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Retail Trade Survey: October 2008

Highlights

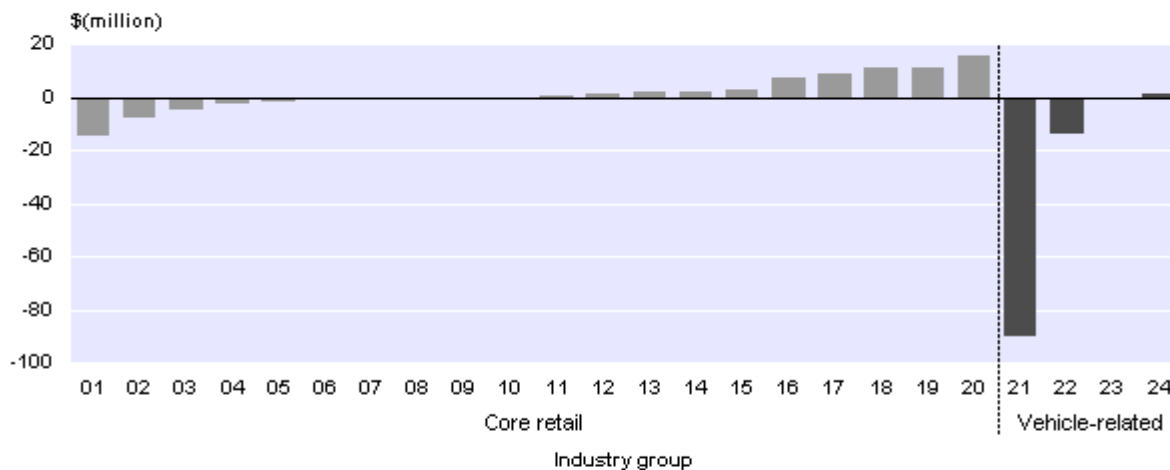
For October 2008 compared with September 2008 (on a seasonally adjusted basis):

- Total retail sales fell 1.3 percent (\$69 million).
- Core retail sales rose 0.8 percent (\$34 million).
- Motor vehicle retailing sales fell 14.5 percent (\$90 million).
- Appliance retailing sales rose 7.6 percent (\$15 million).
- In 14 out of 24 industries, sales moved up or down by less than \$3 million.

The total retail sales trend has dropped 0.9 percent since the beginning of 2008.

Retail Industry Contributions to the Change in Seasonally Adjusted Sales

Change from previous month
October 2008



01 Supermarket and grocery stores	09 Fresh produce retailing	17 Recreational goods retailing
02 Department stores	10 Hardware retailing	18 Clothing and softgoods retailing
03 Bars and clubs	11 Chemist retailing	19 Accommodation
04 Liquor retailing	12 Personal and household goods hiring	20 Appliance retailing
05 Furniture and floor coverings	13 Other personal services	21 Motor vehicle retailing
06 Household equipment repair services	14 Takeaway food retailing	22 Automotive fuel retailing
07 Other food retailing	15 Cafes and restaurants	23 Auto electrical, smash repair, tyres
08 Footwear retailing	16 Other retailing	24 Automotive repair and services, nec

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Government Statistician
See also [Retail Trade Survey: October 2008 – Media release.](#)

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Commentary

All references to sales movements are to seasonally adjusted series unless otherwise stated.

October 2008

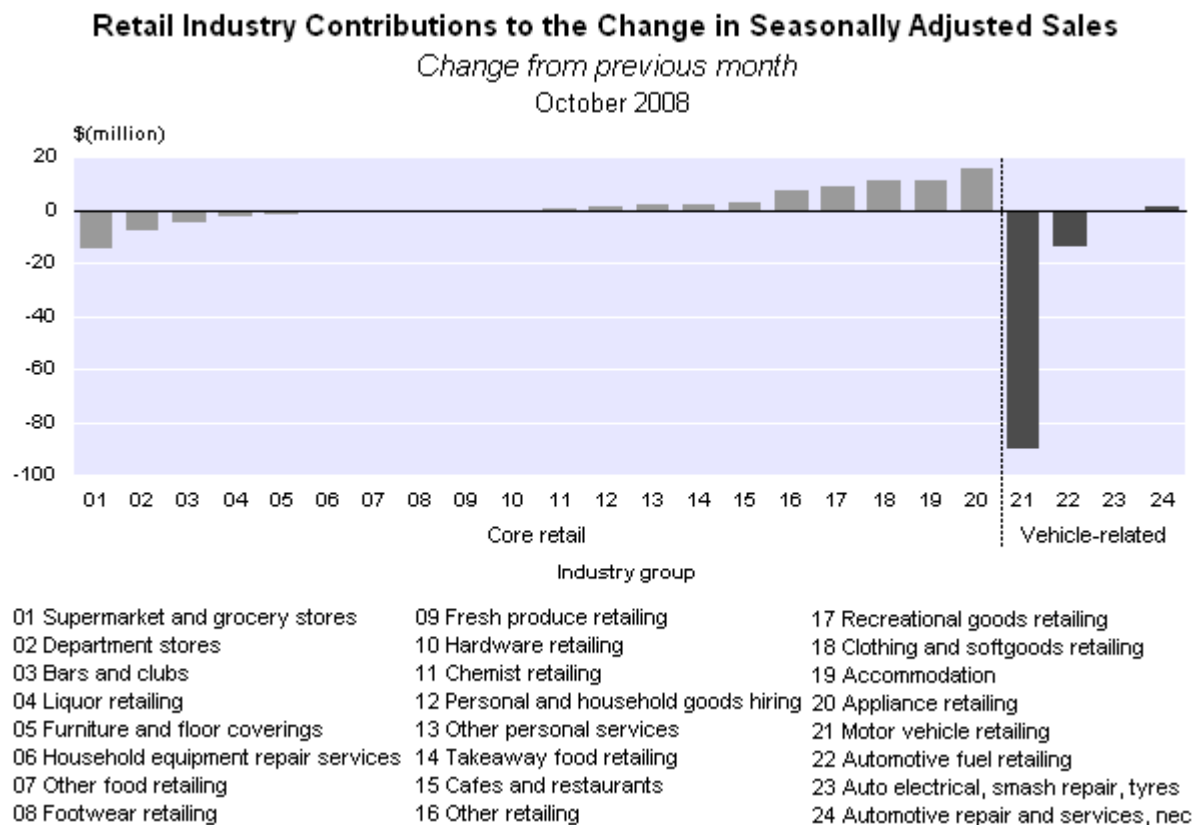
Seasonally adjusted total retail sales decreased 1.3 percent (\$69 million) in October 2008, following an increase of 0.3 percent in September 2008. October's decrease was the largest monthly drop since February 2004 when sales dropped 1.9 percent (although February's drop followed a 2.4 percent increase in January 2004).

The drop in total retail sales was dominated by the vehicle-related industries. Core retailing, which excludes the four vehicle-related industries, rose 0.8 percent (\$34 million), with 13 of the 20 core industries up in October 2008.

The largest decreases and increases in industry sales were from:

- motor vehicle retailing, down 14.5 percent (\$90 million)
- supermarket and grocery stores, down 1.2 percent (\$14 million)
- automotive fuel retailing, down 2.2 percent (\$14 million)
- appliance retailing, up 7.6 percent (\$15 million)
- accommodation, up 5.3 percent (\$12 million)
- clothing and softgoods retailing, up 5.5 percent (\$11 million).

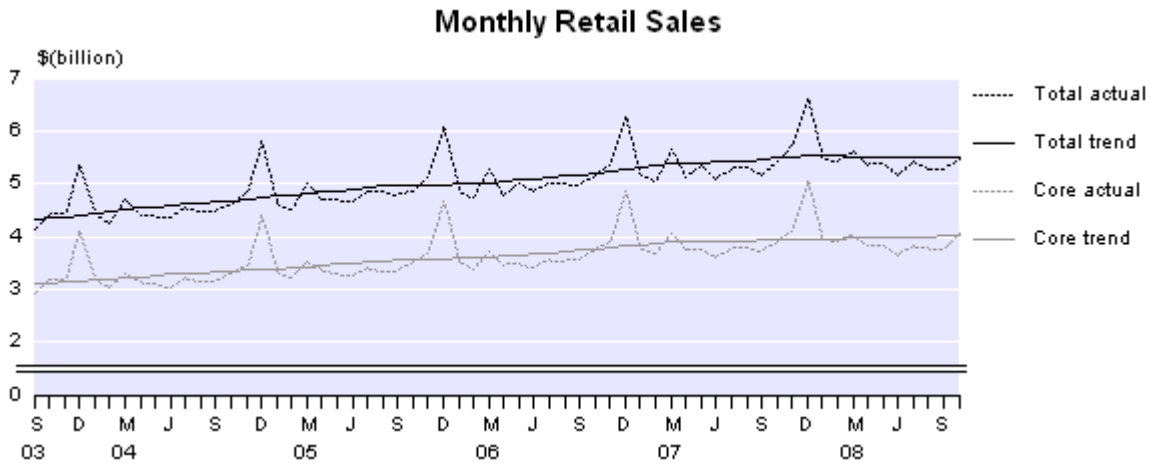
Fourteen of the 24 retail industries recorded small dollar-value movements, less than plus or minus \$3 million.



