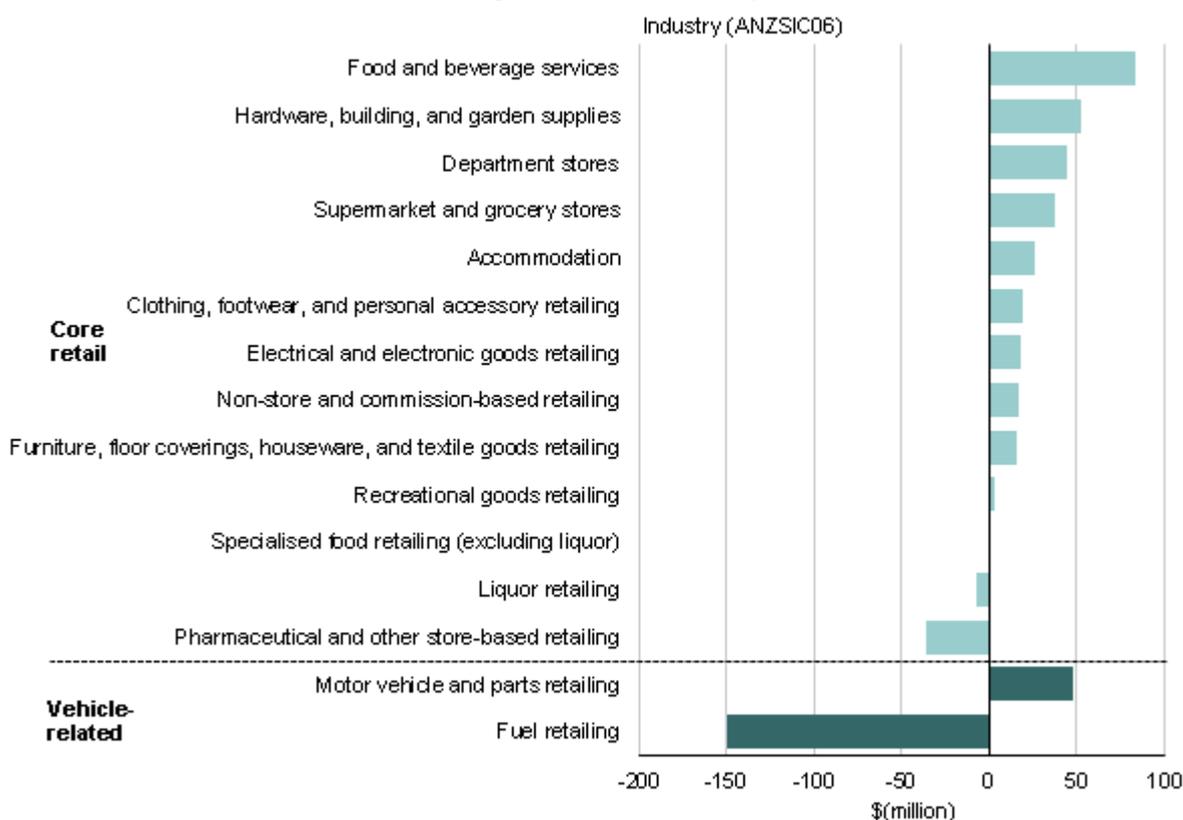
### Core retail industries lift sales value

The sales value for core retailing (which excludes the two vehicle-related industries) rose 2.0 percent (\$271 million) in the June 2013 quarter, after a 1.1 percent (\$143 million) increase in the March 2013 quarter. This quarter's rise is also the largest increase in core retailing since a 3.3 percent (\$374 million) rise in the December 2006 quarter.

Eleven of the 13 core retail industries had higher sales values this quarter.

## Retail industry contributions to the change in seasonally adjusted sales values

Change from March 2013 quarter



Source: Statistics New Zealand

The total value of retail sales (including the vehicle-related industries) rose 0.9 percent (\$169 million) this quarter.

