

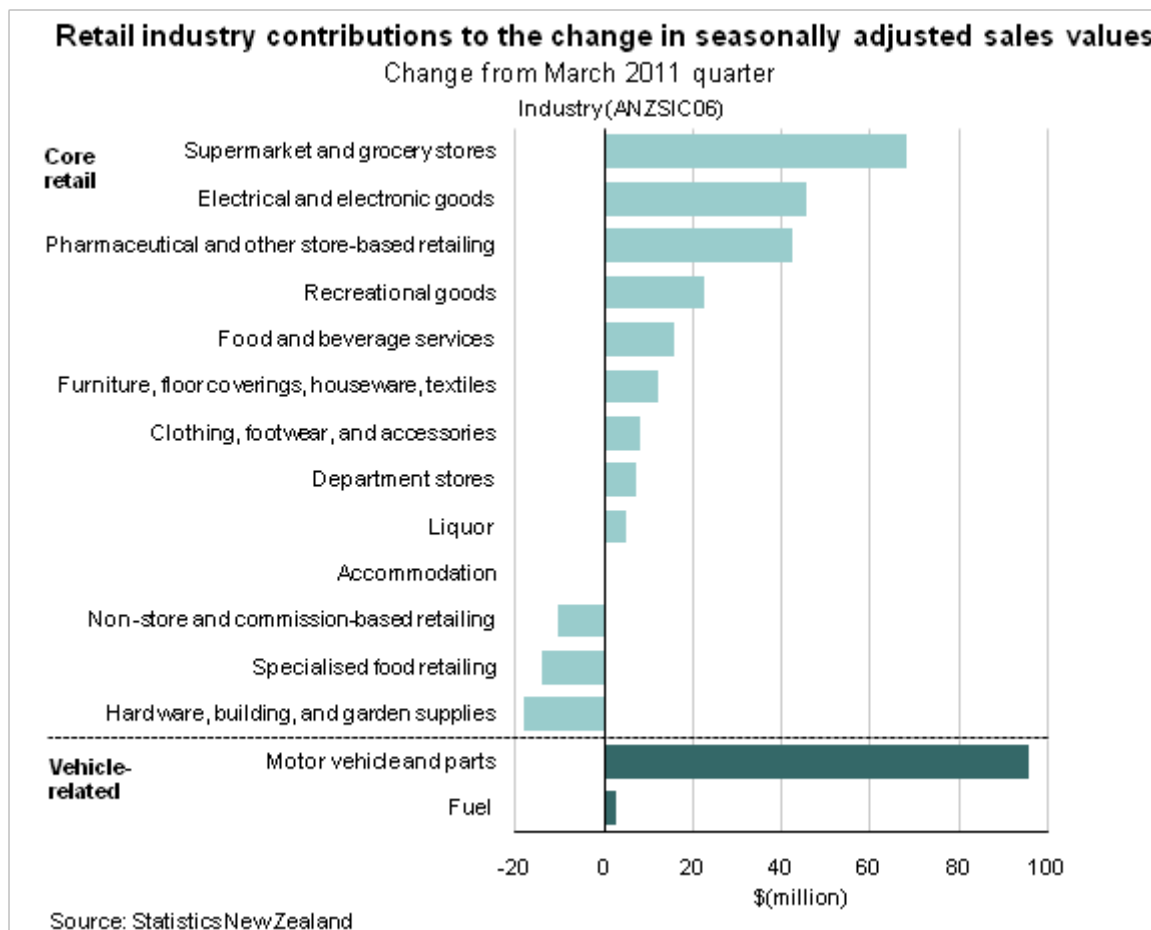
Retail Trade Survey: June 2011 quarter

Embargoed until 10:45am – 25 August 2011

Highlights

For the June 2011 quarter compared with the March 2011 quarter (seasonally adjusted):

- Total sales volumes increased 0.9 percent.
- Total sales values increased 1.7 percent.
- Sales values increased for all regions.
- Sales values increased for 12 of the 15 industries.
- Motor vehicle and parts sales values increased 4.9 percent.



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25 August 2011
ISSN 1178-0355

Commentary

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

Note that retail sales are collected and presented exclusive of GST. Therefore, the retail trade deflators used to estimate the volume of retail sales do not reflect the rise in GST in October 2010.

June 2011 quarter sales value summary

The value of total retail sales increased 1.7 percent in the June 2011 quarter, following a 2.3 percent increase in the March 2011 quarter.

Both of the vehicle-related industries rose, but to very different extents:

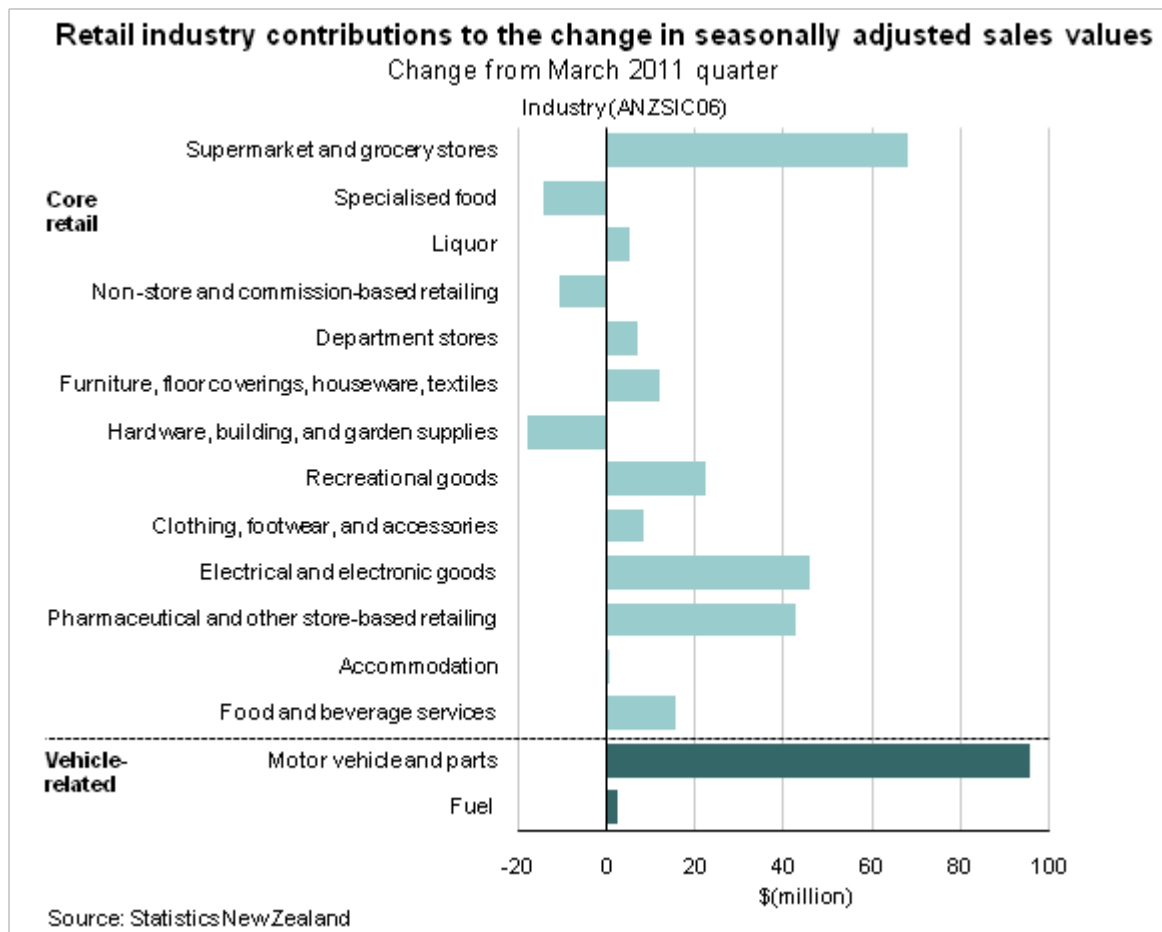
- motor vehicle and parts (up 4.9 percent or \$96 million)
- fuel (up 0.1 percent or \$2 million).

Core retail sales rose 1.4 percent, led by large increases in:

- supermarket and grocery stores (up 1.6 percent or \$68 million)
- electrical and electronic goods (up 7.2 percent or \$46 million)
- pharmaceutical and other store-based retailing (up 3.9 percent or \$43 million).

Only three industries recorded decreased sales in the June 2011 quarter:

- hardware, building and garden supplies (down 1.6 percent or \$18 million)
- specialised food (down 4.3 percent or \$14 million)
- non-store and commission-based retailing (down 4.7 percent or \$10 million).



June 2011 quarter sales volumes summary

All references to dollar values in this section are at September 2010 quarter prices.

The volume of total retail sales rose 0.9 percent in the June 2011 quarter. This follows a 1.1 percent increase in the March quarter.

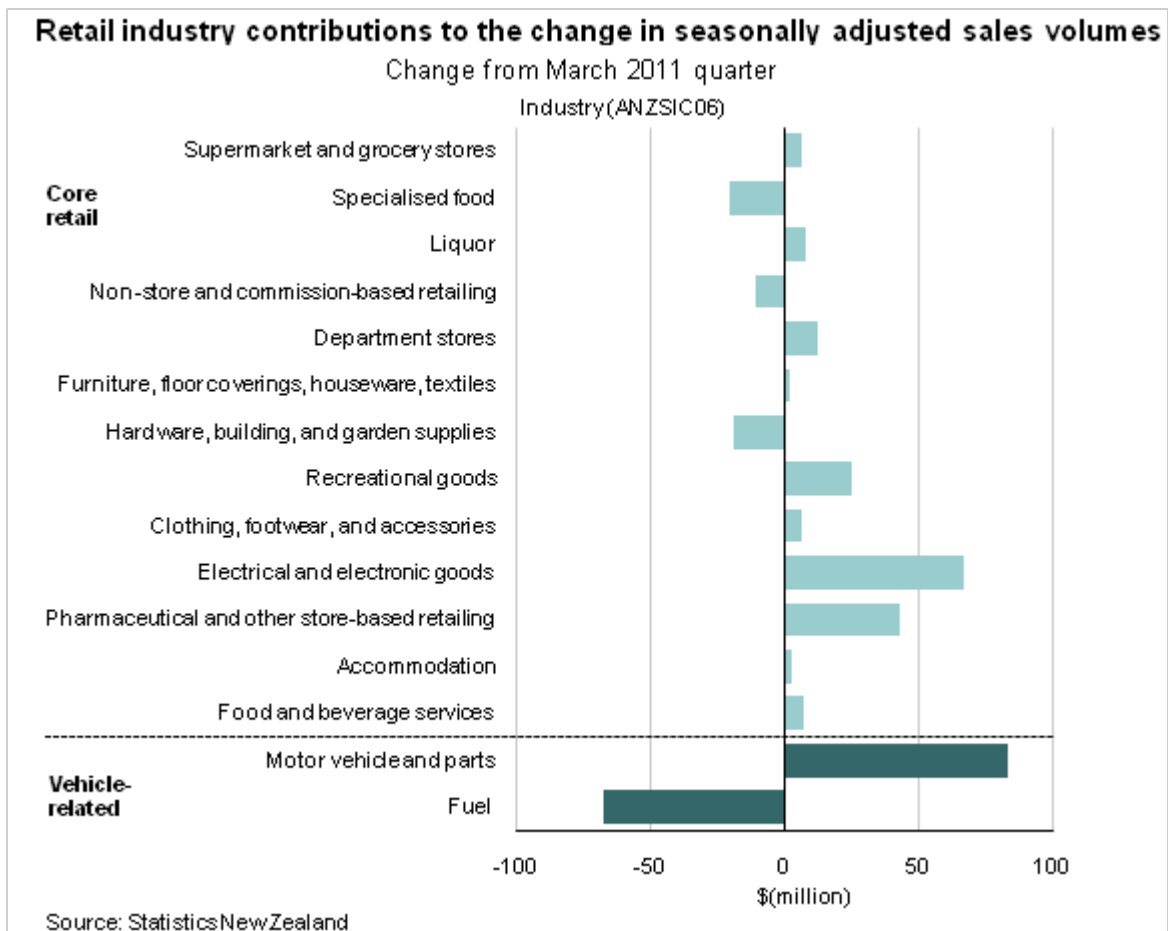
The biggest contributors to the increase in the June 2011 quarter were:

- motor vehicle and parts, up 4.2 percent
- electrical and electronic goods, up 10.0 percent
- pharmaceutical and other store-based retailing, up 4.0 percent.