Sales trend

Monthly movements in the total retail sales trend have been close to flat throughout 2008 but have been trending downwards, with October showing a 0.9 percent fall from the start of the year. Prior to this decline, the sales trend had been positive since May 1998.

The core retail sales trend has been rising continually since September 1995. From September 1995 to April 2007 core sales rose an average 0.4 percent per month. Since April 2007 this average monthly increase has slowed to a comparatively flat 0.1 percent.

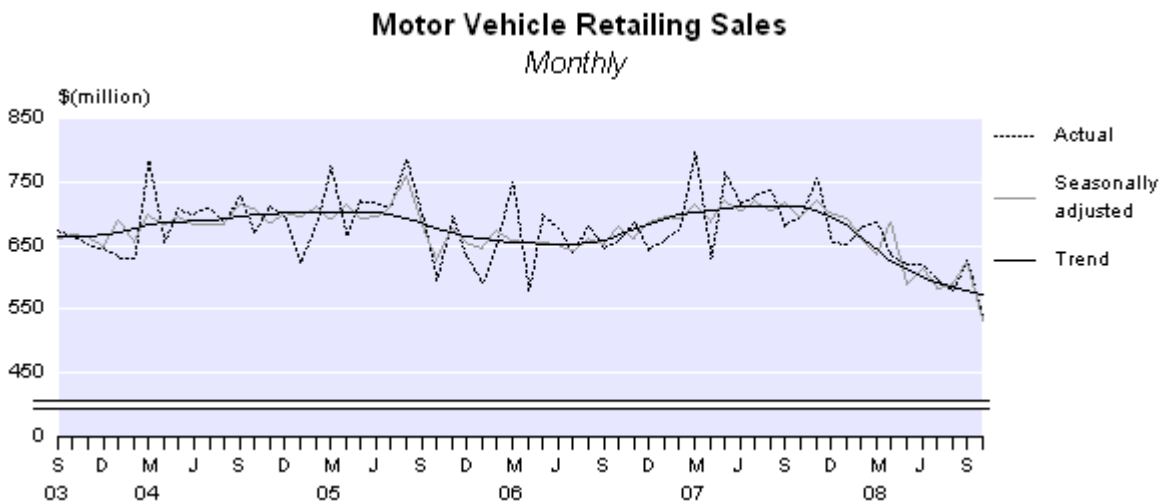


Motor vehicle retailing

The overall decrease in October 2008 retail sales was dominated by a 14.5 percent (\$90 million) drop in the motor vehicle retailing industry. This drop (which followed a 5.9 percent increase in September) was the largest monthly drop since March 1997.

The trend in motor vehicle retailing sales has been declining since September 2007 and has fallen 19.6 percent in that time. It is now at its lowest level since September 2001. The latest period of decline is the most rapid fall in the sales trend since the series began in May 1995.

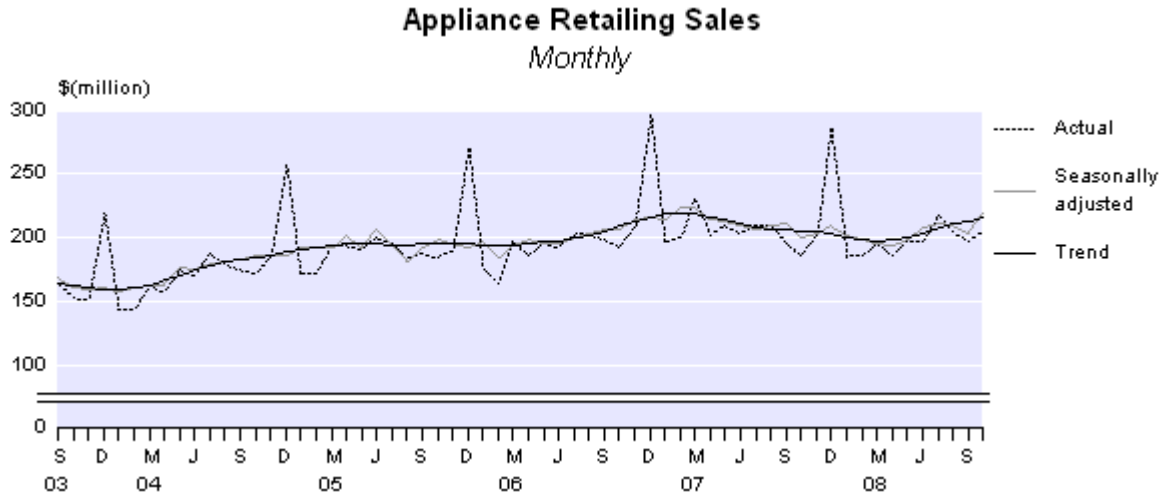
New Zealand Transport Agency figures show new registrations of cars and station wagons (including cars previously registered overseas) rose 1.9 percent in October 2008, following a 9.8 rise in September.



Appliance retailing

The largest retail sales increase in October 2008 was in the appliance retailing industry, up 7.6 percent (\$15 million). This increase followed falls of 1.3 and 2.9 percent in August and September 2008, respectively.

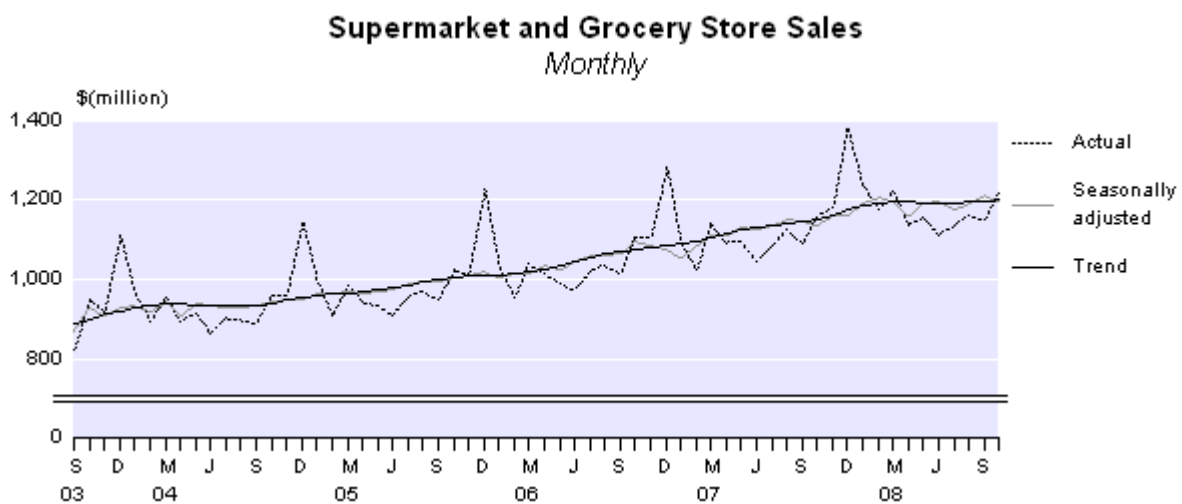
The trend in appliance retailing sales has been increasing since March 2008.



Supermarket and grocery stores

Within core retailing, the largest decrease in sales was in the supermarket and grocery stores industry, down 1.2 percent (\$14 million) in October 2008. This decrease followed a rise of 1.5 percent in September 2008 and was influenced by decreased food prices. The Food Price Index (which is not seasonally adjusted) fell 0.3 percent in October 2008, the first decline since August 2007.

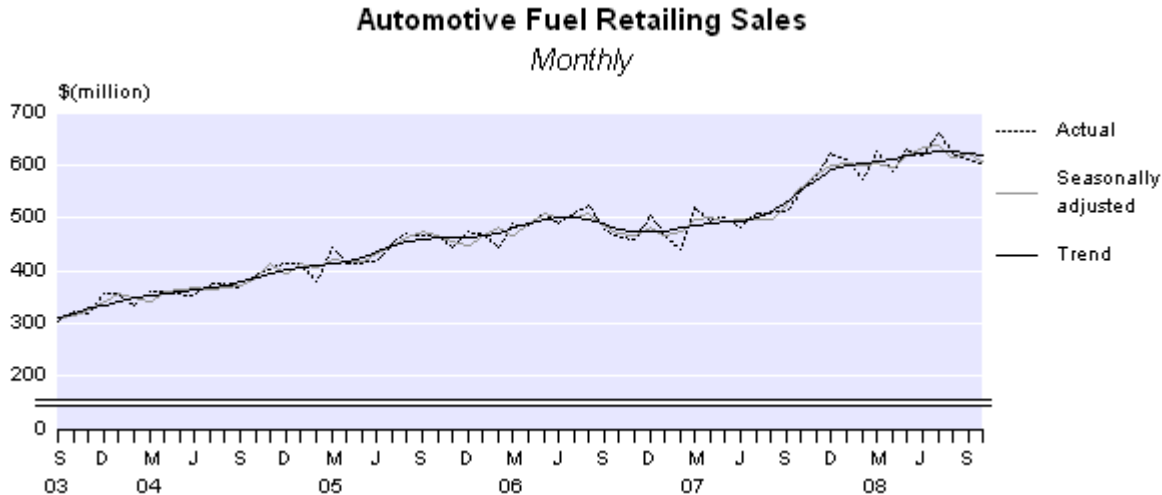
The trend in supermarket and grocery store sales has been flat since March 2008, with minimal increases and decreases over that time. It is the flattest the sales trend has been since mid-2004.