Industries with significant increases this quarter were:

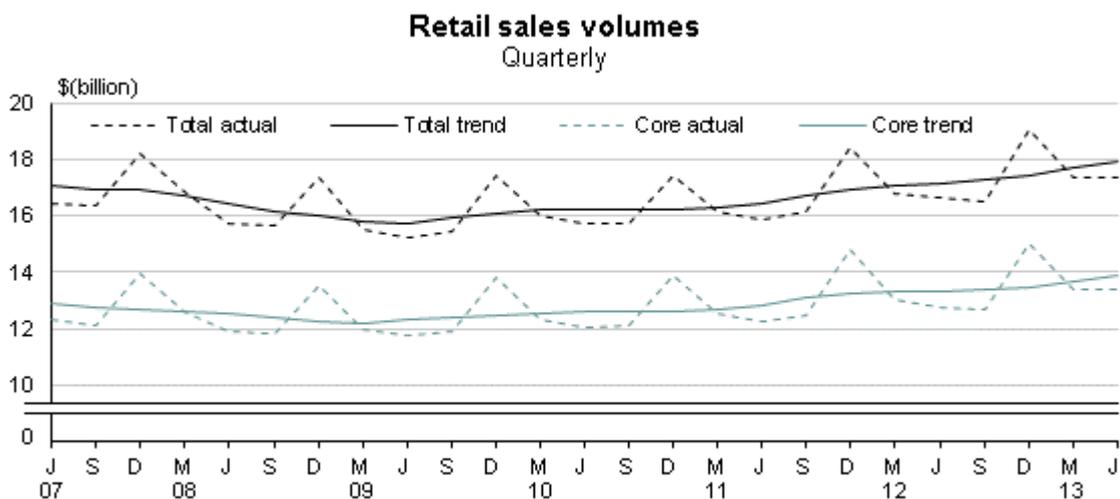
- food and beverage services, up 4.6 percent (\$83 million)
- hardware, building, and garden supplies, up 4.0 percent (\$52 million)
- motor vehicle and parts retailing, up 2.0 percent (\$47 million)
- department stores, up 4.6 percent (\$44 million).

Three industries recorded decreases in sales value, which was also dominated by fuel retailing, down 7.5 percent (\$150 million).

Note: Fuel and motor vehicle and parts retailing industries are not seasonally adjusted as they do not show reliable seasonal patterns.

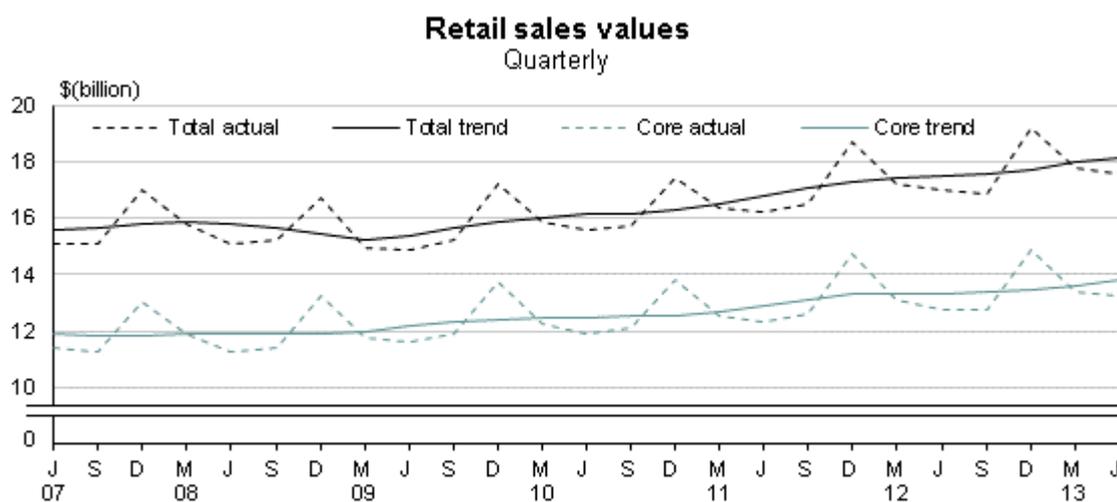
## Trends rise for sales volume and value

The trend for the total sales volume has been generally rising since June 2009, up 14 percent since then. The core sales volume has been generally rising since the March 2009 quarter, up 14 percent since then.



Source: Statistics New Zealand

The trend for the total sales value has risen 19 percent since the period of decline between June 2008 and March 2009. In general, the core sales value trend has continued to rise since the series began in 1995.



