



# Retail Trade Survey: December 2013 quarter

Embargoed until 10:45am - 17 February 2014

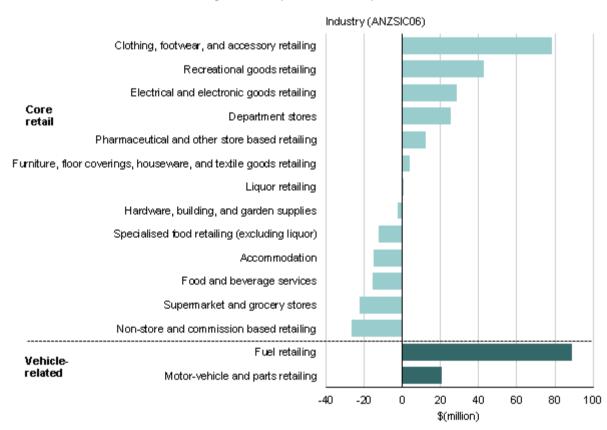
# **Key facts**

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

- The total volume of retail sales rose 1.2 percent.
- The total value of retail sales rose 1.2 percent.
- Nine of the 15 industries had higher sales volumes.
- Fuel retailing recorded the largest volume increase, up 5.7 percent.

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

Change from September 2013 quarter



Source: Statistics New Zealand

Liz MacPherson **Government Statistician**  17 February 2014 ISSN 1178-0355



# Commentary

- Total sales volume up
- Total sales value rises
- Trends for sales volume and value continue to rise
- Sales for vehicle-related industries rise
- Clothing, footwear, and accessories sales reverse the previous quarter's fall
- Actual sales volumes and values up on December 2012
- Sales up in the North and South Islands
- Actual value of stock up on 2012

All values are seasonally adjusted unless otherwise stated.

# Total sales volume up

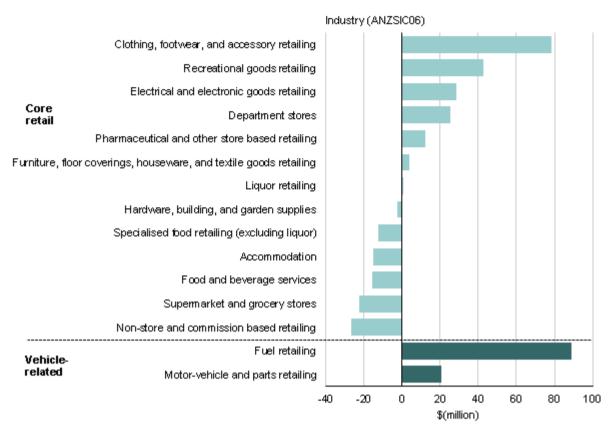
The total retail sales volume rose 1.2 percent in the December 2013 quarter, following a 0.2 percent rise in the September 2013 quarter.

When the vehicle-related industries are excluded, the volume of core retailing rose 0.7 percent in the December 2013 quarter, following a decrease of 0.2 percent in the September 2013 quarter.

Nine of the 15 retail industries had higher sales volumes in the latest quarter.

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

Change from September 2013 quarter



Source: Statistics New Zealand

This quarter's increase was led by a 5.7 percent rise in fuel retailing (which is not seasonally adjusted).

Other industries with large rises this quarter were:

- clothing, footwear, and accessories retailing, up 9.9 percent
- recreational goods retailing, up 8.6 percent
- electrical and electronic goods retailing, up 3.1 percent.

The industries with the largest falls this quarter were:

- non-store and commission-based retailing, down 10 percent
- supermarket and grocery stores, down 0.5 percent.

#### Total sales value rises

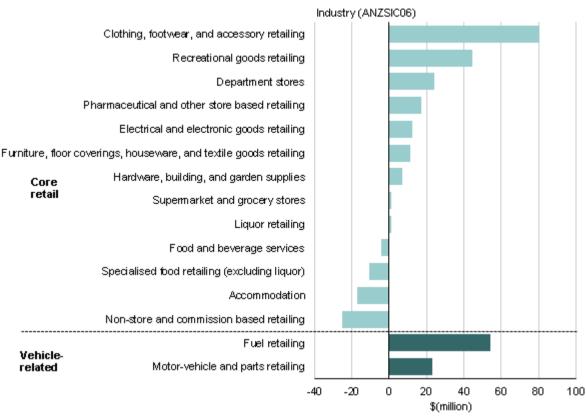
The total value of retail sales rose 1.2 percent (\$221 million) in the December 2013 quarter, following a 0.6 percent (\$101 million) rise in the September 2013 quarter.