The largest decreases were recorded in:

- fuel retailing, down 4.1 percent
- specialised food, down 6.3 percent
- hardware, building, and garden supplies, down 1.6 percent.

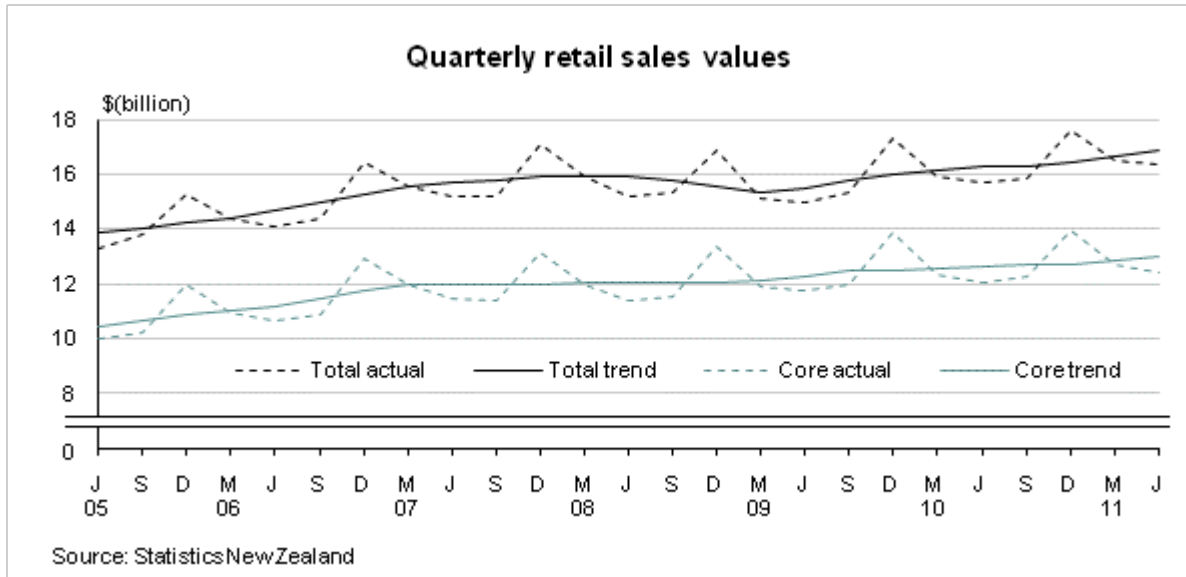
Core retail volumes rose 1.0 percent.



June 2011 quarter trends

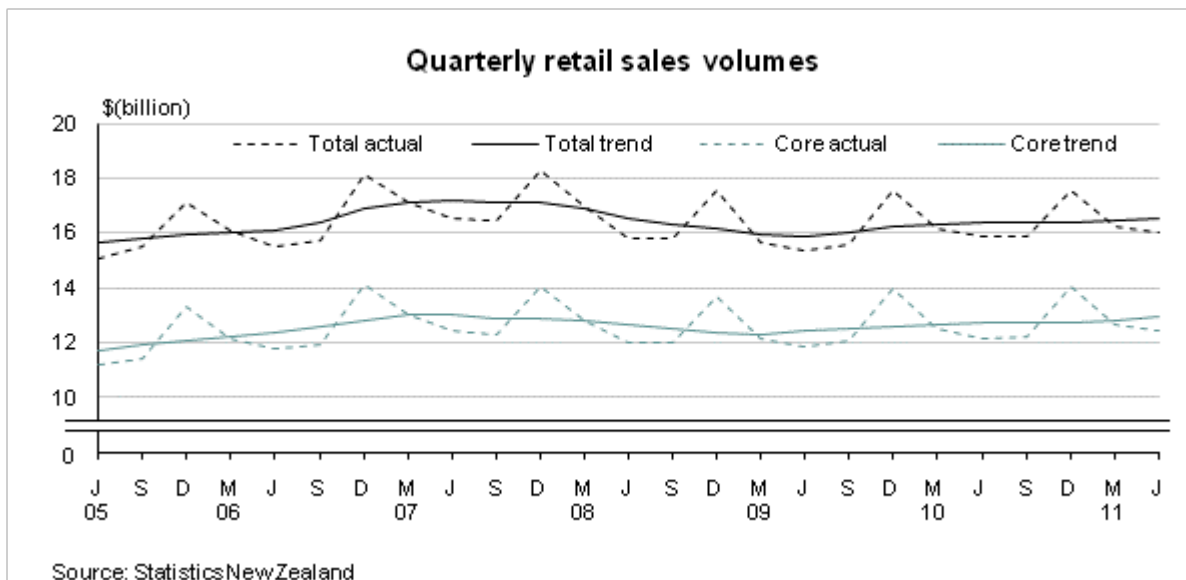
The trend for total retail sales value has been rising since March 2009, up 10.0 percent (\$1.5 billion) since then. The rate of increase has strengthened to 1.5 percent per quarter over the past two quarters, following an average rate of 0.6 percent in the preceding three quarters.

The trend for core retailing sales values has been rising since September 2008, up 8.1 percent (\$972 million) since then. The core sales trend has strengthened over the past two quarters, and is now rising at an average rate of 1.1 percent per quarter.



The trend for total sales volumes has picked up over the past two quarters, rising at an average rate of 0.5 percent. This follows a period of little growth between June and December 2010.

The core volumes trend has also strengthened over the past two quarters, increasing at a rate of 0.8 percent per quarter since December 2010.



Actual sales June 2011 quarter

In the June 2011 quarter compared with the June 2010 quarter:

- the value of total retail sales rose 4.1 percent
- the volume of total retail sales rose 1.1 percent
- the value of core retail sales rose 3.1 percent
- the volume of core retail sales rose 1.9 percent.

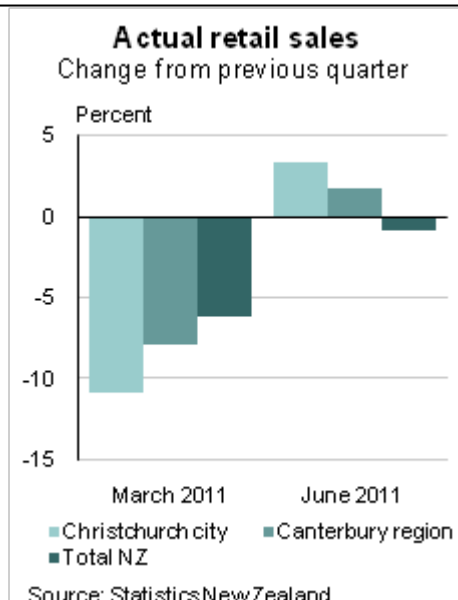
Ongoing impact of the 22 February 2011 earthquake on Christchurch retail industries

The June 2011 quarter is the first full quarter since the devastating earthquake of 22 February 2011.

All references to sales movements in this section are based on actual data. Comparisons are made between the June 2011 quarter and the March 2011 quarter.

Because the quarterly Retail Trade Survey is designed at a national level, data for regions and territorial authorities have higher sample errors. However, the information we have shows that the 22 February earthquake had a noticeable impact on retail sales in Christchurch and Canterbury.

Actual retail sales and sample errors		
June 2011 quarter		
Area	Percentage change (from March 2011 quarter)	Movement sample error (absolute percent)
Total New Zealand	-0.8	1.9
Canterbury region	+1.7	6.1
Christchurch territorial authority area	+3.3	16.3



In the March 2011 quarter, Christchurch and the Canterbury region recorded larger decreases in actual retail sales than the rest of the country. As shown in the graph above, in the June 2011 quarter this pattern has been reversed, with sales in Christchurch and Canterbury recording increases while total New Zealand sales recorded a decrease.

In the June 2011 quarter, hardware, building, and garden supplies sales in Christchurch and Canterbury rose more than 10 percent. This compares with a decrease of 0.3 percent for New Zealand. Increases were particularly apparent in businesses selling building supplies. In general, the rebuilding of houses and commercial buildings damaged in the quakes has yet to get underway; however, work on temporary and permanent repairs continued throughout the June quarter.

Fuel retailing also recorded increases in Christchurch (up 16.5 percent) and Canterbury (up 6.6 percent) in the June 2011 quarter, while the national total increased by just 0.1 percent. This may reflect the return to Canterbury of many people who left the region following the February quake. The June 2011 quarter's increase may also reflect Christchurch prices catching up with the rest of New Zealand, after a number of fuel price increases were not passed on to consumers in Christchurch in the March 2011 quarter.

Department store sales in Christchurch rose only slightly in the June 2011 quarter (up 2.2 percent), while national sales rose 9.4 percent. Approximately one-third of Christchurch's department stores remained closed throughout the quarter.

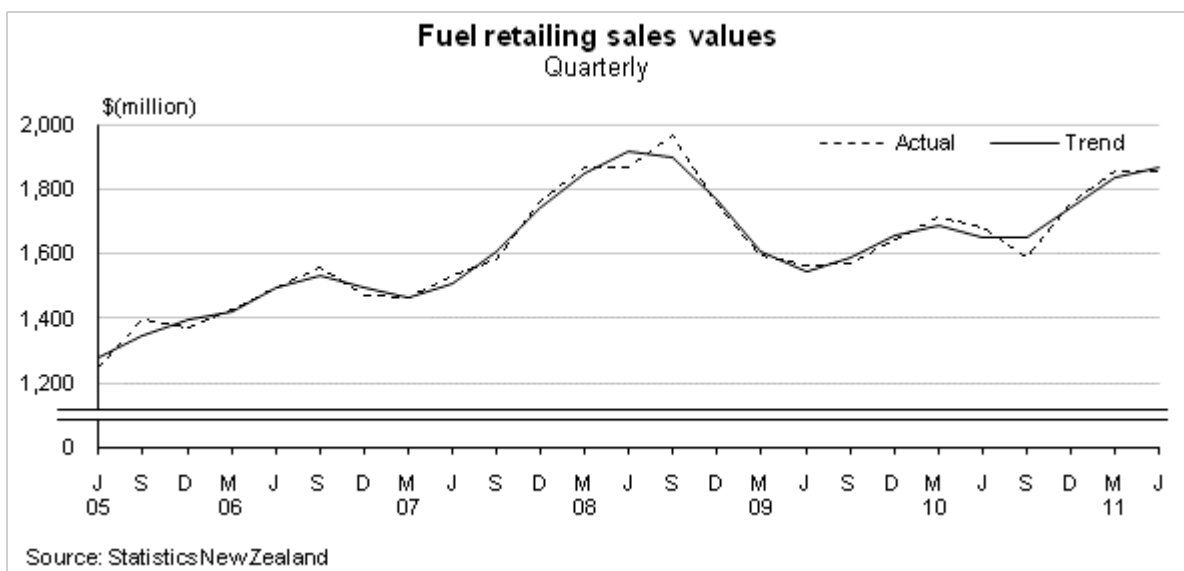
For more information on the impact of the earthquake on the Retail Trade Survey and what Statistics NZ has done to account for this, see [Impact of the 22 February 2011 earthquake on the Retail Trade Survey](#).

Fuel

The value and volume of fuel sales are not seasonally adjusted as they do not exhibit a reliable seasonal pattern.

The value of fuel sales rose just 0.1 percent (\$2 million) in the June 2011 quarter, compared with the March 2011 quarter. This follows large increases of 5.6 percent in the March 2011 quarter and 10.4 percent in the December 2010 quarter.

The June quarter's slight increase in sales values is the result of a 4.5 percent increase in prices and a 4.1 percent decrease in volumes.