Automotive fuel retailing

Automotive fuel retailing sales were down 2.2 percent (\$14 million) in October 2008, following a 1.0 percent rise in September and a fall of 3.6 percent in August. The latest drop in sales is consistent with significantly lower petrol and diesel prices in October.

The trend in automotive fuel retailing, although still close to the series high seen in July 2008, has decreased 0.9 percent since then.



Regional estimates

In October 2008 compared with September 2008, sales fell in the North Island and were flat in the South Island. Changes in sales for each region were as follows:

- Auckland down 1.4 percent (\$24 million)
- Waikato down 4.7 percent (\$24 million)
- Wellington up 0.9 percent (\$6 million)
- Remainder of the North Island up 0.1 percent (\$2 million)
- Canterbury down 0.3 percent (\$2 million)
- Remainder of the South Island up 0.6 percent (\$4 million).

The sales trend for the North Island shows an average monthly decline of 0.1 percent since January 2008.

The sales trend for the Auckland region, although comparatively flat in recent months, has been mostly negative since November 2007, with a cumulative drop of 3.0 percent since then. The Remainder of the North Island also has a decreasing sales trend, with a decline of 2.2 percent since February 2008. The sales trend for Wellington shows that (after three years of continual growth) there was a period of decline in the middle of 2008, which has now flattened again. Waikato has shown average monthly growth of 0.5 percent over the last six months.

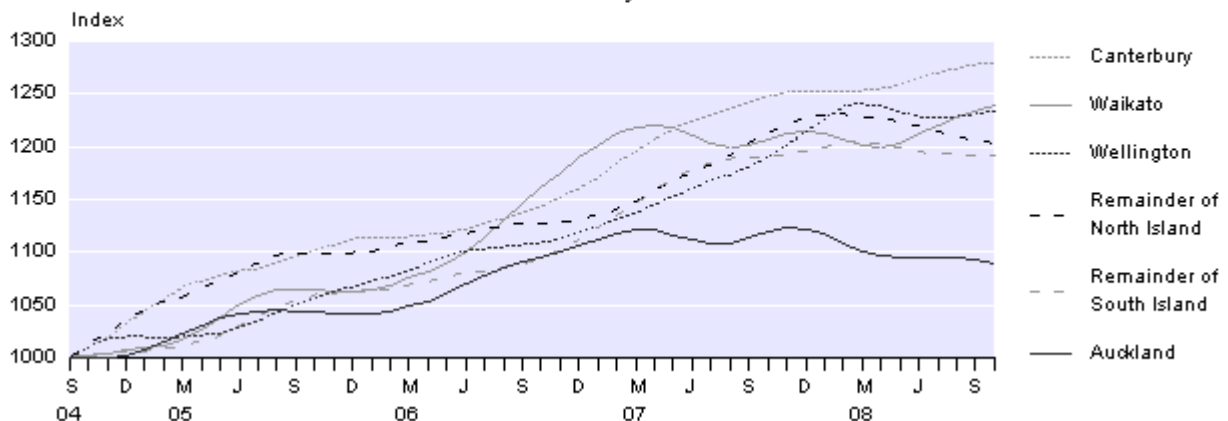
The South Island has a positive sales trend, which flattened towards the end of 2007 but has so far maintained slow growth throughout 2008.

The sales trend for Canterbury has been mostly positive since the end of 2003 with average monthly growth of 0.5 percent since then – the monthly rate of growth has slowed to 0.2 percent so far in 2008. The sales trend for the Remainder of the South Island has been mostly positive from late 1997, with average monthly growth of 0.5 percent since then, but the sales trend turned in March 2008 with an average monthly decline of 0.1 percent in this latest period.

Indexed Retail Sales Trend by Geographical Region

Base: September 2004 (=1000)

Monthly



Note: The trend series in the graph above have been indexed to a base: September 2004 (=1000) for the purpose of comparing regional trends over four years.

Revisions

There were no revisions to the Retail Trade Survey in the October 2008 month.

Comparison statistics

For October 2008 compared with September 2008:

- The Food Price Index fell 0.3 percent.
- New registrations of cars and station wagons (including cars previously registered overseas) rose 1.9 percent.
- Seasonally adjusted short-term overseas visitor arrivals rose 1.8 percent.
- The seasonally adjusted value of the retail Electronic Card Transaction (ECT) series rose 0.5 percent, and the seasonally adjusted value of the core retail ECT series rose 1.0 percent.

Long-term comparison:

- Credit card billings in New Zealand (including spending using New Zealand and overseas -issued cards) were down 2.2 percent compared with October 2007.

Other:

- The Reserve Bank of New Zealand's Official Cash Rate (OCR) was reduced during October 2008. The OCR began the month at 7.50 percent and was reduced 1.00 percentage point on 23 October, spending the remainder of the month at 6.50 percent.

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. For more information on measurement errors, please refer to the technical notes of this release.

Sample errors

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

- 2 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 2 percent of the published estimate.

At the industry level, the following sample errors occurred in the October 2008 month (at the 95 percent confidence interval limit):

Retail Trade Survey: October 2008 Month Sample Errors by Industry <i>At the 95 percent confidence interval limit</i>		
Retail industry	Level (relative percent)	Movement (absolute percent)
Supermarket and grocery stores	4.8	1.5
Fresh meat, fish, poultry, fruit and vegetables	8.6	4.1
Liquor retailing	12.2	3.7
Other food retailing	9.2	3.0
Takeaway food retailing	5.8	2.6
Department stores	0.0	0.0
Furniture and floor coverings	9.1	6.3
Hardware	5.7	3.0
Appliance retailing	7.7	4.9
Recreational goods	6.8	0.8
Clothing and softgoods	4.6	3.4
Footwear	10.6	3.2
Chemist	5.8	1.5
Household equipment repair services	14.1	5.6
Other retailing	6.5	4.6
Motor vehicle retailing	9.5	3.5
Automotive fuel retailing	4.5	1.0
Automotive electrical services, smash repairing, tyre retailing	5.7	3.5
Automotive repair and services, nec	6.8	2.9
Accommodation	4.7	4.0
Bars and clubs	8.7	4.3
Cafes and restaurants	6.2	4.4
Personal and household goods hiring	19.9	12.7
Other personal services	6.3	3.6
Total retail trade	1.7	1.7
Note: nec = not elsewhere classified		

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: October 2008 Month Sample Errors by Region <i>At the 95 percent confidence interval limit</i>		
Region	Level (relative percent)	Movement (absolute percent)
Auckland	3.1	1.0
Waikato	8.7	0.7
Wellington	9.2	1.6
Remainder of the North Island	6.4	1.8
Canterbury	6.7	1.2
Remainder of the South Island	7.8	4.1

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.

Postal response rate

The response rate describes the proportion of geographic units that provided survey responses. Note that the calculation of this response rate relates only to data for the postal sample. The Retail Trade Survey has a target response rate of 85 percent. The response rate achieved for the October 2008 survey was 91 percent.

The table below indicates the percentage of sales imputed in the October 2008 month:

Sales Imputed in the October 2008 Month		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Supermarket and grocery stores	6.3	3.7
Fresh meat, fish, poultry, fruit and vegetables	7.9	13.6
Liquor retailing	10.5	7.9
Other food retailing	11.1	15.6
Takeaway food retailing	8.6	15.9
Department stores	0.0	0.0
Furniture and floor coverings	12.6	14.4
Hardware	6.0	2.0
Appliance retailing	9.2	4.0
Recreational goods	10.1	9.3
Clothing and softgoods	9.9	8.6
Footwear	7.3	4.9
Chemist	5.4	13.4
Household equipment repair services	9.3	13.8
Other retailing	13.8	15.2
Motor vehicle retailing	8.7	5.7
Automotive fuel retailing	2.6	5.0
Automotive electrical services, smash repairing, tyre retailing	11.4	9.9
Automotive repair and services, nec	11.9	9.8
Accommodation	10.2	15.9
Bars and clubs	10.9	11.0
Cafes and restaurants	10.3	15.7
Personal and household goods hiring	13.6	13.6
Other personal services	15.7	14.6
Total retail trade	7.9	7.9
Note: nec = not elsewhere classified		

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Next release ...