In the core retail industries (which exclude the vehicle-related industries) sales rose 1.0 percent (\$143 million) in the December quarter, after a fall of 0.2 percent (\$31 million) in the September 2013 quarter.

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

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

Change from September 2013 quarter



Source: Statistics New Zealand

Clothing, footwear, and accessories retailing led the rise in total sales value, recording an increase of 10 percent (\$80 million).

Other industries with large rises in the December guarter were:

- fuel retailing (which is not seasonally adjusted), up 2.8 percent (\$54 million)
- recreational goods retailing, up 9.6 percent (\$45 million)
- department stores, up 2.5 percent (\$24 million).

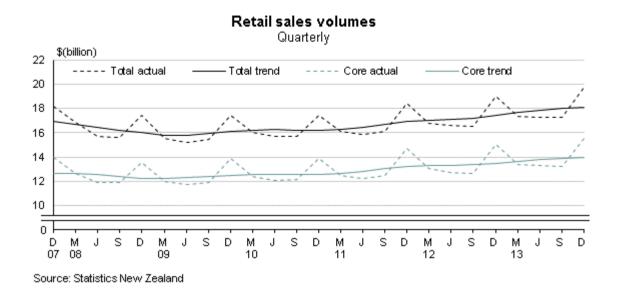
Industries with the largest falls were:

- non-store and commission-based retailing, down 10 percent (\$25 million)
- accommodation, down 2.4 percent (\$17 million).

#### Trends for sales volume and value continue to rise

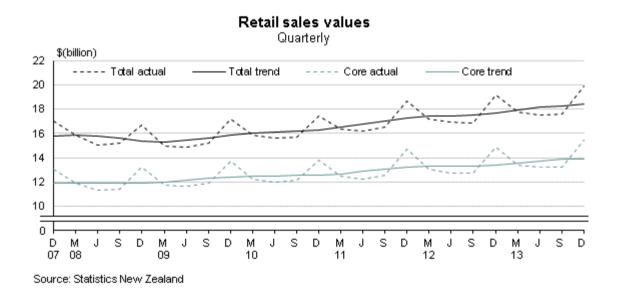
The trend for the total sales volume has been generally rising since June 2009, up 15 percent since then.

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



The trend for the total sales value has increased since the March 2009 quarter, up 20 percent since then.

The core sales value in general has continued to rise since the series began in 1995.

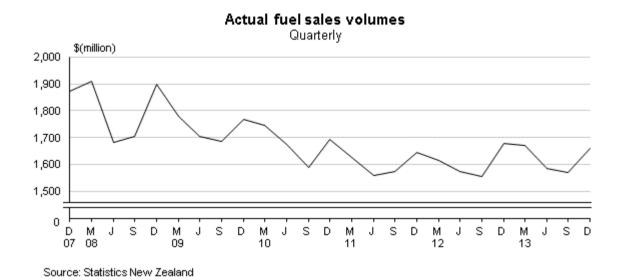


#### Sales for vehicle-related industries rise

Sales in the fuel and motor-vehicle and parts 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 sales in the fuel retailing industry rose 5.7 percent in the December 2013 quarter, following a 0.9 percent fall in the September 2013 quarter.

Despite fuel prices falling 2.7 percent the sales value for fuel retailing still rose, up 2.8 percent (\$54 million) in the December 2013 quarter.



The volume of sales for motor-vehicle and parts retailing rose 0.8 percent in the December 2013 quarter. This followed a period of strong increases over the preceding four quarters.

The sales value for motor-vehicle and parts retailing rose 0.9 percent (\$23 million). Prices increased 0.1 percent in the December 2013 quarter.

The trend for motor-vehicle and parts sales volumes has risen 28 percent since a fall in the December 2010 quarter.

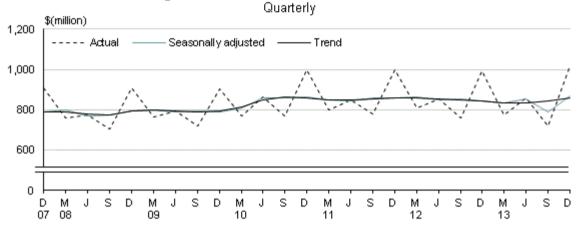


# Clothing, footwear, and accessories sales reverse the previous quarter's fall

Clothing, footwear, and accessories retailing sales volumes rose 9.9 percent in the December 2013 quarter. This is the largest increase since the volume series began, and reverses this industry's record fall of 7.8 percent in the September 2013 quarter.