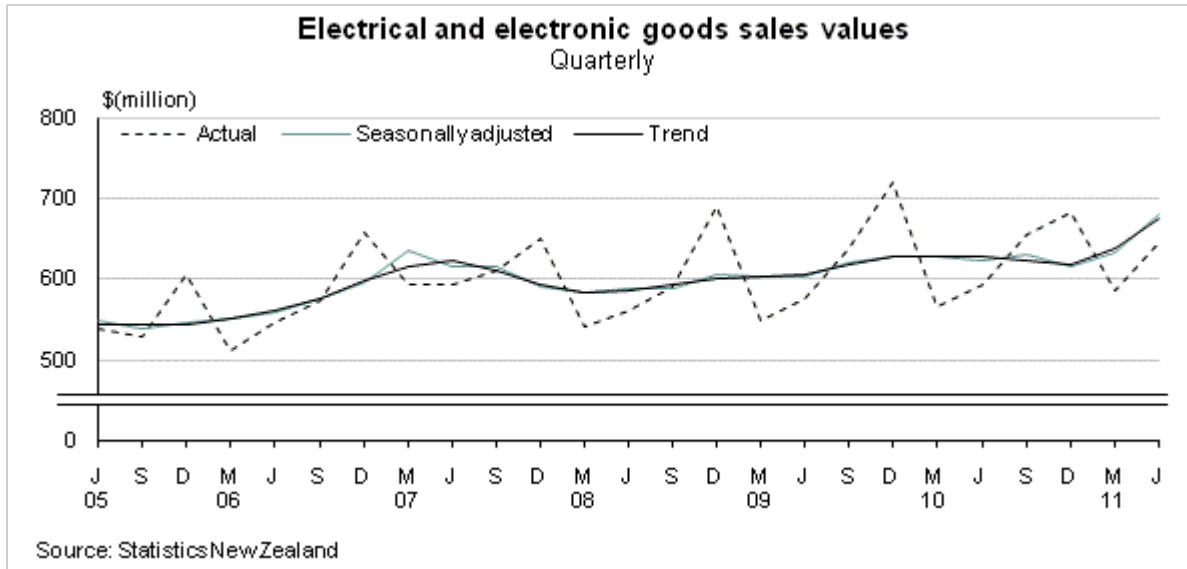


The trend for sales values has risen 13.3 percent since September 2010, and is now just 2.4 percent lower than at its peak in June 2008. Conversely, the fuel volumes trend is now 16.6 percent below its December 2007 peak. Per head of population, the trend for fuel volumes is now 19.6 percent below its peak in December 2007. Over the same period, prices in this industry have risen almost 27 percent.

Electrical and electronic goods

Electric and electronic goods sales values rose 7.2 percent (\$46 million) in the June 2011 quarter, following a 3.1 percent increase in March 2011.

This increase is the result of a 10.0 percent rise in volumes and a 1.5 percent decrease in prices.



The sales value trend reached a turning point in December 2010 after two quarters of decline. Growth in the March and June quarters of 2011 was very strong, averaging 4.4 percent per quarter.

The sales volumes trend has been rising since December 2007, and has strengthened in the past two quarters with an average increase of 7.0 percent per quarter (compared with 2.4 percent per quarter between March 2008 and December 2010).

Supermarket and grocery stores

Sales values for supermarket and grocery stores rose 1.6 percent (\$68 million) in the June 2011 quarter. This increase was the result of a 1.0 percent rise in prices and a 0.2 percent rise in volumes.

The 1.0 percent price increase was led by rises in the price of grocery food and non-alcoholic beverages.



The sales value trend has increased 7.2 percent (\$283 million) since a turning point in March 2010. Over the same period, the sales volume trend has increased 1.3 percent and prices have risen 5.2 percent.

Per head of population, the trend for supermarket and grocery store volumes is currently 2.4 percent below its peak in September 2009. Meanwhile, the sales value per head of population has risen 2.7 percent.

Stocks

Stock figures were recorded at 30 June 2011. All references to stocks are given in actual dollars.

In the national accounts, the key stock number is the change in stocks over the period, excluding losses such as stock destroyed by the Canterbury earthquakes. Therefore stock levels in this release will not be the same as those used to produce *Gross Domestic Product: June 2011 quarter*, which will be published on 22 September 2011.

For more information on how stock was treated for Christchurch non-respondents, see [Impact of the 22 February 2011 earthquake on the Retail Trade Survey](#).

The total value of stocks held at the end of June 2011 was 2.6 percent (\$153 million) higher than at the end of June 2010.

The value of stocks for the core retailing industries rose 2.3 percent in the June 2011 quarter, compared with the June 2010 quarter.

The largest increases were in:

- clothing and footwear (up 9.1 percent or \$58 million)
- supermarket and grocery stores (up 7.4 percent or \$43 million)
- motor vehicle and parts (up 2.9 percent or \$35 million).

The largest decreases were in:

- recreational goods (down 5.9 percent or \$26 million)
- hardware, building, and garden supplies (down 3.3 percent or \$24 million)



Regional estimates

Seasonally adjusted sales rose in all of the six regions.

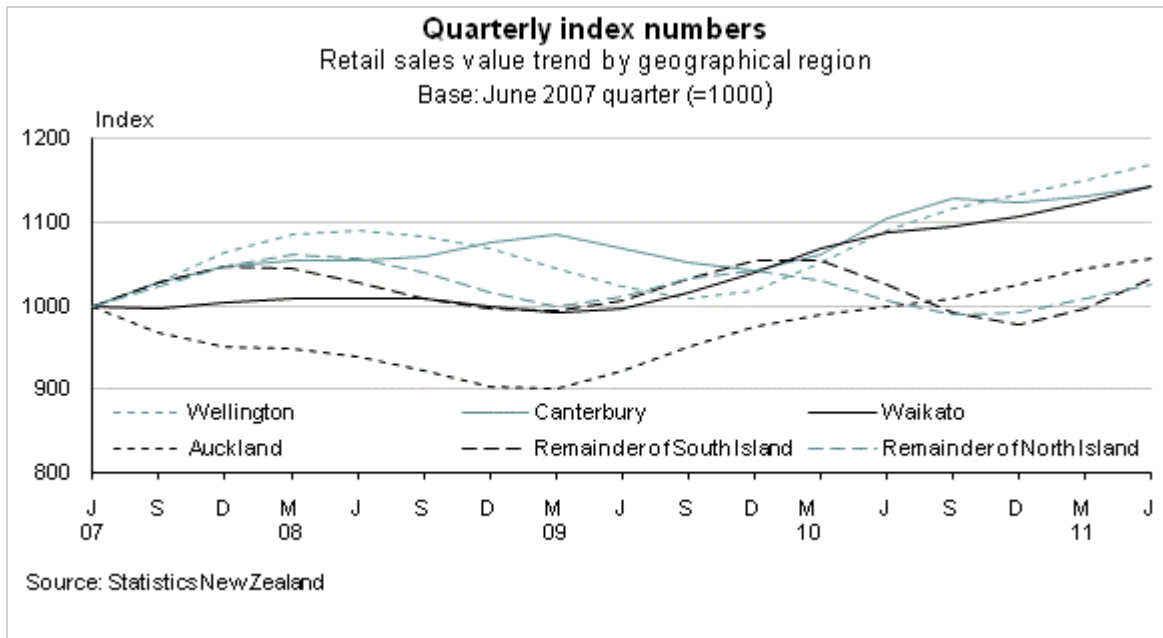
Total North Island sales rose 0.7 percent (\$94 million). Regional contributors were:

- Auckland, up 0.2 percent (\$13 million)
- Waikato, up 0.9 percent (\$14 million)
- Wellington, up 1.8 percent (\$33 million)
- remainder of the North Island, up 0.9 percent (\$34 million).

Total South Island sales rose 2.4 percent, (\$95 million). Regional contributors were:

- Canterbury, up 1.2 percent (\$27 million)
- remainder of the South Island, up 3.7 percent (\$69 million).

The sales trend for the North Island has risen 11.6 percent since its most recent turning point in the March 2009 quarter. The South Island trend fell 1.3 percent between June and December 2010, but has since risen 3.5 percent.



Regional sales trends were as follows:

- Auckland – the trend has been rising since March 2009, up 17.4 percent since then.
- Waikato – the trend has risen 15.3 percent since March 2009.
- Wellington – the trend has been rising since September 2009, up 15.9 percent since then.
- Remainder of the North Island – the trend reached a turning point in September 2010, rising 3.7 percent since then.
- Canterbury – aside from a single quarter of decline (in December 2010) the trend has been rising since December 2009, up 9.6 percent since then.
- Remainder of the South Island – the trend has risen 5.5 percent since a turning point in the December 2010 quarter.

Contributions to total actual retail sales in the June 2011 quarter were:

- Auckland, 33.8 percent
- Waikato, 9.6 percent
- Wellington, 11.2 percent
- remainder of the North Island, 21.0 percent
- Canterbury, 13.3 percent
- remainder of the South Island, 11.0 percent.



Regional data should be used with caution as some sample errors are significant – see the 'Measurement errors' section in this commentary.

Revisions

There were no revisions in the June 2011 quarter.

Related information

The following information is for actual figures unless otherwise stated.

For the June 2011 quarter compared with the March 2011 quarter:

- The consumers price index rose 1.0 percent.
- New Zealand Transport Agency figures showed that new registrations of cars and station wagons (including cars previously registered overseas) were down 10.1 percent.

Long-term comparisons:

- Credit card billings in New Zealand, including spending using New Zealand and overseas issued cards, rose 5.4 percent in the June 2011 quarter (compared with the same period of the previous year).

Other:

- The Reserve Bank of New Zealand's Official Cash Rate (OCR) remained at 2.50 percent throughout the June 2011 quarter.

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' section 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):

- 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 2011 quarter sample errors by industry At the 95 percent confidence interval limit		
Retail industry	Level (relative percent)	Movement (absolute percent)
Motor vehicle and parts	7.0	1.9
Fuel	2.5	1.2
Supermarket and grocery stores	7.2	4.6
Specialised food	6.3	8.0
Liquor	7.4	6.2
Furniture, floor coverings, houseware, textiles	7.2	3.0
Electrical and electronic goods	2.1	1.5
Hardware, building, and garden supplies	4.1	0.9
Recreational goods	17.3	7.3
Clothing, footwear, and accessories	15.4	4.0
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	7.4	4.7
Non-store and commission-based retailing	12.1	18.3
Accommodation	4.0	2.4
Food and beverage services	3.8	3.4
Total retail trade	2.3	1.9

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 2011 quarter sample errors by region At the 95 percent confidence interval limit		
Region	Level (relative percent)	Movement (absolute percent)
Auckland	6.2	2.5
Waikato	18.4	6.8

Wellington	13.7	5.5
Remainder of the North Island	9.8	7.2
Canterbury	14.2	6.1
Remainder of the South Island	12.3	4.4

Imputation

Small firms

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

Non-response imputation

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

- regression imputation
- historic imputation
- mean imputation.

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

Sales imputed in the June 2011 quarter		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Motor vehicle and parts	7.8	14.0
Fuel	1.5	14.6
Supermarket and grocery stores	5.4	7.9
Specialised food	9.3	17.9
Liquor	10.9	15.0
Furniture, floor coverings, houseware, textiles	13.8	12.8
Electrical and electronic goods	11.1	11.3
Hardware, building, and garden supplies	11.0	8.9
Recreational goods	9.6	11.0
Clothing, footwear, and accessories	7.4	11.6
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	10.1	14.7
Non-store and commission-based retailing	11.6	8.6
Accommodation	10.7	15.9
Food and beverage services	11.0	15.4
Total retail trade	7.3	11.4

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 June 2011 quarter was 87.7 percent.

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Next release ...

Retail Trade Survey: September 2011 quarter will be released on 14 November 2011.

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 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 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 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 is published for 15 industries, which are defined as follows:

ANZSIC06 industries, class codes, and descriptions for the Retail Trade Survey	
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, 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)
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 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) have been 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.

Definitions

ANZSIC06

Australian and New Zealand Standard Industrial Classification system – 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

Deflators are 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. For information on how deflators are calculated follow the [link](#) from the technical notes of this release on the Statistics NZ website.

Enterprise

An enterprise is 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.

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 ANZSIC96 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.

Changes to the 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.

In 2010, the RTS was redesigned to reflect the updated industrial classification, the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06). The RTS deflators were developed to deflate estimates of retail sales in current prices from the redesigned RTS.

The weights of the new deflators are based mainly on information used in the 2008 Consumers Price Index Review, including household spending patterns, by industry, that were reported in the 2006/07 Household Economic Survey.

The ANZSIC06 deflator weights were calculated for the 41 lower-level industries that feed into the 15 published retail industries. These weights are expressed in the prices of the June 2010 quarter. The 41 industries are aggregated to the 15 published retail industries using information on their relative importance, based on RTS results in the year to the June 2010 quarter. The relative importance of the 41 industries will be updated annually, based on sales for the latest year to June.

The ANZSIC06 deflators were directly calculated to measure price change from the June 2010 quarter onwards. Before the June 2010 quarter, the deflators were derived from backcast estimates of retail sales in current and constant prices.

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.

More information

More [information about the Retail Trade Survey](#) is available on our website.