Retail Trade Survey: November 2008 will be released on 21 January 2009.

Technical notes

Background to the survey

The Retail Trade Survey (RTS) is designed to provide short-term economic indicators of the retail trade sector. In addition, the data is used for the compilation of the retail trade sector component of quarterly national accounts (on the production side) and in the compilation of household consumption expenditure (on the expenditure side). The survey was last redesigned for the September 2003 quarter. For more details about the redesign refer to *Retail Trade Survey – Redesign: September 2003* and the *Retail Trade Survey – Survey design information paper*.

Population

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

- Retail Trade (ANZSIC division G)
- Accommodation, Cafes and Restaurants (ANZSIC division H)
- Personal Services (ANZSIC subdivision 95 of division Q).

Only enterprises with a turnover of \$30,000 or more are eligible for selection.

Industry descriptions

A geographic unit is included in an industry based on its predominant activity in terms of sales. For example, a footwear store will sell shoes and boots, but it may also sell bags and other accessories. The store will be classified to the footwear industry if most of its sales income comes from the sale of shoes and boots. The 24 industries are defined as follows:

Retail Trade Survey Industry Descriptions	
Industry	ANZSIC code
G0111 Supermarket and grocery stores	G511010 Supermarkets
	G511020 Groceries and dairies
G0121 Fresh meat, fish, poultry, fruit and vegetable retailing	G512100 Fresh meat, fish and poultry retailing
	G512200 Fruit and vegetable retailing
G0122 Liquor retailing	G512300 Liquor retailing
G0123 Other food retailing	G512400 Bread and cake retailing
	G512600 Milk vending
	G512900 Specialised food retailing nec

Industry	ANZSIC code
G0124 Takeaway food retailing	G512510 Fish and chips, hamburger and ethnic food, takeaway stores
	G512520 Chicken takeaway stores
	G512530 Ice-cream parlours and mobile ice-cream vendors
	G512540 Pizza takeaway stores
	G512590 Other takeaway food stores (including sandwiches and savouries) nec
G0131 Department stores	G521000 Department stores
G0141 Furniture and floor coverings retailing	G523100 Furniture retailing
	G523200 Floor covering retailing
G0142 Hardware retailing	G523300 Domestic hardware and houseware retailing
G0143 Appliance retailing	G523400 Domestic appliance retailing
	G523500 Recorded music retailing
G0144 Recreational goods retailing	G524100 Sport and camping equipment retailing
	G524200 Toy and game retailing
	G524300 Newspaper, book and stationery retailing
	G524400 Photographic equipment retailing
	G524500 Marine equipment retailing
G0151 Clothing and softgoods retailing	G522100 Clothing retailing
	G522300 Fabrics and other softgoods retailing
G0152 Footwear retailing	G522200 Footwear retailing
G0153 Chemist retailing	G525100 Pharmaceutical, cosmetic and toiletry retailing
G0154 Household equipment repair services	G526100 Household equipment repair services (electrical)
	G526900 Household equipment repair services nec
G0159 Other retailing	G525200 Antique and used good retailing
	G525300 Garden supplies retailing
	G525400 Flower retailing
	G525500 Watch and jewellery retailing
	G525900 Retailing nec

Industry	ANZSIC code
G0161 Motor vehicle retailing	G531100 Car retailing
	G531200 Motor cycle dealing
	G531300 Trailer and caravan dealing
G0162 Automotive fuel retailing	G532100 Automotive fuel retailing
G0163 Automotive electrical services, smash repairing and tyre retailing	G532200 Automotive electrical services
	G532300 Smash repairing
	G532400 Tyre retailing
G0164 Automotive repair and services nec	G532900 Automotive repair and services nec
H0111 Accommodation	H571010 Hotels (accommodation)
	H571020 Motels and motor inns
	H571030 Hosted accommodation
	H571040 Backpacker and youth hostels
	H571050 Caravan parks and camping grounds
	H571090 Accommodation nec
H0121 Bars and clubs	H572000 Pubs, taverns and bars
	H574000 Clubs (hospitality)
H0122 Cafes and restaurants	H573000 Cafes and restaurants
Q0111 Personal and household goods hiring	Q951100 Video hire outlets
	Q951900 Personal and household goods hiring nec
Q0112 Other personal services	Q952100 Laundries and dry-cleaners
	Q952200 Photographic film processing
	Q952300 Photographic studios
	Q952400 Funeral directors, crematoria and cemeteries
	Q952500 Gardening services
	Q952600 Hairdressing and beauty salons
	Q952900 Personal services nec
Note: 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 to three months ahead. All retailing GEOs belonging to a selected 'enterprise' are included.

There are approximately 70,000 retail outlets in New Zealand. Around 3,500 enterprises (between 9,000 and 10,000 GEOs) have been selected in the RTS postal sample. The postal sample is supplemented by GST data representing smaller retailers, approximately 36,200 enterprises (36,600 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 month, 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 (AFUS) conducted in February of each year.

Sample reselection

The sample for the RTS is reselected each month 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 the recording and coding of 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.

Definitions

ANZSIC

Australian and New Zealand Standard Industrial Classification system.

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.

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 geographic unit 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.

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 months more comparable.

All seasonally adjusted figures are subject to revision each month. 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 a seven-term moving average of the 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 month, 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 month will be subject to substantial revisions.

Regional estimates

In the October 2003 month, the RTS sample of geographic units changed. Data prior to the October 2003 month is an analytical back series, which has been derived to preserve industry movements at the national level. However, previously published regional movements may not have been preserved. Care should be taken when interpreting movements of regional series around the period of the redesign.

More information

For more information, follow the [link](#) from the technical notes of this release on the Statistics New Zealand website.

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Tables

The following tables are printed with this Hot Off The Press and can also be downloaded from the Statistics New Zealand website in Excel format. If you do not have access to Excel, you may use the [Excel file viewer](#) to view, print and export the contents of the file.

1. Actual retail sales by month, by industry
2. Seasonally adjusted retail sales by month, by industry
3. Retail sales trend by month, by industry
4. Actual retail sales by geographical region
5. Actual retail sales by geographical region, excluding motor vehicle retailing
6. Seasonally adjusted retail sales by geographical region
7. Retail sales trend by geographical region