Source: Statistics New Zealand

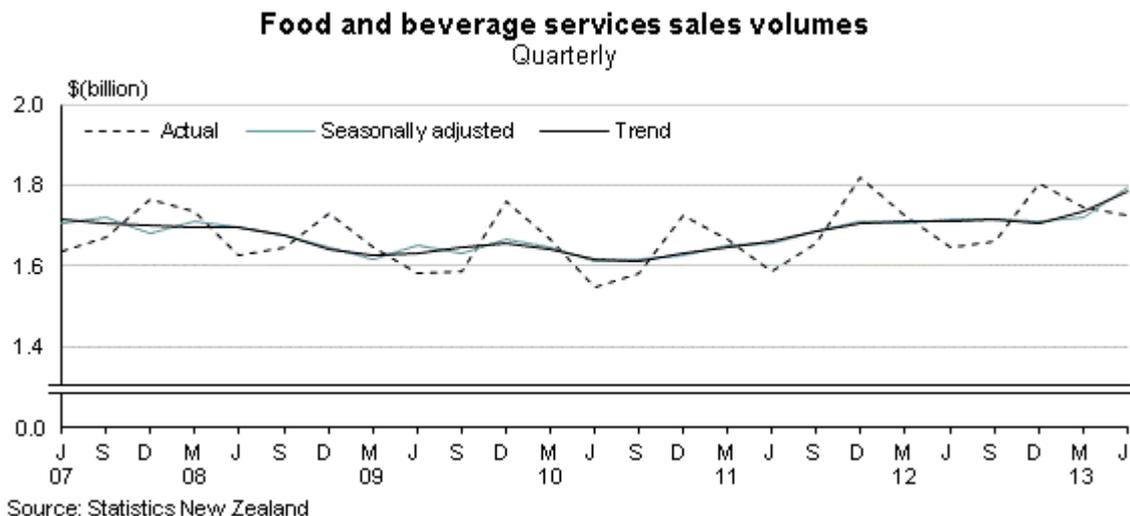
## Record increase in food and beverage services

The food and beverage services industry sales volume recorded its largest increase since the series began in 1995, up 4.5 percent in the June 2013 quarter. This rise follows a 0.6 percent increase in the March 2013 quarter.

This industry consists of cafes, restaurants, takeaway food and catering services, pubs, taverns, bars and clubs. Half of this industry is made up of cafes and restaurants.

The food and beverage services increase was volume-driven with little change in prices for the June 2013 quarter (up 0.1 percent).

The food and beverage services sales value also had the largest increase since 1995, up 4.6 percent (\$83 million). This rise follows a 1.0 percent (\$18 million) increase in the March 2013 quarter.



The trend for food and beverage services sales volume has been generally rising since the September 2010 quarter, up 11 percent since then. The sales value trend has been generally rising since the June 2010 quarter, up 17 percent since then.

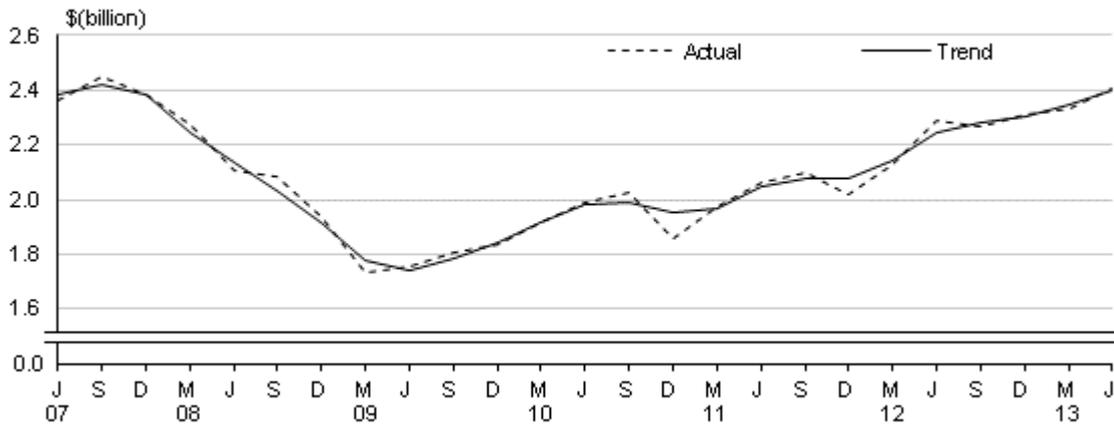
### Mixed results in the vehicle-related industries

Sales in these two industries 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 motor vehicles and parts retailing sales rose 3.0 percent. This rise is the second-largest increase to this quarter's total volumes rise.

Motor vehicle and parts prices fell 1.0 percent this quarter, resulting in a 2.0 percent (\$47 million) rise in sales value.