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Tables

The following tables 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 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

Table 1

Actual retail sales⁽¹⁾
By quarter by industry

Industry	Series ref: RTTQ	2009			2010			2011		
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
		\$(million)								
Supermarket and grocery stores	S1AAC	3,852	4,004	4,251	3,978	3,861	3,979	4,415	4,212	4,105
Specialised food	S1ABC	331	334	334	311	306	307	342	325	300
Liquor	S1ACC	296	305	382	309	300	288	365	296	290
Non-store and commission-based retailing	S1AEC	181	183	256	150	151	148	207	186	191
Department stores	S1AFC	893	818	1,181	830	890	832	1,146	795	870
Furniture, floor coverings, houseware, textiles	S1AGC	404	434	475	399	430	446	439	388	423
Hardware, building, and garden supplies	S1AHC	1,001	1,067	1,231	1,113	1,126	1,159	1,243	1,089	1,085
Recreational goods	S1AJC	444	440	605	475	398	409	567	455	420
Clothing, footwear, and accessories	S1AKC	788	716	921	773	866	771	985	822	882
Electrical and electronic goods	S1ALC	575	638	719	565	593	655	683	587	645
Pharmaceutical and other store-based retailing	S1AMC	946	966	1,162	1,049	1,047	1,068	1,176	1,061	1,077
Accommodation	S1AUC	494	538	636	780	563	594	673	774	539
Food and beverage services	S1AVC	1,534	1,559	1,729	1,643	1,535	1,581	1,735	1,689	1,617
Core industries total	S1A1C	11,740	12,004	13,882	12,376	12,066	12,239	13,976	12,679	12,444
Motor vehicles and parts	S1APC	1,685	1,764	1,806	1,877	1,978	2,025	1,858	1,968	2,064
Fuel	S1AQC	1,562	1,572	1,646	1,712	1,682	1,590	1,756	1,855	1,857
All industries total	S1A9C	14,986	15,340	17,334	15,965	15,726	15,853	17,589	16,502	16,365

Percentage change from same quarter previous year⁽²⁾

Supermarket and grocery stores	10.1	12.5	6.8	2.5	0.2	-0.6	3.8	5.9	6.3
Specialised food	13.7	5.0	-7.4	-3.4	-7.6	-8.1	2.4	4.4	-1.9
Liquor	2.4	2.4	5.6	0.6	1.2	-5.5	-4.5	-4.2	-3.3
Non-store and commission-based retailing	49.6	29.0	19.8	-0.8	-16.2	-19.3	-19.3	23.9	26.0
Department stores	-1.0	-7.3	-0.7	-0.2	-0.3	1.7	-3.0	-4.2	-2.3
Furniture, floor coverings, houseware, textiles	-8.4	1.5	-1.4	1.8	6.5	2.7	-7.7	-2.9	-1.8
Hardware, building, and garden supplies	-14.2	-5.7	3.6	22.7	12.5	8.6	1.0	-2.2	-3.6
Recreational goods	2.5	1.3	-2.5	-5.6	-10.4	-7.0	-6.3	-4.2	5.4
Clothing, footwear, and accessories	5.5	5.0	2.9	3.4	9.8	7.6	7.0	6.4	1.9
Electrical and electronic goods	2.3	8.1	4.2	3.2	3.1	2.7	-5.0	3.9	8.9
Pharmaceutical and other store-based retailing	1.3	1.2	5.1	4.9	10.7	10.5	1.3	1.2	2.8
Accommodation	-2.3	0.7	1.1	8.4	13.9	10.5	5.9	-0.8	-4.2
Food and beverage services	2.1	0.5	5.1	3.8	0.0	1.4	0.4	2.8	5.4
Core industries total	3.0	4.3	3.9	4.1	2.8	2.0	0.7	2.4	3.1
Motor vehicles and parts	-12.6	-4.5	4.0	16.3	17.4	14.8	2.9	4.8	4.3
Fuel	-16.3	-20.0	-6.4	7.2	7.7	1.1	6.7	8.4	10.4
All industries total	-1.3	0.1	2.8	5.7	4.9	3.3	1.5	3.4	4.1

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

Source: Statistics New Zealand

Table 2

Actual retail sales volumes expressed in September 2010 quarter prices⁽¹⁾⁽²⁾
By quarter by industry

Industry	Series ref: RTTQ	2009			2010			2011		
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
		\$ (million)								
Supermarket and grocery stores	S1AAK	3,957	4,068	4,401	4,079	3,956	3,979	4,432	4,146	4,001
Specialised food	S1ABK	337	333	347	319	321	307	344	322	297
Liquor	S1ACK	316	316	404	322	305	288	370	298	296
Non-store and commission-based retailing	S1AEK	185	186	248	151	152	148	209	189	192
Department stores	S1AFK	864	795	1,148	825	884	832	1,159	820	892
Furniture, floor coverings, houseware, textiles	S1AGK	397	430	465	397	429	446	438	396	418
Hardware, building, and garden supplies	S1AHK	1,026	1,088	1,260	1,136	1,145	1,159	1,247	1,101	1,095
Recreational goods	S1AJK	447	438	605	480	400	409	576	464	428
Clothing, footwear, and accessories	S1AKK	795	719	903	771	862	771	998	840	897
Electrical and electronic goods	S1ALK	497	560	658	540	582	655	704	624	697
Pharmaceutical and other store-based retailing	S1AMK	994	1,011	1,192	1,078	1,048	1,068	1,181	1,074	1,079
Accommodation	S1AUK	479	529	599	724	552	594	648	725	528
Food and beverage services	S1AVK	1,583	1,589	1,762	1,667	1,546	1,581	1,728	1,667	1,589
Core industries total	S1A1K	11,876	12,061	13,990	12,489	12,182	12,239	14,035	12,667	12,410
Motor vehicles and parts	S1APK	1,754	1,809	1,839	1,913	1,990	2,025	1,859	1,976	2,059
Fuel	S1AQK	1,703	1,688	1,769	1,745	1,676	1,590	1,692	1,626	1,558
All industries total	S1A9K	15,333	15,557	17,598	16,147	15,847	15,853	17,587	16,268	16,027

Percentage change from same quarter previous year⁽³⁾

Supermarket and grocery stores	2.8	6.7	5.1	1.4	0.0	-2.2	0.7	1.6	1.1
Specialised food	4.9	0.9	-5.1	-3.0	-4.8	-7.7	-0.8	1.0	-7.4
Liquor	-1.7	-3.1	2.3	-3.2	-3.4	-8.9	-8.3	-7.5	-3.1
Non-store and commission-based retailing	45.0	24.3	16.8	-4.1	-17.7	-20.3	-15.9	25.0	26.1
Department stores	-2.7	-8.8	-1.5	0.8	2.3	4.7	1.0	-0.7	1.0
Furniture, floor coverings, houseware, textiles	-8.7	1.3	-2.2	2.7	8.0	3.7	-5.8	-0.3	-2.4
Hardware, building, and garden supplies	-18.2	-9.6	1.2	19.9	11.6	6.6	-1.0	-3.1	-4.4
Recreational goods	-3.0	-4.8	-5.6	-7.2	-10.5	-6.7	-4.7	-3.2	7.1
Clothing, footwear, and accessories	2.6	1.8	-0.7	1.1	8.5	7.3	10.5	9.0	4.1
Electrical and electronic goods	4.5	10.9	9.5	12.5	17.1	17.1	7.1	15.6	19.9
Pharmaceutical and other store-based retailing	-1.8	-1.8	0.6	1.7	5.4	5.6	-0.9	-0.4	2.9
Accommodation	-2.6	1.6	2.4	9.4	15.4	12.3	8.2	0.2	-4.3
Food and beverage services	-2.7	-3.5	1.9	1.1	-2.3	-0.5	-1.9	0.0	2.8
Core industries total	-1.3	0.6	2.2	3.0	2.6	1.5	0.3	1.4	1.9
Motor vehicles and parts	-16.7	-13.2	-5.0	10.2	13.5	11.9	1.1	3.3	3.5
Fuel	1.2	-0.9	-6.7	-2.0	-1.6	-5.8	-4.4	-6.9	-7.0
All industries total	-3.1	-1.4	0.4	3.2	3.4	1.9	-0.1	0.8	1.1

1. Figures exclude GST.

2. From the June 2010 quarter onwards, constant price sales have been calculated using explicit price deflators. Prior to the June 2010 quarter, constant price sales are backcast estimates.

3. Percentage changes are calculated on unrounded numbers.

Source: Statistics New Zealand

Table 3

Seasonally adjusted retail sales⁽¹⁾⁽²⁾
By quarter by industry

Industry	Series ref: RTTQ	2009			2010			2011		
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
		\$(million)								
Supermarket and grocery stores	S1SAC	3,995 R	4,080 R	4,003 R	3,950 R	4,003 R	4,073 R	4,159 R	4,185 R	4,253
Specialised food	S1SBC	345 R	334 R	309 R	316 R	318 R	313 R	322 R	325 R	311
Liquor	S1SCC	319 R	326 R	327	318 R	322 R	309 R	311 R	306 R	311
Non-store and commission-based retailing	S1SEC	202 R	200 R	190 R	180 R	167 R	161 R	155 R	221 R	210
Department stores	S1SFC	932 R	916 R	931 R	938 R	927 R	918 R	906 R	897 R	905
Furniture, floor coverings, houseware, textiles	S1SGC	417 R	429 R	429 R	434 R	444 R	439 R	394 R	424 R	436
Hardware, building, and garden supplies	S1SHC	1,026 R	1,072	1,124 R	1,161 R	1,156 R	1,169 R	1,139 R	1,134 R	1,116
Recreational goods	S1SJC	508 R	494 R	485 R	477 R	455 R	458	454 R	456 R	479
Clothing, footwear, and accessories	S1SKC	778 R	798	800 R	815	854 R	857 R	860 R	862 R	870
Electrical and electronic goods	S1SLC	604	621 R	627	628 R	624 R	630 R	615 R	634 R	679
Pharmaceutical and other store-based retailing	S1SMC	991 R	1,008 R	1,043 R	1,078 R	1,094 R	1,093 R	1,068 R	1,080 R	1,122
Accommodation	S1SUC	585 R	599 R	609 R	640 R	663 R	661 R	648 R	633 R	633
Food and beverage services	S1SVC	1,601 R	1,596 R	1,638 R	1,620 R	1,602 R	1,609 R	1,637 R	1,673 R	1,688
Core industries total	S1S1C	12,303 R	12,471 R	12,515 R	12,555 R	12,629 R	12,690 R	12,667 R	12,830 R	13,014
Motor vehicles and parts ⁽³⁾	S1SPC	1,685	1,764	1,806	1,877	1,978	2,025	1,858	1,968	2,064
Fuel ⁽³⁾	S1SQC	1,562	1,572	1,646	1,712	1,682	1,590	1,756	1,855	1,857
All industries total	S1S9C	15,549 R	15,807 R	15,967 R	16,144 R	16,290 R	16,304 R	16,281 R	16,653 R	16,935

Percentage change from previous quarter⁽⁴⁾

Supermarket and grocery stores	3.2 R	2.1 R	-1.9 R	-1.3 R	1.3 R	1.8 R	2.1 R	0.6 R	1.6
Specialised food	3.6 R	-3.2 R	-7.5 R	2.1 R	0.8 R	-1.7 R	2.8 R	1.1 R	-4.3
Liquor	0.9 R	2.1 R	0.4 R	-2.6 R	1.2 R	-4.1 R	0.8 R	-1.7 R	1.7
Non-store and commission-based retailing	11.4 R	-0.8 R	-5.3 R	-5.2 R	-7.0 R	-3.9 R	-3.8 R	42.6 R	-4.7
Department stores	0.7 R	-1.7 R	1.7 R	0.7 R	-1.2 R	-0.9 R	-1.4 R	-0.9 R	0.8
Furniture, floor coverings, houseware, textiles	-1.7 R	2.8 R	0.1 R	1.1 R	2.4 R	-1.3 R	-10.1 R	7.5 R	2.8
Hardware, building, and garden supplies	7.8 R	4.4 R	4.9 R	3.3 R	-0.4 R	1.2 R	-2.6 R	-0.4 R	-1.6
Recreational goods	0.8 R	-2.9 R	-1.8 R	-1.7 R	-4.6 R	0.8 R	-0.9 R	0.5 R	4.9
Clothing, footwear, and accessories	-1.1 R	2.5 R	0.3 R	1.8 R	4.8 R	0.4 R	0.4 R	0.2 R	0.9
Electrical and electronic goods	0.3 R	2.8 R	1.0 R	0.2 R	-0.7 R	1.0 R	-2.4 R	3.1 R	7.2
Pharmaceutical and other store-based retailing	-1.6 R	1.7 R	3.6 R	3.3 R	1.4 R	-0.1 R	-2.2 R	1.1 R	3.9
Accommodation	-0.5 R	2.5 R	1.5 R	5.2 R	3.6 R	-0.4 R	-1.9 R	-2.3 R	0.0
Food and beverage services	3.2 R	-0.3 R	2.7 R	-1.1 R	-1.1 R	0.4 R	1.7 R	2.2 R	0.9
Core industries total	2.2 R	1.4 R	0.4 R	0.3 R	0.6 R	0.5 R	-0.2 R	1.3 R	1.4
Motor vehicles and parts ⁽³⁾	4.4	4.7	2.4	3.9	5.4	2.4	-8.2	5.9	4.9
Fuel ⁽³⁾	-2.2	0.7	4.7	4.0	-1.7	-5.5	10.4	5.6	0.1
All industries total	1.9 R	1.7 R	1.0 R	1.1 R	0.9 R	0.1 R	-0.1 R	2.3 R	1.7