Table 1

Actual Retail Sales by Month⁽¹⁾
By industry

Industry	Series ref: RTNM	2007	2008						
		Oct	Apr	May	Jun	Jul	Aug	Sep	Oct
		\$(million)							
Supermarket and grocery stores	S1AAC	1,154	1,135	1,156	1,110	1,134	1,161	1,152	1,221
Fresh produce retailing	S1ABC	73	70	74	74	75	75	82	86
Liquor retailing	S1ACC	100	94	97	92	95	97	101	103
Other food retailing	S1ADC	66	62	62	60	63	61	64	64
Takeaway food retailing	S1AEC	103	99	102	99	104	106	102	108
Department stores	S1AFC	297	296	315	290	312	297	276	300
Furniture and floor coverings	S1AGC	149	121	117	118	120	113	114	119
Hardware retailing	S1AHC	141	119	122	107	104	107	119	133
Appliance retailing	S1AIC	187	186	197	198	217	204	197	204
Recreational goods retailing	S1AJC	186	187	165	160	179	160	161	183
Clothing and softgoods retailing	S1AKC	205	235	227	198	219	195	188	214
Footwear retailing	S1ALC	35	46	44	35	35	33	33	38
Chemist retailing	S1AMC	147	141	151	145	157	155	152	154
Household equipment repair services	S1ANC	30	31	32	31	33	31	31	30
Other retailing	S1AOC	240	217	221	214	221	220	225	257
Accommodation	S1ATC	207	214	187	160	195	197	193	227
Bars and clubs	S1AUC	91	102	102	98	103	108	103	104
Cafes and restaurants	S1AVC	311	316	308	300	314	309	306	319
Personal and household goods hiring	S1AWC	20	20	19	19	19	17	17	20
Other personal services	S1AXC	152	142	146	140	149	148	150	156
SUBTOTAL	S1A1C	3,893	3,831	3,843	3,646	3,850	3,795	3,766	4,044
Motor vehicle retailing	S1APC	695	638	620	620	600	580	626	536
Automotive fuel retailing	S1AQC	551	588	631	618	662	624	610	604
Auto electrical, smash repair, tyres	S1ARC	132	124	129	123	129	119	118	124
Automotive repair and services nec	S1ASC	172	167	177	164	170	162	165	170
ALL INDUSTRIES - TOTAL	S1A9C	5,443	5,347	5,399	5,171	5,411	5,279	5,286	5,478
Percentage change from same month previous year⁽²⁾									
Supermarket and grocery stores		4.4	4.3	5.4	6.4	4.3	3.0	5.7	5.8
Fresh produce retailing		-7.6	1.0	2.1	4.4	9.3	2.7	16.9	17.4
Liquor retailing		11.5	3.5	9.2	0.3	7.1	0.8	4.0	3.2
Other food retailing		-12.9	-13.4	-13.8	-12.7	-8.5	-2.4	-0.2	-2.2
Takeaway food retailing		2.8	-2.6	-3.1	-2.3	0.9	4.0	1.6	5.2
Department stores		2.4	-2.8	9.4	-2.6	5.5	9.2	-0.1	1.0
Furniture and floor coverings		9.0	2.3	-18.8	-8.1	-14.5	-21.3	-15.6	-20.0
Hardware retailing		11.9	0.2	2.2	-6.3	-6.1	-9.1	-8.5	-5.4
Appliance retailing		-2.8	-8.3	-6.0	-3.1	3.9	-2.3	0.9	9.5
Recreational goods retailing		6.0	3.3	-10.0	-7.5	0	-6.8	-6.6	-1.5
Clothing and softgoods retailing		4.8	1.5	3.6	-9.1	5.9	0.8	-0.5	4.6
Footwear retailing		2.4	7.3	11.3	-2.0	5.8	8.8	-2.7	9.8
Chemist retailing		3.6	0.6	2.0	0.1	6.5	2.6	4.2	4.8
Household equipment repair services		10.2	18.3	7.8	9.5	5.6	-6.3	4.4	0.9
Other retailing		2.1	4.1	-2.7	5.6	1.5	-1.0	0.3	7.1
Accommodation		2.1	5.1	7.5	0.7	2.3	1.0	0.8	9.9
Bars and clubs		1.4	7.8	10.4	10.3	12.4	12.1	14.6	13.8
Cafes and restaurants		8.7	4.8	3.4	6.3	2.7	-1.9	1.0	2.6
Personal and household goods hiring		-9.9	-9.5	0.5	-13.3	-15.1	-13.5	-13.5	3.7
Other personal services		10.1	6.5	1.1	1.9	5.9	2.5	6.2	3.0
SUBTOTAL		4.0	2.2	1.9	1.0	2.9	0.5	1.8	3.9
Motor vehicle retailing		5.4	1.2	-19.0	-13.4	-17.5	-21.4	-7.9	-22.8
Automotive fuel retailing		17.6	19.4	25.7	27.8	30.0	22.8	18.9	9.6
Auto electrical, smash repair, tyres		8.1	7.7	-5.4	-4.7	-2.1	-10.2	-2.9	-6.2
Automotive repair and services nec		12.1	12.1	2.0	4.4	-0.2	-7.2	4.7	-1.1
ALL INDUSTRIES - TOTAL		5.8	4.1	1.0	1.5	2.5	-0.9	2.2	0.7

(1) Figures are exclusive of GST.

(2) Percentage changes are calculated on unrounded numbers.

Note: nec = not elsewhere classified.

Table 2

Seasonally Adjusted Retail Sales by Month⁽¹⁾⁽²⁾

By industry

Industry	Series ref: RTNM	2007	2008						
		Oct	Apr	May	Jun	Jul	Aug	Sep	Oct
\$(million)									
Supermarket and grocery stores	S1SAC	1,138 R	1,160 R	1,190	1,198	1,176 R	1,193 R	1,211 R	1,197
Fresh produce retailing	S1SBC	72 R	75 R	77 R	79 R	79	80	83	84
Liquor retailing	S1SCC	104 R	101 R	103 R	103 R	104	104	107 R	105
Other food retailing	S1SDC	64 R	62	62	61	62	63	63	63
Takeaway food retailing	S1SEC	101 R	101	102	102	103	105	103 R	106
Department stores	S1SFC	316 R	318	331	304	329 R	336 R	322 R	314
Furniture and floor coverings	S1SGC	137 R	136 R	115 R	121	115	114 R	111 R	110
Hardware retailing	S1SHC	129 R	125 R	131 R	125 R	121	121	120 R	121
Appliance retailing	S1SIC	200 R	194 R	198 R	208	212 R	209 R	203 R	219
Recreational goods retailing	S1SJC	194 R	195 R	185 R	187 R	188 R	187 R	180 R	189
Clothing and softgoods retailing	S1SKC	214 R	217	216 R	204	222 R	219 R	208	220
Footwear retailing	S1SLC	34 R	39	39 R	38 R	38	39 R	37	37
Chemist retailing	S1SMC	150	150	153	151	155	155	154	155
Household equipment repair services	S1SNC	30 R	32	31	30	30	30	30	29
Other retailing	S1SOC	229 R	236 R	233 R	252 R	234 R	236 R	235 R	242
Accommodation	S1STC	211 R	216 R	222 R	214 R	219 R	219 R	218 R	230
Bars and clubs	S1SUC	95 R	103 R	101 R	103 R	103	107 R	111 R	106
Cafes and restaurants	S1SVC	319 R	323	322	333	321 R	322 R	323 R	326
Personal and household goods hiring	S1SWC	19 R	19	19	19	18	18 R	18 R	19
Other personal services	S1SXC	147 R	147	148	146	146	151 R	148 R	151
SUBTOTAL	S1S1C	3,904 R	3,950 R	3,976 R	3,978 R	3,976 R	4,009 R	3,987 R	4,020
Motor vehicle retailing	S1SPC	695 R	687 R	590 R	614 R	582 R	588 R	623 R	533
Automotive fuel retailing	S1SQC	558 R	596 R	619 R	635	639 R	616 R	622 R	608
Auto electrical, smash repair, tyres	S1SRC	130 R	130	122	123	121	120 R	120	119
Automotive repair and services nec	S1SSC	167 R	173 R	169 R	168 R	161 R	165 R	164 R	165
ALL INDUSTRIES - TOTAL	S1S9C	5,456 R	5,537 R	5,476 R	5,519 R	5,479 R	5,498 R	5,515 R	5,446
Percentage change from previous month ⁽³⁾									
Supermarket and grocery stores		-0.7 R	-3.0 R	2.6 R	0.7	-1.8 R	1.4 R	1.5 R	-1.2
Fresh produce retailing		-2.3 R	1.3 R	2.3 R	2.4 R	0.5 R	1.3	4.2	0.2
Liquor retailing		1.3 R	-2.1 R	2.1 R	-0.1 R	1.4 R	-0.4	2.9 R	-2.4
Other food retailing		-2.6 R	2.0 R	-0.3	-1.1	2.0	0.6	0.9	-0.3
Takeaway food retailing		0 R	0.8	0.6	0	1.2	1.6	-1.3 R	2.2
Department stores		-0.3 R	0 R	4.2	-8.0	8.2 R	2.0 R	-4.2 R	-2.4
Furniture and floor coverings		-0.5 R	9.0 R	-15.9 R	5.8 R	-4.9	-1.0 R	-2.6 R	-1.1
Hardware retailing		-4.3 R	-1.1 R	5.0 R	-4.6 R	-3.4 R	0.2	-0.8 R	0.2
Appliance retailing		-5.3 R	-0.4 R	2.1 R	4.7 R	2.0 R	-1.3 R	-2.9 R	7.6
Recreational goods retailing		0.1 R	2.2 R	-5.3 R	1.4 R	0.1 R	-0.5 R	-3.5 R	5.0
Clothing and softgoods retailing		1.3 R	3.4	-0.5 R	-5.6 R	8.6 R	-1.2 R	-4.9 R	5.5
Footwear retailing		-6.7 R	6.1	-0.6 R	-1.9 R	-0.8 R	3.3 R	-5.6 R	0.2
Chemist retailing		-0.5	-1.0	2.0	-1.2	2.7	0.3	-1.0	0.6
Household equipment repair services		-0.8 R	9.0	-2.2	-1.5	0.2	-1.3	-1.0	-2.1
Other retailing		-3.4 R	2.2 R	-1.3 R	8.1 R	-7.0 R	1.0 R	-0.5 R	3.1
Accommodation		-2.2 R	-0.4 R	2.8 R	-3.5 R	2.3 R	0.4 R	-0.5 R	5.3
Bars and clubs		0.6 R	1.9 R	-2.6 R	1.9 R	0.4 R	4.1 R	3.1 R	-4.0
Cafes and restaurants		-0.7 R	-0.2 R	-0.4	3.4	-3.6 R	0.4 R	0.2 R	0.9
Personal and household goods hiring		-7.5 R	-2.9	0.2	-1.7	-2.1	-3.3 R	1.8 R	6.5
Other personal services		2.3 R	1.4 R	0.5	-1.2	-0.1	3.1 R	-1.6 R	1.4
SUBTOTAL		-1.1 R	-0.1 R	0.7 R	0 R	0 R	0.8 R	-0.6 R	0.8
Motor vehicle retailing		-3.0 R	8.0 R	-14.1 R	4.0 R	-5.2 R	1.1 R	5.9 R	-14.5
Automotive fuel retailing		6.5 R	-1.5 R	3.9 R	2.6 R	0.6 R	-3.6 R	1.0 R	-2.2
Auto electrical, smash repair, tyres		1.4 R	15.7 R	-6.6	1.5	-2.3	-0.7 R	0.3 R	-0.6
Automotive repair and services nec		0.5 R	8.9 R	-2.6 R	-0.2 R	-4.1 R	2.3 R	-0.9 R	1.0
ALL INDUSTRIES - TOTAL		-0.5 R	1.3 R	-1.1 R	0.8 R	-0.7 R	0.3 R	0.3 R	-1.3

(1) All previously published figures are subject to revision when the seasonal adjustment program is run each period.