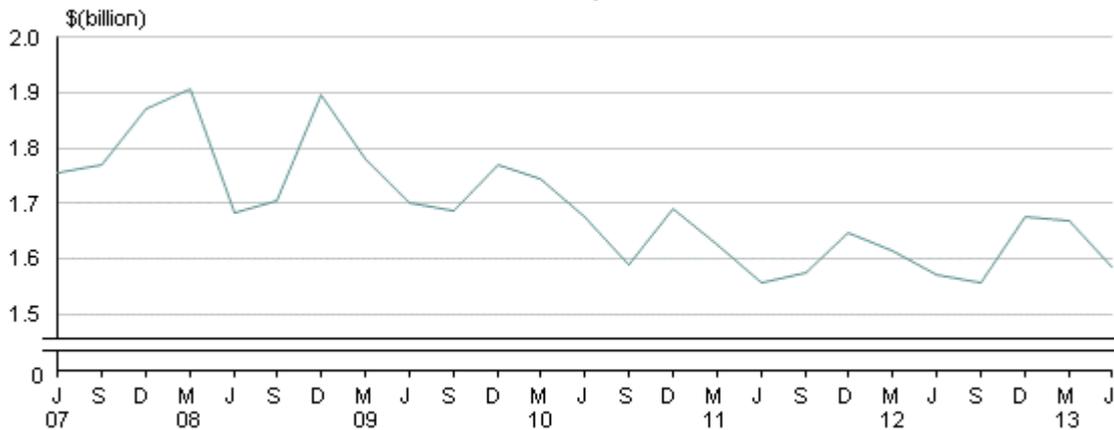
### Motor vehicle and parts sales volumes Quarterly



Source: Statistics New Zealand

The trend for motor vehicle and parts sales volumes has increased 23 percent since a fall in the December 2010 quarter. This trend level is now 0.9 percent below the series peak of September 2007.

### Actual fuel sales volumes Quarterly



Source: Statistics New Zealand

Conversely, the volume of sales in the fuel retailing industry fell 5.0 percent – the largest decrease of any industry in the June 2013 quarter. Fuel prices fell 2.6 percent over the June quarter, resulting in a 7.5 percent (\$150 million) fall in sales value.

### Actual sales volumes and values up on last year

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

- The volume of core actual retail sales rose 4.5 percent.

- The value of core actual retail sales rose 3.8 percent, to \$13.3 billion.
- The volume of total actual retail sales rose 4.2 percent.
- The value of total actual retail sales rose 3.3 percent, to \$17.5 billion.

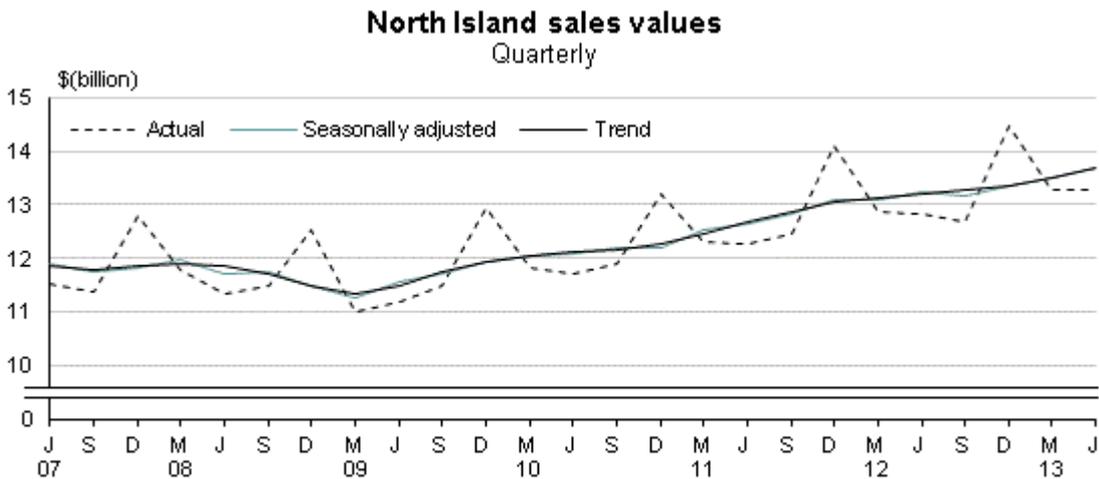
## Strong sales for the North Island

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 1.5 percent (\$196 million) in the June 2013 quarter, following a 1.1 percent (\$140 million) increase in the March 2013 quarter.

The rise in North Island sales is the result of:

- Auckland, **up** 1.6 percent (\$101 million)
- Waikato, **up** 1.5 percent (\$28 million)
- Wellington, **up** 0.2 percent (\$5 million)
- remainder of the North Island, **up** 1.7 percent (\$63 million).