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

2. Figures exclude GST.

3. This series is not seasonally adjusted as it does not currently exhibit a reliable seasonal pattern.

4. Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Source: Statistics New Zealand

Table 4

Seasonally adjusted sales volumes expressed in September 2010 quarter prices⁽¹⁾⁽²⁾⁽³⁾
By quarter by industry

Industry	Series ref: RTTQ	2009			2010			2011		
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
\$(million)										
Supermarket and grocery stores	S1SAK	4,095 R	4,175 R	4,121 R	4,062 R	4,092 R	4,089 R	4,153 R	4,130 R	4,136
Specialised food	S1SBK	345	339	326 R	320 R	328	320 R	324 R	323 R	303
Liquor	S1SCK	340 R	342 R	344 R	331 R	327 R	312 R	313 R	309 R	317
Non-store and commission-based retailing	S1SEK	205 R	202 R	189 R	177 R	167 R	160 R	159 R	221 R	210
Department stores	S1SFK	903 R	887 R	909 R	923 R	923 R	920 R	919 R	917 R	930
Furniture, floor coverings, houseware, textiles	S1SGK	411 R	424	421 R	429 R	444 R	439 R	395 R	430 R	432
Hardware, building, and garden supplies	S1SHK	1,051 R	1,099	1,149 R	1,182 R	1,174 R	1,173 R	1,142 R	1,143 R	1,124
Recreational goods	S1SJK	512 R	494	486 R	478 R	458 R	460 R	461 R	465 R	490
Clothing, footwear, and accessories	S1SKK	784 R	797 R	793 R	806 R	851 R	858 R	875 R	879 R	886
Electrical and electronic goods	S1SLK	523 R	549 R	574 R	594 R	613 R	637 R	631 R	668 R	735
Pharmaceutical and other store-based retailing	S1SMK	1,044 R	1,049 R	1,075 R	1,102 R	1,100 R	1,093 R	1,074 R	1,088 R	1,131
Accommodation	S1SUK	556 R	573 R	578 R	609 R	640 R	642 R	628 R	609 R	611
Food and beverage services	S1SVK	1,651 R	1,631	1,667 R	1,641	1,613 R	1,613 R	1,628 R	1,650 R	1,657
Core industries total	S1S1K	12,419 R	12,561 R	12,632 R	12,655 R	12,729 R	12,717 R	12,704 R	12,831 R	12,963
Motor vehicles and parts ⁽⁴⁾	S1SPK	1,754	1,809	1,839	1,913	1,990	2,025	1,859	1,976	2,059
Fuel ⁽⁴⁾	S1SQK	1,703	1,688	1,769	1,745	1,676	1,590	1,692	1,626	1,558
All industries total	S1S9K	15,876 R	16,058 R	16,240 R	16,313 R	16,395 R	16,332 R	16,255 R	16,433 R	16,581
Percentage change from previous quarter⁽⁵⁾										
Supermarket and grocery stores		2.1 R	2.0 R	-1.3 R	-1.4 R	0.7 R	-0.1 R	1.6 R	-0.6 R	0.2
Specialised food		2.2 R	-1.8	-3.7 R	-1.8 R	2.3 R	-2.5 R	1.5 R	-0.3 R	-6.3
Liquor		-0.1 R	0.8 R	0.5 R	-3.9 R	-1.1 R	-4.7 R	0.3 R	-1.3 R	2.7
Non-store and commission-based retailing		10.7 R	-1.3 R	-6.7 R	-6.0 R	-6.0 R	-3.9 R	-0.5 R	38.4 R	-4.9
Department stores		-0.3 R	-1.8 R	2.5 R	1.5 R	0.0 R	-0.2 R	-0.1 R	-0.2 R	1.4
Furniture, floor coverings, houseware, textiles		-1.5 R	3.3 R	-0.7 R	1.9 R	3.4 R	-1.2 R	-9.8 R	8.8 R	0.5
Hardware, building, and garden supplies		6.2 R	4.6 R	4.5 R	2.9 R	-0.7 R	-0.1 R	-2.7 R	0.1 R	-1.6
Recreational goods		-0.4 R	-3.5 R	-1.6 R	-1.6 R	-4.2 R	0.5 R	0.1 R	0.8 R	5.4
Clothing, footwear, and accessories		-1.9 R	1.7 R	-0.6 R	1.6 R	5.6 R	0.9 R	2.0 R	0.4 R	0.8
Electrical and electronic goods		0.1 R	5.0 R	4.5 R	3.6 R	3.2 R	3.9 R	-1.0 R	5.8 R	10.0
Pharmaceutical and other store-based retailing		-2.3 R	0.5 R	2.5 R	2.5 R	-0.2 R	-0.6 R	-1.7 R	1.2 R	4.0
Accommodation		0.3 R	3.0 R	1.0 R	5.3 R	5.2 R	0.2 R	-2.0 R	-3.1 R	0.5
Food and beverage services		2.3 R	-1.2 R	2.2 R	-1.6 R	-1.8 R	0.0 R	0.9 R	1.4 R	0.4
Core industries total		1.3 R	1.1 R	0.6 R	0.2 R	0.6 R	-0.1 R	-0.1 R	1.0 R	1.0
Motor vehicles and parts ⁽⁴⁾		1.0	3.1	1.6	4.1	4.0	1.7	-8.2	6.3	4.2
Fuel ⁽⁴⁾		-4.3	-0.9	4.8	-1.4	-4.0	-5.1	6.4	-3.9	-4.1
All industries total		0.6 R	1.1 R	1.1 R	0.4 R	0.5 R	-0.4 R	-0.5 R	1.1 R	0.9

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

2. Figures exclude GST.

3. From the June 2010 quarter onwards, constant price sales have been calculated using explicit price deflators. Prior to the June 2010 quarter, constant price sales are backcast estimates.

4. This series is not seasonally adjusted as it does not currently exhibit a reliable seasonal pattern.

5. Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Source: Statistics New Zealand

Table 5

Retail sales trend⁽¹⁾⁽²⁾
By quarter by industry

Industry	Series ref: RTTQ	2009			2010			2011		
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
\$(million)										
Supermarket and grocery stores	S1TAC	4,003 R	4,057 R	4,010 R	3,962 R	3,996 R	4,078 R	4,146 R	4,197 R	4,246
Specialised food	S1TBC	342 R	335 R	321 R	316 R	316 R	316 R	321 R	322 R	315
Liquor	S1TCC	320 R	325 R	325 R	322 R	317 R	313	308 R	308 R	309
Non-store and commission-based retailing	S1TEC	200 R	201 R	191 R	179 R	167 R	164 R	177 R	196 R	211
Department stores	S1TFC	923 R	922 R	929 R	936 R	929 R	917 R	906 R	901 R	902
Furniture, floor coverings, houseware, textiles	S1TGC	420 R	425 R	430 R	435 R	442 R	436 R	423	424 R	435
Hardware, building, and garden supplies	S1THC	1,023 R	1,072 R	1,124 R	1,154 R	1,165	1,160 R	1,147 R	1,130 R	1,118
Recreational goods	S1TJC	505 R	496 R	485 R	473 R	461 R	455 R	454 R	461 R	475
Clothing, footwear, and accessories	S1TKC	785	792	801 R	820	847 R	860	860 R	864 R	869
Electrical and electronic goods	S1TLC	606 R	618 R	628 R	627 R	628 R	624 R	619 R	638 R	674
Pharmaceutical and other store-based retailing	S1TMC	999 R	1,010 R	1,043 R	1,077 R	1,095 R	1,088 R	1,073 R	1,085 R	1,117
Accommodation	S1TUC	587 R	596 R	613 R	639 R	661 R	661 R	647 R	636 R	630
Food and beverage services	S1TVC	1,585 R	1,611	1,625 R	1,623	1,604 R	1,610	1,638 R	1,668 R	1,692
Core industries total	S1T1C	12,297 R	12,459 R	12,527 R	12,565 R	12,626 R	12,683 R	12,724 R	12,833 R	12,992
Motor vehicles and parts	S1TPC	1,670 R	1,736 R	1,806 R	1,883 R	1,968 R	1,992 R	1,964 R	1,977 R	2,035
Fuel	S1TQC	1,545 R	1,590 R	1,659 R	1,686 R	1,651 R	1,650 R	1,743 R	1,835 R	1,870
All industries total	S1T9C	15,526 R	15,793 R	15,985 R	16,151 R	16,263 R	16,327 R	16,429 R	16,653 R	16,915
Percentage change from previous quarter⁽³⁾										
Supermarket and grocery stores		3.6 R	1.4 R	-1.1 R	-1.2 R	0.9 R	2.1 R	1.7 R	1.2 R	1.2
Specialised food		1.9 R	-2.1 R	-4.1 R	-1.4 R	-0.3 R	0.1 R	1.7 R	0.1 R	-2.2
Liquor		2.0 R	1.6 R	-0.1 R	-0.9 R	-1.4 R	-1.5 R	-1.5 R	0.1 R	0.2
Non-store and commission-based retailing		10.0 R	0.6 R	-4.9 R	-6.2 R	-6.9 R	-1.9 R	8.0 R	10.7 R	8.1
Department stores		-0.9 R	-0.1 R	0.7 R	0.7 R	-0.7 R	-1.2 R	-1.3 R	-0.5 R	0.1
Furniture, floor coverings, houseware, textiles		-1.0 R	1.2 R	1.1 R	1.2 R	1.6 R	-1.5 R	-3.0 R	0.4 R	2.4
Hardware, building, and garden supplies		0.5 R	4.8 R	4.9 R	2.7 R	0.9 R	-0.5 R	-1.1 R	-1.5 R	-1.0
Recreational goods		0.0 R	-1.8 R	-2.1 R	-2.5 R	-2.6 R	-1.2 R	-0.3 R	1.4 R	3.1
Clothing, footwear, and accessories		0.1	0.9	1.2 R	2.4 R	3.3 R	1.5 R	0.0 R	0.5 R	0.7
Electrical and electronic goods		0.5 R	2.0 R	1.5 R	-0.1 R	0.0 R	-0.6 R	-0.7 R	3.1 R	5.7
Pharmaceutical and other store-based retailing		-0.8 R	1.1 R	3.3 R	3.2 R	1.6 R	-0.6 R	-1.4 R	1.1 R	2.9
Accommodation		-0.4 R	1.5 R	2.9 R	4.3 R	3.4 R	0.0 R	-2.1 R	-1.7 R	-1.0
Food and beverage services		1.2 R	1.6 R	0.9 R	-0.2 R	-1.1 R	0.3 R	1.7 R	1.8 R	1.4
Core industries total		1.4 R	1.3 R	0.6 R	0.3 R	0.5 R	0.5 R	0.3 R	0.9 R	1.2
Motor vehicles and parts		1.3 R	3.9 R	4.0 R	4.3 R	4.5 R	1.2 R	-1.4 R	0.6 R	3.0
Fuel		-3.8 R	3.0 R	4.3 R	1.6 R	-2.1 R	-0.1 R	5.6 R	5.3 R	1.9
All industries total		1.0 R	1.7 R	1.2 R	1.0 R	0.7 R	0.4 R	0.6 R	1.4 R	1.6

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

2. Figures exclude GST.

3. Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Source: Statistics New Zealand

Table 6

Retail sales trend expressed in September 2010 quarter prices⁽¹⁾⁽²⁾⁽³⁾
By quarter by industry