(2) Figures are exclusive of GST.

(3) Percentage changes are calculated on unrounded numbers.

Note: nec = not elsewhere classified.**Symbol:**

R revised

Table 3

Retail Sales Trend by Month⁽¹⁾
By industry

Industry	Series ref: RTNM	2007	2008							
		Oct	Apr	May	Jun	Jul	Aug	Sep	Oct	
		\$(million)								
Supermarket and grocery stores	S1TAC	1,153 R	1,196	1,193 R	1,192	1,192	1,194 R	1,197 R	1,199	
Fresh produce retailing	S1TBC	73	75	76	78	79 R	81 R	82 R	83	
Liquor retailing	S1TCC	103 R	102	103 R	103 R	104	105 R	105 R	106	
Other food retailing	S1TDC	64	61	62	62	62	63	63	63	
Takeaway food retailing	S1TEC	101	101	101 R	102 R	103	104 R	104 R	105	
Department stores	S1TFC	314 R	322 R	325 R	327	328 R	327 R	325 R	323	
Furniture and floor coverings	S1TGC	135 R	124 R	122 R	119 R	117	114 R	112 R	110	
Hardware retailing	S1THC	131	126	125	124	123	122	121 R	120	
Appliance retailing	S1TIC	206 R	198	201 R	204 R	208 R	211 R	214 R	216	
Recreational goods retailing	S1TJC	196	192	190 R	189 R	187 R	186 R	185 R	184	
Clothing and softgoods retailing	S1TKC	216 R	216 R	216 R	217 R	218 R	218 R	218 R	217	
Footwear retailing	S1TLC	36 R	38	38	38	38 R	38 R	37 R	37	
Chemist retailing	S1TMC	149	150	152	153	154	154 R	155	155	
Household equipment repair services	S1TNC	30	30	31	31	30	30 R	30 R	29	
Other retailing	S1TOC	234	234 R	234 R	235 R	236 R	237 R	238 R	239	
Accommodation	S1TTC	214	216 R	217 R	218 R	219 R	220 R	222 R	223	
Bars and clubs	S1TUC	96 R	102	102	103 R	105 R	106 R	107 R	108	
Cafes and restaurants	S1TVC	322	325	325	325 R	324 R	324 R	324 R	324	
Personal and household goods hiring	S1TWC	20	19 R	19	19	18 R	18 R	18 R	18	
Other personal services	S1TXC	145	147 R	147 R	147 R	148 R	149 R	149 R	150	
SUBTOTAL	S1T1C	3,935 R	3,975 R	3,980 R	3,986 R	3,992 R	3,997 R	4,003 R	4,007	
Motor vehicle retailing	S1TPC	712 R	628 R	613 R	602 R	593 R	585 R	579 R	574	
Automotive fuel retailing	S1TQC	554	613 R	618 R	623	625 R	625 R	622 R	619	
Auto electrical, smash repair, tyres	S1TRC	127	122	122	121	121	121 R	120 R	120	
Automotive repair and services nec	S1TSC	168 R	170 R	169 R	167 R	166 R	165 R	164 R	164	
ALL INDUSTRIES - TOTAL	S1T9C	5,495 R	5,504 R	5,498 R	5,496 R	5,494 R	5,491 R	5,487 R	5,483	

Percentage change from previous month⁽²⁾

Supermarket and grocery stores	0.6 R	-0.1	-0.2 R	-0.1 R	0	0.2 R	0.2 R	0.2
Fresh produce retailing	-0.5	1.6	1.8	2.0	2.0 R	1.8 R	1.5 R	1.3
Liquor retailing	0.6 R	-0.1 R	0.4 R	0.6 R	0.6 R	0.7 R	0.5 R	0.5
Other food retailing	-2.0	0.3	0.5	0.6	0.6	0.6	0.5	0.3
Takeaway food retailing	-0.4	0.6	0.7 R	0.9 R	0.7 R	0.8 R	0.6 R	0.4
Department stores	0.3 R	1.1 R	1.0 R	0.6 R	0.2 R	-0.3 R	-0.5 R	-0.7
Furniture and floor coverings	-1.1 R	-1.2 R	-1.7 R	-2.1 R	-2.1 R	-2.3 R	-2.0 R	-1.7
Hardware retailing	-0.4	-0.4	-0.5	-0.8	-0.9	-0.9	-0.8 R	-0.6
Appliance retailing	-0.3 R	0.3 R	1.1 R	1.8 R	1.8 R	1.5 R	1.3 R	1.0
Recreational goods retailing	-0.1 R	-0.6 R	-0.8 R	-0.8 R	-0.7 R	-0.7 R	-0.6 R	-0.7
Clothing and softgoods retailing	0.5 R	0 R	0.4 R	0.5 R	0.3 R	0 R	0 R	-0.3
Footwear retailing	0.3 R	1.1	0.6	0.1	-0.7 R	-0.7 R	-0.8 R	-1.0
Chemist retailing	-0.2	0.9	0.8	0.6	0.6	0.4 R	0.4 R	0.2
Household equipment repair services	-0.5	2.0	1.0	0.2	-0.5	-1.2 R	-1.0 R	-1.2
Other retailing	-0.1	0.2 R	0.3 R	0.4 R	0.3 R	0.3 R	0.4 R	0.3
Accommodation	0.2	0.3 R	0.4 R	0.4 R	0.5 R	0.5 R	0.6 R	0.5
Bars and clubs	0.9 R	0.6	0.7	0.9 R	1.2 R	1.3 R	1.1 R	0.9
Cafes and restaurants	0.4 R	0.1 R	-0.1	-0.1 R	-0.1 R	-0.1 R	0 R	0
Personal and household goods hiring	-1.2	-1.7 R	-1.6 R	-1.8	-1.0 R	-0.4 R	0.1 R	0
Other personal services	0.6	0 R	0.1 R	0.2 R	0.4 R	0.4 R	0.4 R	0.3
SUBTOTAL	0.2 R	0.1 R	0.1 R	0.1 R	0.2 R	0.1 R	0.1 R	0.1
Motor vehicle retailing	-0.2 R	-2.8 R	-2.4 R	-1.8 R	-1.5 R	-1.3 R	-1.1 R	-0.9
Automotive fuel retailing	4.2	0.8 R	0.9 R	0.7 R	0.4 R	-0.1 R	-0.4 R	-0.5
Auto electrical, smash repair, tyres	-0.6	-0.2	-0.1	-0.3	-0.3	-0.4 R	-0.4 R	-0.4
Automotive repair and services nec	0.4 R	-0.4 R	-0.7 R	-0.9 R	-0.8 R	-0.6 R	-0.5 R	-0.3
ALL INDUSTRIES - TOTAL	0.5 R	-0.2 R	-0.1 R	0 R	0 R	-0.1 R	-0.1 R	-0.1

(1) Figures are exclusive of GST.

(2) Percentage changes are calculated on unrounded numbers.

Note: nec = not elsewhere classified.**Symbol:**

R revised

Table 4

Actual Retail Sales by Geographical Region⁽¹⁾

Series ref: RTN	North Island					South Island			Total New Zealand	
	Auckland Regional Council area	Waikato Regional Council area	Wellington Regional Council area	Remainder of North Island	Total North Island	Canterbury Regional Council area	Remainder of South Island	Total South Island		
	S1ARA9C	S1ARB9C	S1ARC9C	S1ARD9C	S1ARG9C	S1ARE9C	S1ARF9C	S1ARH9C		S1A9C
	\$(million)									
Month										
2006	Oct	1,741	483	546	1,145	3,914	639	592	1,232	5,146
	Nov	1,829	491	568	1,172	4,060	667	614	1,281	5,341
	Dec	2,112	583	657	1,399	4,750	780	747	1,526	6,276
2007	Jan	1,694	496	529	1,177	3,895	646	644	1,290	5,185
	Feb	1,681	468	525	1,104	3,779	654	621	1,275	5,054
	Mar	1,889	529	596	1,240	4,254	722	695	1,417	5,671
	Apr	1,709	482	538	1,144	3,873	653	610	1,263	5,136
	May	1,792	504	573	1,179	4,048	683	615	1,298	5,346
	Jun	1,678	471	554	1,144	3,846	653	597	1,250	5,096
	Jul	1,725	484	575	1,199	3,983	664	632	1,296	5,279
	Aug	1,737	486	591	1,200	4,013	671	645	1,315	5,329
	Sep	1,692	464	561	1,172	3,889	659	623	1,282	5,171
	Oct	1,784	493	584	1,238	4,099	699	644	1,343	5,443
	Nov	1,901	516	613	1,284	4,314	734	674	1,409	5,723
	Dec	2,167	599	712	1,503	4,981	840	792	1,632	6,613
2008	Jan	1,730	516	582	1,297	4,125	698	691	1,389	5,513
	Feb	1,720	482	602	1,240	4,044	699	698	1,398	5,442
	Mar	1,772	504	612	1,289	4,178	727	707	1,434	5,612
	Apr	1,695	478	598	1,228	3,998	705	644	1,349	5,347
	May	1,740	471	615	1,234	4,060	703	637	1,340	5,399
	Jun	1,674	473	582	1,182	3,911	667	593	1,260	5,171
	Jul	1,708	496	606	1,247	4,058	703	650	1,352	5,411
	Aug	1,710	495	600	1,188	3,993	654	632	1,287	5,279
	Sep	1,700	485	593	1,198	3,976	685	624	1,309	5,286
	Oct	1,731	494	624	1,249	4,097	724	657	1,381	5,478