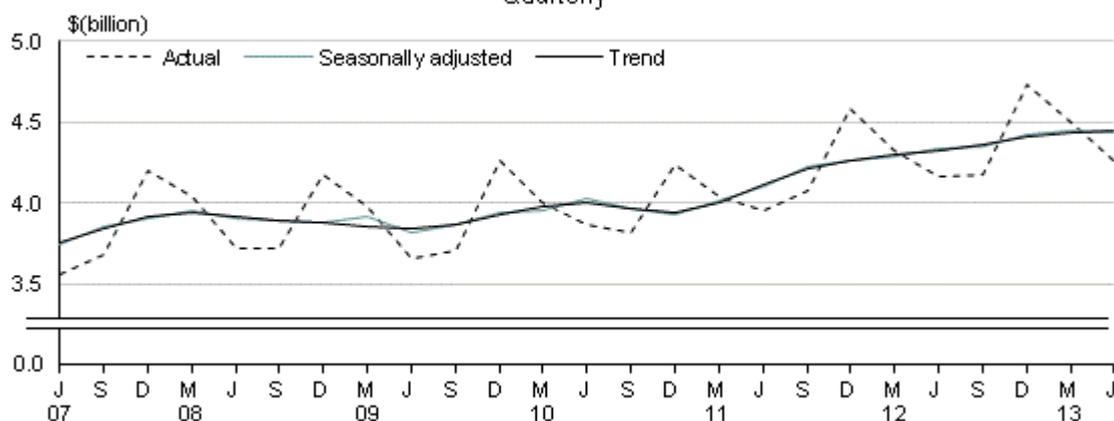
Source: Statistics New Zealand

The value of sales in the South Island fell 0.1 percent (\$6 million), following a 0.5 percent (\$22 million) increase in the March 2013 quarter.

The slight fall in South Island sales is the result of:

- Canterbury, **up** 0.3 percent (\$8 million)
- remainder of the South Island, **down** 0.7 percent (\$15 million).

### South Island sales values Quarterly



Source: Statistics New Zealand

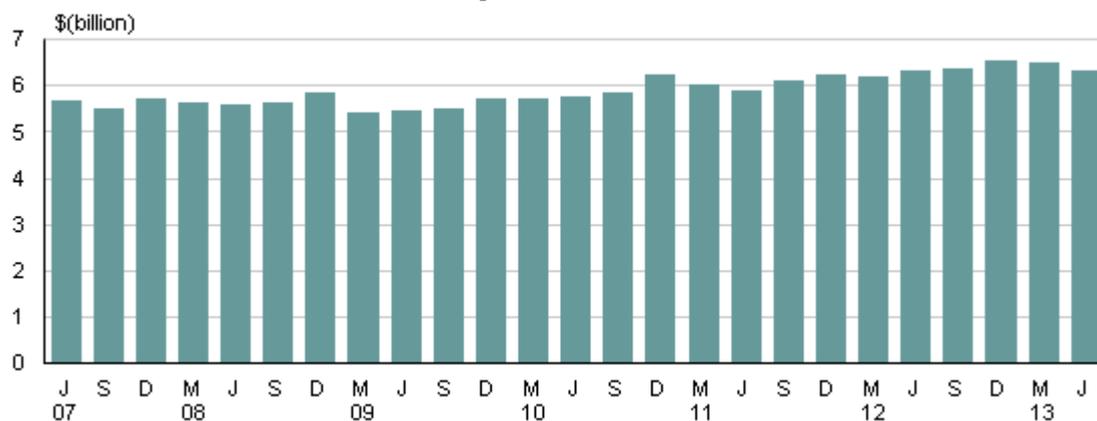
### Actual value of stock up on last year

Stock figures are recorded as at 30 June 2013. All references to stocks are in actual (unadjusted) dollars.

The total value of stock held at the end of the June 2013 quarter (\$6.3 billion) was 0.5 percent (\$32 million) higher than at the end of the June 2012 quarter.

The value of stock for the core retail industries (\$4.8 billion) was 0.5 percent (\$23 million) higher than at the end of June 2012 quarter.

### Quarterly retail stock levels



Source: Statistics New Zealand

The largest stock increases were in:

- supermarket and grocery stores, up 8.5 percent (\$51 million)
- department stores, up 3.4 percent (\$24 million)
- non-store and commission-based retailing, up 23 percent (\$21 million).