Industry	Series ref: RTTQ	2009			2010			2011		
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
		\$ (million)								
Supermarket and grocery stores	S1TAK	4,105 R	4,156 R	4,124 R	4,078 R	4,076 R	4,108 R	4,133 R	4,140 R	4,131
Specialised food	S1TBK	343 R	338	327 R	323 R	323 R	323 R	324 R	319 R	306
Liquor	S1TCK	340	343 R	341 R	334 R	324	315 R	310 R	311 R	315
Non-store and commission-based retailing	S1TEK	203 R	202 R	190 R	177 R	165 R	164 R	180 R	199 R	212
Department stores	S1TFK	897 R	895 R	907 R	921 R	923 R	921 R	918 R	920 R	927
Furniture, floor coverings, houseware, textiles	S1TGG	414 R	419 R	423 R	431	441 R	437 R	427 R	428 R	433
Hardware, building, and garden supplies	S1THK	1,050 R	1,098 R	1,150 R	1,177 R	1,181 R	1,166 R	1,150 R	1,137 R	1,128
Recreational goods	S1TJK	508 R	496 R	486 R	474 R	462	458 R	460 R	469 R	486
Clothing, footwear, and accessories	S1TKK	791 R	791	794 R	812	842 R	864 R	872 R	880 R	885
Electrical and electronic goods	S1TLK	526 R	547 R	573 R	594 R	616 R	629 R	638 R	673 R	730
Pharmaceutical and other store-based retailing	S1TMK	1,048 R	1,050 R	1,074 R	1,096 R	1,101 R	1,090 R	1,078 R	1,093 R	1,125
Accommodation	S1TUK	558 R	568 R	583 R	609 R	637 R	642 R	627 R	614 R	607
Food and beverage services	S1TVK	1,633 R	1,648 R	1,654 R	1,643 R	1,616 R	1,613 R	1,629 R	1,646 R	1,660
Core industries total	S1T1K	12,420 R	12,551 R	12,627 R	12,672 R	12,709 R	12,731 R	12,750 R	12,834 R	12,945
Motor vehicles and parts	S1TPK	1,754 R	1,784 R	1,846 R	1,911 R	1,983 R	1,996 R	1,970 R	1,984 R	2,038
Fuel	S1TQK	1,696 R	1,693 R	1,749 R	1,742 R	1,655	1,628 R	1,655 R	1,630 R	1,553
All industries total	S1T9K	15,886 R	16,051 R	16,224 R	16,333 R	16,362 R	16,370 R	16,379 R	16,454 R	16,550

Percentage change from previous quarter⁽⁴⁾

Supermarket and grocery stores	2.7 R	1.2 R	-0.8 R	-1.1 R	-0.1 R	0.8 R	0.6 R	0.2 R	-0.2
Specialised food	1.3 R	-1.4 R	-3.5 R	-1.2 R	0.2 R	-0.1 R	0.3 R	-1.5 R	-4.0
Liquor	0.7	0.8 R	-0.6 R	-2.1 R	-3.1 R	-2.5 R	-1.8 R	0.5 R	1.0
Non-store and commission-based retailing	9.6 R	-0.3 R	-6.1 R	-6.7 R	-6.6 R	-0.9 R	9.7 R	10.6 R	6.7
Department stores	-1.3 R	-0.2 R	1.3 R	1.6 R	0.2 R	-0.3 R	-0.3 R	0.3 R	0.7
Furniture, floor coverings, houseware, textiles	-0.9 R	1.3 R	1.0 R	1.7 R	2.4 R	-1.0 R	-2.2 R	0.2 R	1.3
Hardware, building, and garden supplies	-0.3 R	4.5 R	4.7 R	2.4 R	0.3 R	-1.3 R	-1.3 R	-1.1 R	-0.8
Recreational goods	-1.3 R	-2.4 R	-2.1 R	-2.4 R	-2.6 R	-0.9 R	0.4 R	2.1 R	3.6
Clothing, footwear, and accessories	-0.6 R	0.1 R	0.4 R	2.2 R	3.7 R	2.5 R	1.0 R	0.9 R	0.6
Electrical and electronic goods	0.5 R	4.0 R	4.8 R	3.6 R	3.8 R	2.1 R	1.3 R	5.6 R	8.4
Pharmaceutical and other store-based retailing	-1.8 R	0.2 R	2.3 R	2.0 R	0.5 R	-1.0 R	-1.1 R	1.4 R	3.0
Accommodation	0.4 R	1.8 R	2.6 R	4.6 R	4.5 R	0.8 R	-2.4 R	-2.1 R	-1.1
Food and beverage services	0.3 R	0.9 R	0.4 R	-0.7 R	-1.7 R	-0.2 R	1.0 R	1.1 R	0.8
Core industries total	0.7 R	1.1 R	0.6 R	0.4 R	0.3 R	0.2 R	0.2 R	0.7 R	0.9
Motor vehicles and parts	-2.5 R	1.7 R	3.4 R	3.5 R	3.8 R	0.7 R	-1.3 R	0.7 R	2.7
Fuel	-6.1 R	-0.2 R	3.3 R	-0.4 R	-5.0 R	-1.6 R	1.6 R	-1.5 R	-4.8
All industries total	-0.3 R	1.0 R	1.1 R	0.7 R	0.2 R	0.0 R	0.1 R	0.5 R	0.6

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

2. Figures exclude GST.

3. From the June 2010 quarter onwards, constant price sales have been calculated using explicit price deflators. Prior to the June 2010 quarter, constant price sales are backcast estimates.

4. Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Source: Statistics New Zealand

Retail Trade Survey: June 2011 quarter

Table 7

**Actual retail sales⁽¹⁾
By geographical region**

Series ref: RTT	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	
	\$(million)								
	S1ARA9C	S1ARB9C	S1ARC9C	S1ARD9C	S1ARG9C	S1ARE9C	S1ARF9C	S1ARH9C	S1A9C
Quarter									
2007 Jun	5,284	1,372	1,539	3,409	11,604	1,851	1,733	3,584	15,188
Sep	4,971	1,349	1,598	3,558	11,476	1,880	1,821	3,702	15,178
Dec	5,593	1,533	1,807	3,955	12,888	2,176	2,061	4,237	17,125
2008 Mar	4,981	1,436	1,689	3,776	11,883	2,041	2,027	4,069	15,952
Jun	4,845	1,349	1,682	3,571	11,446	1,964	1,778	3,741	15,188
Sep	4,883	1,397	1,699	3,608	11,587	1,933	1,800	3,734	15,321
Dec	5,323	1,552	1,856	3,921	12,652	2,227	1,978	4,205	16,857
2009 Mar	4,656	1,362	1,585	3,489	11,093	2,176	1,834	4,010	15,103
Jun	4,884	1,383	1,610	3,423	11,300	1,918	1,768	3,686	14,986
Sep	5,007	1,398	1,581	3,624	11,611	1,915	1,814	3,729	15,340
Dec	5,726	1,594	1,751	3,974	13,045	2,200	2,088	4,288	17,334
2010 Mar	5,154	1,502	1,609	3,676	11,940	1,972	2,053	4,025	15,965
Jun	5,236	1,499	1,703	3,394	11,832	2,118	1,776	3,895	15,726
Sep	5,336	1,500	1,760	3,414	12,010	2,081	1,763	3,844	15,853
Dec	5,966	1,659	1,904	3,808	13,336	2,330	1,923	4,253	17,589
2011 Mar	5,490	1,600	1,766	3,578	12,433	2,146	1,923	4,069	16,502
Jun	5,537	1,571	1,833	3,443	12,384	2,182	1,799	3,981	16,365

Percentage change from same quarter previous year⁽²⁾

Quarter									
2008 Jun	-8.3	-1.7	9.3	4.7	-1.4	6.1	2.6	4.4	0.0
Sep	-1.8	3.6	6.3	1.4	1.0	2.8	-1.2	0.9	0.9
Dec	-4.8	1.3	2.7	-0.9	-1.8	2.4	-4.0	-0.8	-1.6
2009 Mar	-6.5	-5.2	-6.2	-7.6	-6.7	6.6	-9.5	-1.4	-5.3
Jun	0.8	2.6	-4.3	-4.1	-1.3	-2.3	-0.5	-1.5	-1.3
Sep	2.5	0.1	-7.0	0.5	0.2	-0.9	0.8	-0.1	0.1
Dec	7.6	2.7	-5.6	1.4	3.1	-1.2	5.6	2.0	2.8
2010 Mar	10.7	10.2	1.5	5.4	7.6	-9.4	12.0	0.4	5.7
Jun	7.2	8.3	5.8	-0.8	4.7	10.5	0.5	5.7	4.9
Sep	6.6	7.3	11.3	-5.8	3.4	8.6	-2.8	3.1	3.3
Dec	4.2	4.1	8.7	-4.2	2.2	5.9	-7.9	-0.8	1.5
2011 Mar	6.5	6.5	9.8	-2.7	4.1	8.8	-6.3	1.1	3.4
Jun	5.7	4.8	7.7	1.4	4.7	3.0	1.3	2.2	4.1

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

Source: Statistics New Zealand

Table 8

Actual core retail sales⁽¹⁾
By geographical region

Series ref: RTT	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	
	S1ARA1C	S1ARB1C	S1ARC1C	S1ARD1C	S1ARG1C	S1ARE1C	S1ARF1C	S1ARH1C	
\$(million)									
Quarter									
2007 Jun	4,125	927	1,257	2,431	8,740	1,392	1,370	2,762	11,502
Sep	3,842	926	1,276	2,509	8,553	1,400	1,436	2,836	11,390
Dec	4,417	1,097	1,473	2,882	9,869	1,657	1,660	3,317	13,186
2008 Mar	3,803	984	1,360	2,648	8,795	1,531	1,675	3,206	12,001
Jun	3,684	911	1,350	2,544	8,489	1,465	1,440	2,905	11,394
Sep	3,748	935	1,365	2,555	8,604	1,436	1,469	2,905	11,508
Dec	4,322	1,132	1,556	2,965	9,975	1,752	1,634	3,386	13,361
2009 Mar	3,693	987	1,357	2,608	8,645	1,744	1,502	3,246	11,891
Jun	3,904	971	1,369	2,556	8,800	1,526	1,414	2,940	11,740
Sep	3,999	976	1,317	2,739	9,031	1,506	1,467	2,973	12,004
Dec	4,685	1,162	1,476	3,068	10,392	1,765	1,726	3,490	13,882
2010 Mar	4,063	1,032	1,325	2,758	9,178	1,524	1,674	3,199	12,376
Jun	4,092	1,079	1,411	2,465	9,047	1,629	1,390	3,019	12,066
Sep	4,209	1,105	1,439	2,503	9,256	1,594	1,389	2,983	12,239
Dec	4,896	1,242	1,575	2,911	10,624	1,823	1,529	3,352	13,976
2011 Mar	4,351	1,137	1,408	2,651	9,546	1,643	1,490	3,133	12,679
Jun	4,380	1,129	1,451	2,508	9,469	1,636	1,339	2,975	12,444

Percentage change from same quarter previous year⁽²⁾

Quarter									
2008 Jun	-10.7	-1.7	7.4	4.7	-2.9	5.2	5.1	5.2	-0.9
Sep	-2.5	1.0	7.0	1.8	0.6	2.6	2.3	2.4	1.0
Dec	-2.1	3.2	5.6	2.9	1.1	5.7	-1.5	2.1	1.3
2009 Mar	-2.9	0.3	-0.2	-1.5	-1.7	13.9	-10.3	1.2	-0.9
Jun	6.0	6.5	1.5	0.4	3.7	4.2	-1.8	1.2	3.0
Sep	6.7	4.4	-3.5	7.2	5.0	4.9	-0.1	2.3	4.3
Dec	8.4	2.7	-5.1	3.5	4.2	0.7	5.6	3.1	3.9
2010 Mar	10.0	4.5	-2.4	5.7	6.2	-12.6	11.5	-1.5	4.1
Jun	4.8	11.2	3.0	-3.6	2.8	6.8	-1.7	2.7	2.8
Sep	5.2	13.2	9.2	-8.6	2.5	5.8	-5.3	0.3	2.0
Dec	4.5	6.8	6.7	-5.1	2.2	3.3	-11.4	-4.0	0.7
2011 Mar	7.1	10.3	6.2	-3.9	4.0	7.8	-11.0	-2.1	2.4
Jun	7.0	4.7	2.8	1.8	4.7	0.4	-3.7	-1.5	3.1