Percentage change from same month previous year⁽²⁾

Month										
2007	Oct	2.5	2.1	7.0	8.2	4.7	9.3	8.7	9.0	5.8
	Nov	4.0	5.1	8.0	9.5	6.3	10.1	9.9	10.0	7.2
	Dec	2.6	2.7	8.5	7.5	4.9	7.8	6.0	6.9	5.4
2008	Jan	2.1	4.0	10.0	10.3	5.9	8.0	7.4	7.7	6.3
	Feb	2.3	2.9	14.6	12.3	7.0	6.9	12.5	9.6	7.7
	Mar	-6.2	-4.7	2.7	4.0	-1.8	0.7	1.8	1.2	-1.0
	Apr	-0.8	-1.0	11.1	7.3	3.2	7.9	5.6	6.8	4.1
	May	-2.9	-6.6	7.3	4.7	0.3	2.9	3.5	3.2	1.0
	Jun	-0.2	0.4	5.2	3.3	1.7	2.2	-0.6	0.8	1.5
	Jul	-1.0	2.6	5.3	4.0	1.9	5.9	2.8	4.4	2.5
	Aug	-1.6	1.9	1.6	-1.0	-0.5	-2.4	-1.9	-2.2	-0.9
	Sep	0.5	4.4	5.6	2.2	2.2	4.0	0.1	2.1	2.2
	Oct	-3.0	0.1	6.9	0.8	-0.1	3.5	2.0	2.8	0.7

(1) Figures are GST exclusive.

(2) Percentage changes are calculated on unrounded numbers.

Table 5

Actual Retail Sales by Geographical Region⁽¹⁾
Excluding motor vehicle retailing

Series ref: RTN	North Island					South Island			Total New Zealand	
	Auckland Regional Council area	Waikato Regional Council area	Wellington Regional Council area	Remainder of North Island	Total North Island	Canterbury Regional Council area	Remainder of South Island	Total South Island		
	SXARAC	SXARBC	SXARCC	SXARDC	SXARGC	SXAREC	SXARFC	SXARHC		SXARZC
\$(million)										
Month										
2006	Oct	1,492	399	492	1,019	3,402	549	536	1,084	4,486
	Nov	1,569	410	512	1,042	3,534	568	550	1,119	4,652
	Dec	1,881	509	607	1,269	4,265	688	681	1,369	5,634
2007	Jan	1,449	417	478	1,044	3,388	548	590	1,138	4,525
	Feb	1,436	384	475	974	3,268	547	566	1,113	4,381
	Mar	1,605	434	534	1,078	3,651	599	624	1,223	4,874
	Apr	1,475	404	493	1,024	3,396	557	553	1,110	4,506
	May	1,513	407	511	1,033	3,465	569	548	1,117	4,582
	Jun	1,438	387	502	996	3,322	541	517	1,058	4,381
	Jul	1,483	398	514	1,046	3,440	553	559	1,112	4,552
	Aug	1,493	406	521	1,048	3,469	561	561	1,122	4,591
	Sep	1,463	393	504	1,035	3,394	546	551	1,097	4,491
	Oct	1,556	414	525	1,099	3,594	581	573	1,153	4,748
	Nov	1,643	432	552	1,135	3,763	605	599	1,204	4,967
	Dec	1,954	531	655	1,366	4,505	726	724	1,451	5,956
2008	Jan	1,512	440	526	1,144	3,622	595	644	1,240	4,862
	Feb	1,489	403	539	1,099	3,530	589	646	1,234	4,764
	Mar	1,553	422	554	1,137	3,665	609	652	1,261	4,926
	Apr	1,488	401	543	1,092	3,524	590	595	1,186	4,710
	May	1,536	403	557	1,103	3,599	597	585	1,181	4,780
	Jun	1,471	394	531	1,053	3,449	561	541	1,102	4,551
	Jul	1,527	419	558	1,116	3,620	594	598	1,191	4,811
	Aug	1,526	410	549	1,065	3,549	565	586	1,150	4,699
	Sep	1,499	415	539	1,062	3,516	570	573	1,143	4,659
	Oct	1,572	437	575	1,139	3,723	616	603	1,219	4,941

Percentage change from same month previous year⁽²⁾

Month										
2007	Oct	4.3	3.9	6.6	7.8	5.6	5.9	6.9	6.4	5.8
	Nov	4.7	5.3	7.8	8.9	6.5	6.5	8.8	7.7	6.8
	Dec	3.9	4.4	7.9	7.6	5.6	5.6	6.3	6.0	5.7
2008	Jan	4.4	5.6	10.0	9.6	6.9	8.7	9.2	9.0	7.4
	Feb	3.7	5.0	13.5	12.8	8.0	7.6	14.2	11.0	8.7
	Mar	-3.3	-2.9	3.8	5.5	0.4	1.6	4.5	3.1	1.1
	Apr	0.9	-0.9	10.1	6.6	3.8	6.0	7.6	6.8	4.5
	May	1.5	-0.9	8.9	6.7	3.9	4.9	6.6	5.7	4.3
	Jun	2.2	2.0	5.7	5.8	3.8	3.7	4.7	4.2	3.9
	Jul	3.0	5.2	8.5	6.7	5.2	7.4	7.0	7.2	5.7
	Aug	2.2	1.0	5.2	1.6	2.3	0.7	4.3	2.5	2.4
	Sep	2.5	5.8	7.1	2.6	3.6	4.4	4.0	4.2	3.7
	Oct	1.0	5.5	9.5	3.7	3.6	6.1	5.3	5.7	4.1

(1) Figures are exclusive of GST.

(2) Percentage changes are calculated on unrounded numbers.

Table 6

Seasonally Adjusted Retail Sales by Geographical Region⁽¹⁾

Series ref: RTN	North Island					South Island			Total New Zealand	
	Auckland Regional Council area	Waikato Regional Council area	Wellington Regional Council area	Remainder of North Island	Total North Island	Canterbury Regional Council area	Remainder of South Island	Total South Island		
	S1SRA9C	S1SRB9C	S1SRC9C	S1SRD9C	S1SRG9C	S1SRE9C	S1SRF9C	S1SRH9C		S1S9C
	\$(million)									
Month										
2006	Oct	1,761 R	487 R	553 R	1,173 R	3,974 R	647 R	615 R	1,262 R	5,221 R
	Nov	1,759 R	480	550 R	1,154	3,943 R	643 R	597 R	1,239 R	5,186 R
	Dec	1,749 R	492 R	555	1,166 R	3,963 R	658 R	619 R	1,277 R	5,236 R
2007	Jan	1,768 R	492 R	562 R	1,157 R	3,980 R	657	622	1,279	5,254 R
	Feb	1,797 R	499	563 R	1,175 R	4,035 R	682 R	628	1,311 R	5,349 R
	Mar	1,827 R	509 R	576 R	1,191	4,102 R	673	646 R	1,319 R	5,427 R
	Apr	1,784 R	503 R	560 R	1,197 R	4,045 R	681	640	1,321	5,362 R
	May	1,798 R	509 R	575 R	1,198 R	4,080 R	687	643	1,329	5,414 R
	Jun	1,763 R	495	575 R	1,209 R	4,042 R	697	658 R	1,355 R	5,390 R
	Jul	1,770 R	495 R	581 R	1,221 R	4,068 R	688 R	659 R	1,347 R	5,420 R
	Aug	1,757 R	495 R	588 R	1,223 R	4,063 R	695 R	662 R	1,358 R	5,429 R
	Sep	1,785 R	494 R	592 R	1,243 R	4,114 R	704 R	666 R	1,370 R	5,483 R
	Oct	1,790 R	493 R	583 R	1,247 R	4,113 R	700 R	658 R	1,357 R	5,456 R
	Nov	1,815 R	502 R	593	1,258 R	4,168 R	709 R	658 R	1,367 R	5,544 R
	Dec	1,794 R	510 R	601 R	1,268 R	4,173 R	706 R	660 R	1,366 R	5,543 R
2008	Jan	1,808 R	507	617 R	1,271	4,203 R	709 R	666	1,374	5,561 R
	Feb	1,763 R	491	620 R	1,262 R	4,136 R	703 R	678 R	1,381 R	5,524 R
	Mar	1,742 R	495	601 R	1,268 R	4,106 R	686	669	1,355 R	5,467 R
	Apr	1,761 R	493 R	619 R	1,261 R	4,135 R	732	667 R	1,399 R	5,537 R
	May	1,742 R	476 R	613 R	1,266 R	4,097 R	708	667	1,375	5,476 R
	Jun	1,771 R	502	611 R	1,262 R	4,146 R	713	662 R	1,375 R	5,519 R
	Jul	1,740 R	500 R	604	1,245 R	4,089 R	719	663	1,382	5,479 R
	Aug	1,765 R	516 R	611 R	1,247 R	4,138 R	694 R	663 R	1,357 R	5,498 R
	Sep	1,753 R	510 R	614 R	1,241 R	4,117 R	722 R	661 R	1,383 R	5,515 R
	Oct	1,728	486	619	1,242	4,076	720	665	1,385	5,446