This industry's sales value also recorded the largest rise in the series, up 10 percent (\$80 million). Prices (which are not seasonally adjusted) rose 0.7 percent in the December 2013 quarter.

## Clothing, footwear, and accessories sales volumes



Source: Statistics New Zealand

The sales volume trend for clothing, footwear, and accessories has risen in recent quarters, following a period of decline between the March 2012 and June 2013 quarters.

# Actual sales volumes and values up on December 2012

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

- The volume of total actual retail sales rose 3.9 percent.
- The value of total actual retail sales rose 3.9 percent, to \$19.9 billion.
- The volume of core actual retail sales rose 3.7 percent.
- The value of core actual retail sales rose 3.9 percent, to \$15.4 billion.

# Sales up in the North and South Islands

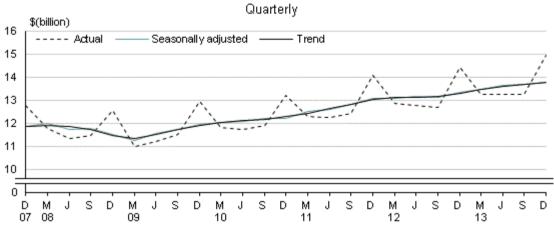
**Note**: the Retail Trade Survey is designed at a national level. Use caution when interpreting regional-level figures.

The value of sales in the North Island rose 0.7 percent (\$100 million) in the December 2013 quarter. This follows a 0.4 percent (\$49 million) rise in the September 2013 quarter.

The increase in North Island sales value is the result of:

- Auckland, virtually unchanged (up \$3 million)
- Wellington, **up** 2.0 percent (\$39 million)
- Waikato, **down** 3.3 percent (\$61 million)
- remainder of the North Island, **up** 3.3 percent (\$119 million).

#### North Island sales values



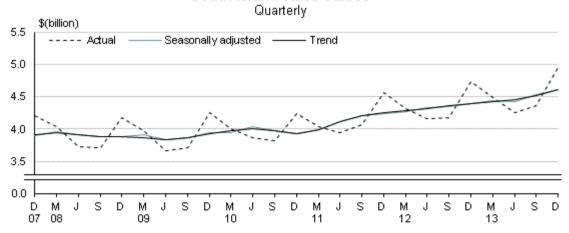
Source: Statistics New Zealand

The value of sales in the South Island rose 2.0 percent (\$89 million) in the December 2013 quarter. This follows a similar increase of 2.1 percent (\$94 million) in the September 2013 quarter.

The increase in South Island sales value is the result of:

- Canterbury, **up** 2.0 percent (\$50 million)
- remainder of the South Island, **up** 1.9 percent (\$39 million).

#### South Island sales values



Source: Statistics New Zealand

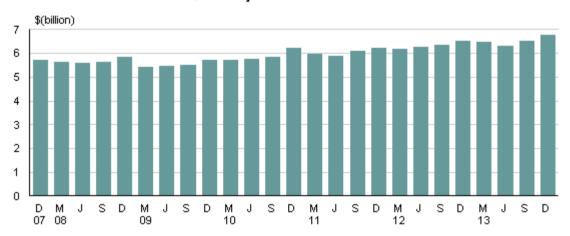
# Actual value of stock up on 2012

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

The total value of stock held at 31 December 2013 (\$6.8 billion) was 4.0 percent (\$261 million) higher than at 31 December 2012.

The value of stock for the core retail industries (\$5.2 billion) was 2.4 percent (\$123 million) higher than at 31 December 2012.

#### Quarterly retail stock levels



Source: Statistics New Zealand

The largest stock increases were in:

- motor-vehicle and parts retailing, up 9.8 percent (\$134 million)
- hardware, building, and garden supplies, up 5.7 percent (\$43 million)
- department stores, up 3.9 percent (\$29 million).

The largest stock decreases were in:

- recreational goods, down 2.7 percent (\$11 million)
- supermarket and grocery stores, down 1.1 percent (\$8 million).

For more detailed data from the Retail Trade Survey, 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: March 2014 guarter will be released on 14 May 2014.

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 has links to past releases.

#### Related links

The latest movements in related series were as follows:

The <u>consumers price index</u> rose 0.1 percent in the December 2013 quarter from the September 2013 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 5.3 percent in the December 2013 quarter from the September 2013 quarter.