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

Source: Statistics New Zealand

Table 9

Seasonally adjusted retail sales⁽¹⁾⁽²⁾
By geographical region

Series ref: RTT	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	
\$(million)									
2007 Jun	5,420 R	1,412 R	1,585 R	3,554 R	11,972 R	1,923 R	1,845 R	3,768 R	15,736 R
Sep	5,176 R	1,407 R	1,635 R	3,628 R	11,846 R	1,982 R	1,909 R	3,890 R	15,755 R
Dec	5,124 R	1,419 R	1,687 R	3,712 R	11,942 R	2,010 R	1,934 R	3,944 R	15,912 R
2008 Mar	5,132 R	1,431	1,743 R	3,778 R	12,085 R	2,033 R	1,946 R	3,979 R	16,041 R
Jun	4,962 R	1,387 R	1,725 R	3,735 R	11,809	2,024 R	1,892 R	3,916 R	15,740 R
Sep	4,982 R	1,429	1,726 R	3,698 R	11,835 R	2,036 R	1,874 R	3,911 R	15,853 R
Dec	4,880 R	1,417 R	1,702 R	3,609 R	11,609 R	2,065 R	1,849 R	3,913 R	15,539 R
2009 Mar	4,815 R	1,388 R	1,655 R	3,528 R	11,386 R	2,174 R	1,759 R	3,933 R	15,253 R
Jun	5,000 R	1,421 R	1,642 R	3,591 R	11,655 R	1,959 R	1,882 R	3,841 R	15,549 R
Sep	5,117 R	1,427 R	1,592 R	3,668	11,805 R	2,021 R	1,898 R	3,919 R	15,807 R
Dec	5,251 R	1,476 R	1,617 R	3,702 R	12,047 R	2,017 R	1,958 R	3,975 R	15,967 R
2010 Mar	5,333 R	1,509 R	1,674 R	3,663 R	12,179 R	2,008 R	1,962 R	3,970 R	16,144 R
Jun	5,361 R	1,537 R	1,731 R	3,568 R	12,198 R	2,146 R	1,890 R	4,036 R	16,290 R
Sep	5,445 R	1,554 R	1,780 R	3,503 R	12,281 R	2,173 R	1,849 R	4,022 R	16,304 R
Dec	5,497 R	1,548 R	1,768 R	3,521 R	12,335 R	2,155 R	1,795 R	3,950 R	16,281 R
2011 Mar	5,656 R	1,596 R	1,828 R	3,589 R	12,670 R	2,174 R	1,846 R	4,020 R	16,653 R
Jun	5,670	1,610	1,861	3,623	12,763	2,200	1,915	4,115	16,935

Percentage change from previous quarter⁽³⁾

Quarter	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	Total New Zealand
2008 Jun	-3.3 R	-3.1 R	-1.0 R	-1.1 R	-2.3 R	-0.4 R	-2.8 R	-1.6 R	-1.9 R
Sep	0.4 R	3.0 R	0.0 R	-1.0 R	0.2 R	0.6 R	-0.9 R	-0.1 R	0.7 R
Dec	-2.1 R	-0.8 R	-1.4 R	-2.4 R	-1.9 R	1.4 R	-1.4 R	0.1 R	-2.0 R
2009 Mar	-1.3 R	-2.1 R	-2.8 R	-2.3 R	-1.9 R	5.3 R	-4.8 R	0.5 R	-1.8 R
Jun	3.8 R	2.4 R	-0.8 R	1.8 R	2.4 R	-9.9 R	7.0 R	-2.3 R	1.9 R
Sep	2.3 R	0.4 R	-3.0 R	2.2 R	1.3 R	3.2 R	0.9 R	2.0 R	1.7 R
Dec	2.6 R	3.5 R	1.5 R	0.9 R	2.1 R	-0.2 R	3.2 R	1.4 R	1.0 R
2010 Mar	1.6 R	2.2 R	3.5 R	-1.1 R	1.1 R	-0.4 R	0.2 R	-0.1 R	1.1 R
Jun	0.5 R	1.9 R	3.4 R	-2.6 R	0.2 R	6.9 R	-3.6 R	1.7 R	0.9 R
Sep	1.6 R	1.1 R	2.8 R	-1.8 R	0.7 R	1.3 R	-2.2 R	-0.3 R	0.1 R
Dec	1.0 R	-0.4 R	-0.6 R	0.5 R	0.4 R	-0.9 R	-2.9 R	-1.8 R	-0.1 R
2011 Mar	2.9 R	3.1 R	3.4 R	1.9 R	2.7 R	0.9 R	2.9 R	1.8 R	2.3 R
Jun	0.2	0.9	1.8	0.9	0.7	1.2	3.7	2.4	1.7

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

2. Figures exclude GST.

3. Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Source: Statistics New Zealand

Table 10

Retail sales trend⁽¹⁾⁽²⁾
By geographical region

Series ref: RTT	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		
	<i>S1TRA9C</i>	<i>S1TRB9C</i>	<i>S1TRC9C</i>	<i>S1TRD9C</i>	<i>S1TRG9C</i>	<i>S1TRE9C</i>	<i>S1TRF9C</i>	<i>S1TRH9C</i>		<i>S1T9C</i>
\$(million)										
Quarter										
2007 Jun	5,387 R	1,414	1,590 R	3,550 R	11,941	1,924 R	1,852 R	3,777 R	15,696 R	
Sep	5,213 R	1,409 R	1,633 R	3,632 R	11,887 R	1,978 R	1,902 R	3,880 R	15,770 R	
Dec	5,126 R	1,419 R	1,690 R	3,716 R	11,953 R	2,014 R	1,940 R	3,954 R	15,929 R	
2008 Mar	5,113 R	1,427 R	1,725 R	3,765 R	12,038 R	2,027 R	1,935 R	3,962 R	15,965 R	
Jun	5,060 R	1,427 R	1,733 R	3,752 R	11,980 R	2,028 R	1,903 R	3,931 R	15,893 R	
Sep	4,973 R	1,426 R	1,724 R	3,692 R	11,816 R	2,037 R	1,870 R	3,907 R	15,768 R	
Dec	4,870 R	1,412 R	1,699 R	3,604 R	11,581	2,071 R	1,844 R	3,915 R	15,547 R	
2009 Mar	4,854 R	1,401 R	1,662 R	3,549 R	11,467 R	2,086 R	1,840 R	3,930 R	15,375 R	
Jun	4,971 R	1,409 R	1,627 R	3,586 R	11,594 R	2,058 R	1,866 R	3,931 R	15,526 R	
Sep	5,129 R	1,437 R	1,605 R	3,666 R	11,835 R	2,023 R	1,910 R	3,937 R	15,793 R	
Dec	5,246 R	1,471 R	1,618 R	3,699 R	12,032 R	2,006 R	1,952 R	3,955 R	15,985 R	
2010 Mar	5,325 R	1,510 R	1,671 R	3,658 R	12,165 R	2,041 R	1,953 R	3,991 R	16,151 R	
Jun	5,376 R	1,537 R	1,732 R	3,570 R	12,215 R	2,123 R	1,901 R	4,024 R	16,263 R	
Sep	5,428 R	1,549 R	1,775 R	3,509 R	12,261 R	2,171 R	1,838 R	4,009 R	16,327 R	
Dec	5,526 R	1,563 R	1,802 R	3,524 R	12,415 R	2,163 R	1,811 R	3,973 R	16,429 R	
2011 Mar	5,620 R	1,588 R	1,829 R	3,582 R	12,616 R	2,174 R	1,847 R	4,020 R	16,653 R	
Jun	5,697	1,615	1,860	3,637	12,801	2,199	1,911	4,111	16,915	

Percentage change from previous quarter⁽³⁾

Quarter										
2008 Jun	-1.0 R	0.0 R	0.4 R	-0.3 R	-0.5 R	0.1 R	-1.7 R	-0.8 R	-0.5 R	
Sep	-1.7 R	-0.1 R	-0.5 R	-1.6 R	-1.4 R	0.4 R	-1.7 R	-0.6 R	-0.8 R	
Dec	-2.1 R	-1.0 R	-1.4 R	-2.4 R	-2.0 R	1.7 R	-1.4 R	0.2 R	-1.4 R	
2009 Mar	-0.3 R	-0.8 R	-2.1 R	-1.5 R	-1.0 R	0.7 R	-0.2 R	0.4 R	-1.1 R	
Jun	2.4 R	0.6 R	-2.1 R	1.0 R	1.1 R	-1.4 R	1.4 R	0.0 R	1.0 R	
Sep	3.2 R	1.9 R	-1.3 R	2.2 R	2.1 R	-1.7 R	2.4 R	0.2 R	1.7 R	
Dec	2.3 R	2.4 R	0.8 R	0.9 R	1.7 R	-0.9 R	2.2 R	0.4 R	1.2 R	
2010 Mar	1.5 R	2.7 R	3.3 R	-1.1 R	1.1 R	1.8 R	0.0 R	0.9 R	1.0 R	
Jun	1.0 R	1.8 R	3.6 R	-2.4 R	0.4 R	4.0 R	-2.6 R	0.8 R	0.7 R	
Sep	1.0 R	0.8 R	2.5 R	-1.7 R	0.4 R	2.2 R	-3.3 R	-0.4 R	0.4 R	
Dec	1.8 R	0.9 R	1.5 R	0.4 R	1.3 R	-0.4 R	-1.5 R	-0.9 R	0.6 R	
2011 Mar	1.7 R	1.6 R	1.5 R	1.6 R	1.6 R	0.5 R	2.0 R	1.2 R	1.4 R	
Jun	1.4	1.7	1.7	1.5	1.5	1.1	3.5	2.2	1.6	

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

2. Figures exclude GST.

3. Percentage changes are calculated on unrounded numbers.

Symbol:

R revised

Source: Statistics New Zealand

Table 11

Actual retail stocks at end of quarter⁽¹⁾
By industry

Industry	Series ref: RTTQ	2009			2010				2011	
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
		\$(million)								
Supermarket and grocery stores	S2AAC	551	581	599	608	578	594	649	631	621
Specialised food	S2ABC	47	48	44	44	46	43	44	51	45
Liquor	S2ACC	161	151	173	152	156	142	167	146	163
Non-store and commission-based retailing	S2AEC	75	90	85	83	66	85	72	79	65
Department stores	S2AFC	559	582	609	651	615	690	717	689	640
Furniture, floor coverings, houseware, textiles	S2AGC	283	273	268	255	260	247	261	252	262
Hardware, building, and garden supplies	S2AHC	691	728	741	753	742	739	783	745	718
Recreational goods	S2AJC	400	427	443	410	434	441	458	418	408
Clothing, footwear, and accessories	S2AKC	643	627	633	657	639	655	705	699	698
Electrical and electronic goods	S2ALC	363	391	393	345	358	366	383	338	362
Pharmaceutical and other store-based retailing	S2AMC	513	491	528	503	484	480	522	477	501
Accommodation	S2AUC	29	28	31	32	32	34	35	32	29
Food and beverage services	S2AVC	102	100	108	108	108	108	117	117	110
Core industries total	S2A1C	4,418	4,518	4,656	4,601	4,517	4,625	4,915	4,674	4,621
Motor vehicles and parts	S2APC	987	941	1,006	1,082	1,185	1,183	1,250	1,259	1,220
Fuel	S2AQC	94	82	94	83	82	79	98	104	95
All industries total	S2A9C	5,499	5,540	5,756	5,766	5,783	5,888	6,262	6,037	5,936
Percentage change from same quarter previous year⁽²⁾										
Supermarket and grocery stores		12.4	12.0	8.5	9.9	4.9	2.2	8.4	3.7	7.4
Specialised food		10.0	10.6	-7.8	-1.8	-2.4	-11.5	0.7	15.4	-1.5
Liquor		-4.2	-3.4	-27.0	-2.2	-3.2	-5.9	-3.5	-3.6	4.5
Non-store and commission-based retailing		11.0	29.0	-9.7	14.9	-12.2	-6.1	-15.1	-5.5	-0.6
Department stores		-9.0	-12.7	-5.9	11.8	9.9	18.7	17.7	6.0	4.2
Furniture, floor coverings, houseware, textiles		0.6	-3.8	-2.0	-3.3	-8.3	-9.5	-2.5	-1.5	0.8
Hardware, building, and garden supplies		-3.0	0.4	1.6	13.8	7.3	1.5	5.6	-1.0	-3.3
Recreational goods		-9.2	-4.6	0.3	-7.0	8.3	3.2	3.3	1.9	-5.9
Clothing, footwear, and accessories		19.5	8.3	6.7	2.6	-0.5	4.6	11.4	6.4	9.1
Electrical and electronic goods		15.6	24.2	21.1	-2.3	-1.6	-6.4	-2.5	-2.0	1.2
Pharmaceutical and other store-based retailing		-5.6	-7.7	-7.6	1.0	-5.7	-2.2	-1.2	-5.2	3.5
Accommodation		10.6	6.0	6.1	16.2	11.9	21.5	14.8	-0.1	-9.9
Food and beverage services		-1.6	-3.4	-6.7	1.1	6.5	7.9	8.5	8.6	1.5
Core industries total		1.7	1.1	-0.1	4.6	2.2	2.4	5.6	1.6	2.3
Motor vehicles and parts		-16.4	-15.3	-8.6	10.3	20.0	25.8	24.2	16.4	2.9
Fuel		-7.1	-13.9	-19.3	-9.3	-13.0	-3.4	3.8	26.0	16.2
All industries total		-2.3	-2.3	-2.1	5.4	5.2	6.3	8.8	4.7	2.6