Percentage change from previous month⁽²⁾

Month										
2007	Oct	0.2 R	-0.2 R	-1.4 R	0.4 R	0 R	-0.6 R	-1.2 R	-0.9 R	-0.5 R
	Nov	1.4 R	1.9 R	1.7 R	0.9 R	1.3 R	1.3 R	0 R	0.7 R	1.6 R
	Dec	-1.1 R	1.4 R	1.4 R	0.8 R	0.1 R	-0.4 R	0.4 R	0 R	0 R
2008	Jan	0.8 R	-0.5 R	2.6 R	0.2 R	0.7 R	0.3 R	0.8 R	0.6 R	0.3 R
	Feb	-2.5 R	-3.0	0.4 R	-0.7 R	-1.6 R	-0.8 R	1.9 R	0.5 R	-0.7 R
	Mar	-1.2 R	0.8	-3.0 R	0.5 R	-0.7 R	-2.4 R	-1.4 R	-1.9 R	-1.0 R
	Apr	1.1 R	-0.4 R	3.1 R	-0.6 R	0.7 R	6.7	-0.3 R	3.3 R	1.3 R
	May	-1.1 R	-3.4 R	-1.0 R	0.4 R	-0.9 R	-3.3	0 R	-1.7 R	-1.1 R
	Jun	1.7 R	5.4 R	-0.3 R	-0.3 R	1.2 R	0.8	-0.8 R	0 R	0.8 R
	Jul	-1.7 R	-0.5 R	-1.3 R	-1.3 R	-1.4 R	0.8	0.2 R	0.5 R	-0.7 R
	Aug	1.4 R	3.1 R	1.3 R	0.1 R	1.2 R	-3.4 R	0 R	-1.8 R	0.3 R
	Sep	-0.7 R	-1.1 R	0.4 R	-0.5 R	-0.5 R	3.9 R	-0.3 R	1.9 R	0.3 R
	Oct	-1.4	-4.7	0.9	0.1	-1.0	-0.3	0.6	0.1	-1.3

(1) Figures are exclusive of GST.

(2) Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Table 7

Retail Sales Trend by Geographical Region⁽¹⁾

Series ref: RTN	North Island					South Island			Total New Zealand	
	Auckland Regional Council area	Waikato Regional Council area	Wellington Regional Council area	Remainder of North Island	Total North Island	Canterbury Regional Council area	Remainder of South Island	Total South Island		
	S1TRA9C	S1TRB9C	S1TRC9C	S1TRD9C	S1TRG9C	S1TRE9C	S1TRF9C	S1TRH9C		S1T9C
	\$(million)									
Month										
2006	Oct	1,752 R	479	552 R	1,162 R	3,945 R	645	607	1,250 R	5,193
	Nov	1,760 R	485	554	1,162 R	3,961 R	650	612	1,259 R	5,224 R
	Dec	1,770 R	491	557	1,164 R	3,981 R	655 R	618	1,272	5,260 R
2007	Jan	1,780 R	496	560 R	1,169 R	4,005	661 R	624 R	1,286	5,300 R
	Feb	1,789 R	500	563 R	1,176 R	4,029 R	668 R	631	1,300 R	5,338 R
	Mar	1,794 R	503	566 R	1,184 R	4,049 R	675 R	637 R	1,314 R	5,369 R
	Apr	1,794	504	569 R	1,193 R	4,061 R	681 R	643 R	1,326 R	5,391 R
	May	1,787 R	503	573 R	1,202 R	4,065 R	686 R	649 R	1,336 R	5,404 R
	Jun	1,778	500	577 R	1,210 R	4,065 R	690	654 R	1,345 R	5,412 R
	Jul	1,772 R	497 R	580 R	1,219	4,068 R	694	658 R	1,352	5,423 R
	Aug	1,774 R	495	584 R	1,229 R	4,081 R	697	660	1,357 R	5,442 R
	Sep	1,782 R	496	588 R	1,239 R	4,105 R	700	661 R	1,362 R	5,468 R
	Oct	1,792 R	498	592 R	1,250 R	4,131 R	703	661 R	1,365 R	5,495 R
	Nov	1,797 R	501	598 R	1,258 R	4,153 R	705 R	662 R	1,367 R	5,518 R
	Dec	1,796 R	502	604	1,264 R	4,165 R	706	664 R	1,370 R	5,530 R
2008	Jan	1,787	501	610 R	1,267	4,165 R	706	666	1,373	5,531 R
	Feb	1,775 R	499	615 R	1,268 R	4,157 R	706	668 R	1,375 R	5,524 R
	Mar	1,763 R	496	617 R	1,267 R	4,144 R	707 R	669 R	1,376 R	5,514 R
	Apr	1,755 R	495 R	616 R	1,265 R	4,132 R	708	669 R	1,376 R	5,504 R
	May	1,752	497	614 R	1,261 R	4,125 R	710	667 R	1,377 R	5,498 R
	Jun	1,753	500	612 R	1,257 R	4,122	713	664 R	1,377 R	5,496 R
	Jul	1,753 R	504 R	611 R	1,252 R	4,120 R	716	663 R	1,379 R	5,494 R
	Aug	1,751 R	507 R	611 R	1,247 R	4,118 R	718 R	663 R	1,381 R	5,491 R
	Sep	1,748 R	510 R	612 R	1,243 R	4,114 R	720 R	663 R	1,383 R	5,487 R
	Oct	1,744	511	614	1,240	4,111	722	663	1,384	5,483

Percentage change from previous month⁽²⁾

Month										
2007	Oct	0.5 R	0.5	0.8 R	0.8 R	0.6 R	0.4	0.1 R	0.2 R	0.5 R
	Nov	0.3 R	0.5	0.9 R	0.7 R	0.5 R	0.3 R	0.1 R	0.2 R	0.4 R
	Dec	-0.1 R	0.2	1.1 R	0.5 R	0.3 R	0.2 R	0.3 R	0.2 R	0.2 R
2008	Jan	-0.5 R	-0.2	1.1 R	0.3 R	0 R	0	0.4 R	0.2 R	0 R
	Feb	-0.7 R	-0.4	0.8 R	0.1 R	-0.2 R	0	0.3 R	0.1 R	-0.1 R
	Mar	-0.7 R	-0.5	0.3 R	-0.1 R	-0.3 R	0 R	0.1 R	0.1 R	-0.2 R
	Apr	-0.4 R	-0.2 R	-0.1 R	-0.2 R	-0.3 R	0.2 R	-0.1 R	0 R	-0.2 R
	May	-0.1 R	0.3 R	-0.4 R	-0.3 R	-0.2 R	0.3	-0.3 R	0 R	-0.1 R
	Jun	0	0.7	-0.4 R	-0.4 R	-0.1 R	0.4	-0.3 R	0.1 R	0 R
	Jul	0 R	0.7 R	-0.1 R	-0.4 R	0 R	0.4	-0.2 R	0.1 R	0 R
	Aug	-0.1 R	0.6 R	0.1 R	-0.4 R	-0.1 R	0.3 R	-0.1 R	0.1 R	-0.1 R
	Sep	-0.2 R	0.5 R	0.2 R	-0.3 R	-0.1 R	0.3 R	0 R	0.1 R	-0.1 R
	Oct	-0.3	0.4	0.2	-0.2	-0.1	0.2	0	0.1	-0.1

(1) Figures are exclusive of GST.

(2) Percentage changes are calculated on unrounded numbers.

Symbol:

R revised