<u>Credit card billings in New Zealand</u>, including spending using New Zealand and overseas-issued cards, rose 5.0 percent in the December 2013 quarter from the same period of the previous year.

The <u>Reserve Bank of New Zealand's Official Cash Rate</u> remained at 2.5 percent throughout the December 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, we apply 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 is 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: December 2013 quarter sample errors by industry
At the 95 percent confidence interval limit

Retail industry	Level (relative percent)	Movement (absolute percent)
Motor-vehicle and parts	6.1	6.4
Fuel	4.2	2.0
Supermarket and grocery stores	7.3	1.6
Specialised food	5.9	2.3
Liquor	8.3	3.8
Furniture, floor coverings, houseware, textiles	6.2	5.9
Electrical and electronic goods	1.7	1.4
Hardware, building, and garden supplies	4.3	4.4
Recreational goods	6.4	8.6
Clothing, footwear, and accessories	3.7	4.5
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	9.6	3.2
Non-store and commission-based retailing	8.2	18.6
Accommodation	4.1	3.6
Food and beverage services	4.5	3.3
Total retail trade	2.1	2.1

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

tail Trade Survey: December 2013 quarter sample errors by region the 95 percent confidence interval limit		
Region	Level (relative percent)	Movement (absolute percent)
Auckland	4.3	0.9
Waikato	14.6	3.3
Wellington	12.3	2.3
Remainder of the North Island	8.9	8.3
Canterbury	9.8	2.9
Remainder of the South Island	10.2	1.5

#### **Imputation**

#### **Small firms**

Small to medium-sized firms are generally not surveyed. Instead, we model their variables 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 we make every attempt 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 December 2013 quarter		
Deteil in duction	Tax modelled	Non-response
Retail industry	Percentaç	ge of sales
Motor-vehicle and parts	7.0	9.5
Fuel	1.8	13.3
Supermarket and grocery stores	3.4	5.9
Specialised food	8.4	17.4
Liquor	10.9	16.1
Furniture, floor coverings, houseware, textiles	11.1	15.7
Electrical and electronic goods	10.1	12.5
Hardware, building, and garden supplies	10.6	8.6
Recreational goods	8.7	14.4
Clothing, footwear, and accessories	8.3	17.6
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	9.4	15.4
Non-store and commission-based retailing	12.8	5.3
Accommodation	10.7	16.2
Food and beverage services	8.4	17.5
Total retail trade	6.5	10.9

#### Postal response rate

The Retail Trade Survey has a target response rate of 85 percent. We achieved an 88.4 percent response rate for the December 2013 quarter.

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**

Our 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	
extiles	G421200 Floor coverings retailing	
	G421300 Houseware retailing	

G1312 Electrical and electronic goods  G422100 Electrical, electronic, and gas appliance retailing  G422200 Computer and computer peripheral retailing  G422900 Other electrical and electronic good retailing  G1313 Hardware, building, and garden supplies  G423100 Hardware and building supplies
appliance retailing  G422200 Computer and computer peripheral retailing  G422900 Other electrical and electronic good retailing  G1313 Hardware, building, and garden  G423100 Hardware and building supplies
retailing  G422900 Other electrical and electronic good retailing  G1313 Hardware, building, and garden  G423100 Hardware and building supplies
retailing G1313 Hardware, building, and garden G423100 Hardware and building supplies
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)
Note: nec = not elsewhere classified

#### Sample design

We stratify the survey population 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. We also include a portion of the remaining medium to large units 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 are forecast two months ahead. We include all retailing GEOs belonging to a selected 'enterprise'.

The sample is based on approximately 52,000 retail outlets in New Zealand. We select around 2,500 enterprises (between 8,000 and 8,500 GEOs) 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.

We identify new enterprises 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, we remove its retailing GEOs 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). We usually identify these in the Annual Frame Update Survey conducted in February of each year.

#### Sample reselection

We select the sample for the RTS 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. We may revise 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 the 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. We calculate the chain-linking weights using annualised quarterly current-price sales, by RTS industry.

#### Seasonally adjusted series

The X-12-ARIMA package is 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 the seasonal component removed, trend series have 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.

We calculate the trend series 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. We can explain movements in actual retail sales values 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, we changed the RTS sample of GEOs. ANZSIC06-based regional data is not available before the December 2003 guarter.

#### More information

See Retail Trade Survey for information about the survey.

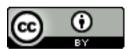
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# **Tables**

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