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

Source: Statistics New Zealand

Table 12

Retail sales summary⁽¹⁾
By quarter

	Total retail sales				Retail sales per head of population			Total value retail stocks
	Actual	Seasonally adjusted	Trend	Seasonally adjusted expressed in September 2010 quarter prices ⁽²⁾	Actual	Trend	Seasonally adjusted expressed in September 2010 quarter prices ⁽²⁾	Actual
	\$(million)				\$			\$(million)
<i>Series ref: RTTQ</i>	<i>S1A9C</i>	<i>S1S9C</i>	<i>S1T9C</i>	<i>S1S9K</i>	<i>S1APPC</i>	<i>S1TPPC</i>	<i>S1SPPK</i>	<i>S2A9C</i>
Quarter								
2004 Jun	12,461	12,917 R	12,968 R	14,831 R	3,052	3,176 R	3,632 R	4,791
Sep	12,892	13,298 R	13,272 R	15,278 R	3,149	3,242 R	3,732 R	4,890
Dec	14,666	13,516 R	13,524 R	15,471 R	3,570	3,293 R	3,767 R	5,211
2005 Mar	13,573	13,708 R	13,700 R	15,620 R	3,294	3,325 R	3,791 R	5,108
Jun	13,320	13,807 R	13,903 R	15,633 R	3,225	3,366 R	3,785 R	5,217
Sep	13,777	14,234 R	14,058 R	15,981 R	3,328	3,396 R	3,860 R	5,276
Dec	15,288	14,141 R	14,213 R	15,882 R	3,681	3,422 R	3,824 R	5,457
2006 Mar	14,396	14,466 R	14,411 R	16,129 R	3,453	3,457 R	3,869 R	5,252
Jun	14,123	14,640 R	14,670 R	16,061 R	3,378	3,509 R	3,841 R	5,361
Sep	14,408	14,953 R	14,944 R	16,365 R	3,438	3,566 R	3,905 R	5,402
Dec	16,465	15,276 R	15,295 R	16,884 R	3,916	3,638 R	4,016 R	5,805
2007 Mar	15,577	15,623 R	15,569 R	17,193 R	3,694	3,692 R	4,077 R	5,641
Jun	15,188	15,736 R	15,696 R	17,112 R	3,594	3,715 R	4,050 R	5,703
Sep	15,178	15,755 R	15,770 R	17,109 R	3,585	3,725 R	4,041 R	5,534
Dec	17,125	15,912 R	15,929 R	17,076 R	4,033	3,751 R	4,021 R	5,763
2008 Mar	15,952	16,041 R	15,965 R	17,054 R	3,746	3,749 R	4,005 R	5,679
Jun	15,188	15,740 R	15,893 R	16,378 R	3,560	3,725 R	3,839 R	5,626
Sep	15,321	15,853 R	15,768 R	16,328 R	3,584	3,689 R	3,820 R	5,672
Dec	16,857	15,539 R	15,547 R	16,205 R	3,933	3,628 R	3,781 R	5,877
2009 Mar	15,103	15,253 R	15,375 R	15,777 R	3,513	3,577 R	3,670 R	5,472
Jun	14,986	15,549 R	15,526 R	15,876 R	3,476	3,602 R	3,683 R	5,499
Sep	15,340	15,807 R	15,793 R	16,058 R	3,548	3,653 R	3,714 R	5,540
Dec	17,334	15,967 R	15,985 R	16,240 R	3,995	3,684 R	3,743 R	5,756
2010 Mar	15,965	16,144 R	16,151 R	16,313 R	3,666	3,709 R	3,746 R	5,766
Jun	15,726	16,290 R	16,263 R	16,395 R	3,601	3,723 R	3,754 R	5,783
Sep	15,853	16,304 R	16,327 R	16,332 R	3,624	3,732 R	3,734 R	5,888
Dec	17,589	16,281 R	16,429 R	16,255 R	4,009	3,745 R	3,705 R	6,262
2011 Mar	16,502	16,653 R	16,653 R	16,433 R	3,752	3,787 R	3,736 R	6,037
Jun	16,365	16,935	16,915	16,581	3,716 P	3,841 P	3,765 P	5,936

1. Figures exclude GST.

2. From the June 2010 quarter onwards, constant price sales have been calculated using explicit price deflators. Prior to the June 2010 quarter, constant price sales are backcast estimates.

Symbols:

P provisional

R revised

Source: Statistics New Zealand

Table 13

Retail trade sales deflators by industry⁽¹⁾
Percentage change from previous quarter
 Base: September quarter 2010 (=1000)

Industry	Series ref. RTEQ	2009			2010				2011	
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
Supermarket and grocery stores	SNA	973	984	966	975	976	1000	996	1016	1026
Specialised food	SNB	983	1005	962	975	954	1000	993	1008	1010
Liquor	SNC	937	964	947	959	982	1000	986	993	980
Non-store and commission-based retailing	SNE	977	987	1031	995	995	1000	990	986	994
Department stores	SNF	1034	1029	1029	1006	1007	1000	989	970	975
Furniture, floor coverings, houseware, textiles	SNG	1017	1010	1023	1005	1003	1000	1003	979	1010
Hardware, building, and garden supplies	SNH	975	981	977	980	983	1000	997	989	991
Recreational goods	SNJ	995	1004	1000	991	996	1000	983	980	980
Clothing, footwear, and accessories	SNK	992	997	1020	1003	1004	1000	987	979	983
Electrical and electronic goods	SNL	1157	1140	1093	1046	1019	1000	969	940	926
Pharmaceutical and other store-based retailing	SNM	952	956	974	973	999	1000	996	988	998
Accommodation	SNU	1033	1017	1062	1078	1020	1000	1039	1067	1021
Food and beverage services	SNV	969	981	981	986	993	1000	1004	1013	1018
Motor vehicles and parts	SNP	960	975	982	981	994	1000	999	996	1002
Fuel	SNQ	917	932	930	981	1004	1000	1038	1141	1192

Percentage change from previous quarter⁽²⁾

Supermarket and grocery stores	0.9	1.1	-1.9	0.9	0.1	2.5	-0.4	2.0	1.0
Specialised food	0.4	2.2	-4.2	1.3	-2.1	4.8	-0.7	1.5	0.2
Liquor	1.5	2.9	-1.8	1.3	2.4	1.8	-1.4	0.7	-1.3
Non-store and commission-based retailing	1.6	1.0	4.5	-3.6	0.0	0.5	-1.0	-0.4	0.8
Department stores	1.7	-0.4	0.0	-2.3	0.1	-0.7	-1.1	-1.9	0.5
Furniture, floor coverings, houseware, textiles	0.4	-0.7	1.3	-1.8	-0.2	-0.3	0.3	-2.4	3.2
Hardware, building, and garden supplies	1.8	0.6	-0.4	0.3	0.3	1.7	-0.3	-0.8	0.2
Recreational goods	2.1	0.9	-0.4	-0.9	0.5	0.4	-1.7	-0.3	0.0
Clothing, footwear, and accessories	1.1	0.5	2.3	-1.6	0.1	-0.4	-1.3	-0.8	0.4
Electrical and electronic goods	1.5	-1.5	-4.1	-4.3	-2.5	-1.9	-3.1	-3.0	-1.5
Pharmaceutical and other store-based retailing	0.9	0.4	2.0	-0.2	2.7	0.1	-0.4	-0.8	1.0
Accommodation	-5.1	-1.5	4.4	1.6	-5.4	-2.0	3.9	2.7	-4.3
Food and beverage services	1.0	1.3	0.0	0.5	0.7	0.7	0.4	0.9	0.5
Motor vehicles and parts	3.3	1.5	0.7	-0.1	1.3	0.6	-0.1	-0.3	0.6
Fuel	2.2	1.6	-0.2	5.4	2.4	-0.4	3.8	9.9	4.5

1. From the June 2010 quarter onwards, index numbers have been directly calculated to measure price change. Prior to the June 2010 quarter, index numbers were derived from backcast estimates of retail sales in current and constant prices.

2. Percentage changes are calculated on unrounded index numbers up to the March 2010 quarter.

Source: Statistics New Zealand

Table 14

Retail trade sales deflators by industry⁽¹⁾
Percentage change from same quarter previous year
 Base: September quarter 2010 (=1000)

Industry	Series ref. RTEQ	2009			2010				2011	
		Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun
		Index value								
Supermarket and grocery stores	SNA	973	984	966	975	976	1000	996	1016	1026
Specialised food	SNB	983	1005	962	975	954	1000	993	1008	1010
Liquor	SNC	937	964	947	959	982	1000	986	993	980
Non-store and commission-based retailing	SNE	977	987	1031	995	995	1000	990	986	994
Department stores	SNF	1034	1029	1029	1006	1007	1000	989	970	975
Furniture, floor coverings, houseware, textiles	SNG	1017	1010	1023	1005	1003	1000	1003	979	1010
Hardware, building, and garden supplies	SNH	975	981	977	980	983	1000	997	989	991
Recreational goods	SNJ	995	1004	1000	991	996	1000	983	980	980
Clothing, footwear, and accessories	SNK	992	997	1020	1003	1004	1000	987	979	983
Electrical and electronic goods	SNL	1157	1140	1093	1046	1019	1000	969	940	926
Pharmaceutical and other store-based retailing	SNM	952	956	974	973	999	1000	996	988	998
Accommodation	SNU	1033	1017	1062	1078	1020	1000	1039	1067	1021
Food and beverage services	SNV	969	981	981	986	993	1000	1004	1013	1018
Motor vehicles and parts	SNP	960	975	982	981	994	1000	999	996	1002
Fuel	SNQ	917	932	930	981	1004	1000	1038	1141	1192

Percentage change from same quarter previous year⁽²⁾

Supermarket and grocery stores	7.1	5.4	1.6	1.1	0.3	1.6	3.1	4.2	5.1
Specialised food	8.4	4.1	-2.4	-0.5	-3.0	-0.5	3.2	3.4	5.9
Liquor	4.2	5.6	3.2	3.9	4.8	3.8	4.1	3.6	-0.2
Non-store and commission-based retailing	3.1	3.8	2.6	3.4	1.8	1.3	-4.0	-0.9	-0.1
Department stores	1.8	1.6	0.8	-1.0	-2.6	-2.9	-3.9	-3.6	-3.2
Furniture, floor coverings, houseware, textiles	0.3	0.2	0.8	-0.8	-1.4	-1.0	-2.0	-2.6	0.7
Hardware, building, and garden supplies	4.9	4.2	2.3	2.3	0.8	1.9	2.0	0.9	0.8
Recreational goods	5.7	6.4	3.3	1.7	0.1	-0.4	-1.7	-1.1	-1.6
Clothing, footwear, and accessories	2.8	3.1	3.5	2.3	1.2	0.3	-3.2	-2.4	-2.1
Electrical and electronic goods	-2.1	-2.5	-4.8	-8.3	-12.0	-12.3	-11.3	-10.1	-9.1
Pharmaceutical and other store-based retailing	3.1	3.1	4.5	3.1	5.0	4.7	2.2	1.6	-0.1
Accommodation	0.2	-0.8	-1.2	-0.9	-1.2	-1.7	-2.1	-1.1	0.1
Food and beverage services	4.9	4.2	3.2	2.7	2.4	1.9	2.3	2.7	2.5
Motor vehicles and parts	4.9	10.0	9.5	5.6	3.5	2.6	1.7	1.5	0.8
Fuel	-17.2	-19.3	0.3	9.3	9.5	7.3	11.6	16.3	18.7

1. From the June 2010 quarter onwards, index numbers have been directly calculated to measure price change. Prior to the June 2010 quarter, index numbers were derived from backcast estimates of retail sales in current and constant prices.

2. Percentage changes are calculated on unrounded index numbers up to the March 2010 quarter.

Source: Statistics New Zealand