The notable stock decreases were in:

- recreational goods, down 7.4 percent (\$32 million)
- electrical and electronic goods, down 7.0 percent (\$24 million)
- clothing, footwear, and accessories, down 2.7 percent (\$20 million).

## 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: September 2013 quarter* will be released on 14 November 2013.

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### **Past releases**

[Retail Trade Survey – information releases](#) has links to past releases.

## **Related links**

The latest movements in related series were as follows:

The [consumers price index](#) rose 0.2 percent in the June 2013 quarter, compared with the March 2013 quarter.

On [Infoshare](#), New Zealand Transport Agency figures show that new registrations of cars and station wagons (including cars previously registered overseas) were up 3.9 percent in the June 2013 quarter compared with the March 2013 quarter.

[Credit card billings in New Zealand](#), including spending using New Zealand and overseas issued cards, rose 4.6 percent in the June 2013 quarter compared with the same period of the previous year.

The [Reserve Bank of New Zealand's Official Cash Rate \(OCR\)](#) remained at 2.5 percent throughout the June 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](#)
- [Sample design](#)
- [Sample maintenance](#)
- [Sample reselection](#)
- [Measurement errors](#)
- [Use of retail trade data in quarterly national accounts](#)
- [Seasonally adjusted series](#)
- [Estimated trend](#)
- [Retail Trade Survey deflators](#)
- [Regional estimates](#)

## 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 Trade Survey: June 2013 quarter sample errors by industry**

At the 95 percent confidence interval limit

<b>Retail industry</b>	<b>Level (relative percent)</b>	<b>Movement (absolute percent)</b>
Motor vehicle and parts	6.8	6.6
Fuel	4.9	2.7
Supermarket and grocery stores	6.9	2.8
Specialised food	6.0	5.0
Liquor	8.0	4.7
Furniture, floor coverings, houseware, textiles	6.6	5.4
Electrical and electronic goods	1.9	2.0
Hardware, building, and garden supplies	5.1	2.2
Recreational goods	4.4	4.8
Clothing, footwear, and accessories	14.6	5.3
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	10.9	2.6
Non-store and commission-based retailing	12.4	3.9
Accommodation	4.5	2.8
Food and beverage services	4.0	2.5
Total retail trade	2.3	2.2

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: June 2013 quarter sample errors by region**

At the 95 percent confidence interval limit

<b>Region</b>	<b>Level (relative percent)</b>	<b>Movement (absolute percent)</b>
Auckland	4.7	2.0
Waikato	17.2	7.9
Wellington	13.8	3.8
Remainder of the North Island	7.9	2.0
Canterbury	10.3	5.5
Remainder of the South Island	10.5	3.3

## 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.

<b>Sales imputed in the June 2013 quarter</b>		
<b>Retail industry</b>	<b>Tax modelled</b>	<b>Non-response</b>
	Percentage of sales	
Motor vehicle and parts	7.1	8.4
Fuel	1.2	10.7
Supermarket and grocery stores	4.0	11.7
Specialised food	10.5	16.7
Liquor	10.8	13.3
Furniture, floor coverings, houseware, textiles	11.7	10.1
Electrical and electronic goods	10.7	4.1
Hardware, building, and garden supplies	9.1	8.6
Recreational goods	8.7	14.5
Clothing, footwear, and accessories	7.5	12.4
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	9.0	15.0
Non-store and commission-based retailing	12.6	8.0
Accommodation	10.5	15.3
Food and beverage services	8.7	16.8
Total retail trade	6.5	11.0

## **Postal response rate**

The Retail Trade Survey has a target response rate of 85 percent. The response rate achieved for the June 2013 quarter was 88.3 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:

<b>ANZSIC06 industries, class codes, and descriptions for the Retail Trade Survey (RTS)</b>	
<b>RTS industry and description used in published tables</b>	<b>ANZSIC06 class and description</b>
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, textiles	G421100 Furniture retailing
	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 retailing	G431000 Non-store 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)
<b>Note:</b> nec = not elsewhere classified	

## 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 non-response, 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.

See [Retail Trade Survey deflator weights](#) for more information about the RTS deflators.

### **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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## Contacts

**For media enquiries contact:**

Blair Cardno

Christchurch 03 964 8700

**Email:** [info@stats.govt.nz](mailto:info@stats.govt.nz)

**For technical information contact:**

Kathy Hicks or Tehseen Islam

Christchurch 03 964 8700

**Email:** [info@stats.govt.nz](mailto:info@stats.govt.nz)

**For general enquiries contact our Information Centre:**

Phone: 0508 525 525 (toll free in New Zealand)

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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

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