

# Retail Trade Survey: December 2012 quarter

Embargoed until 10:45am – 15 February 2013

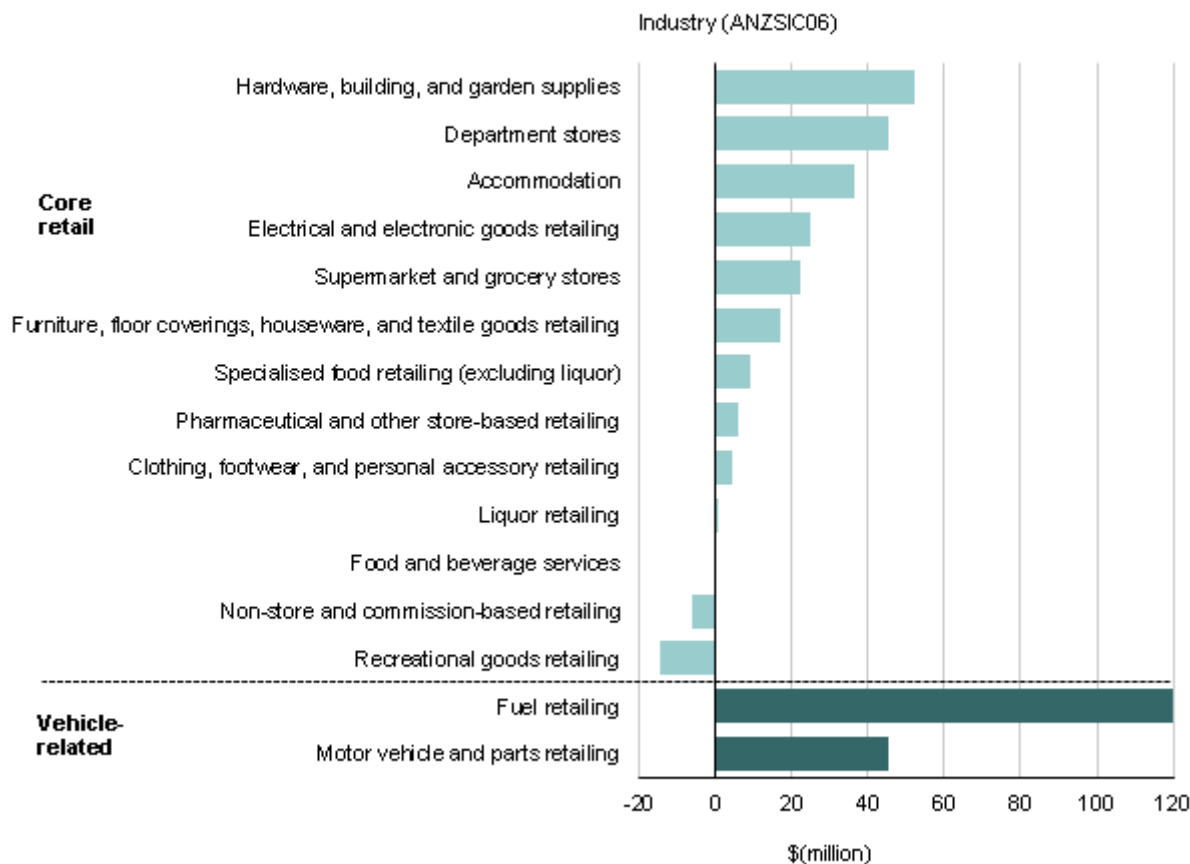
## Key facts

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

- The total volume of retail sales rose 2.1 percent.
- The total value of retail sales rose 1.7 percent.
- Hardware, building, and garden supplies retailing rose strongly for a second consecutive quarter, again boosted by high sales in Canterbury.

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

Change from September 2012 quarter



Geoff Bascand  
Government Statistician

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## Commentary

- Total sales volume rises strongly
- Total sales value up
- Trends continue to rise for sales volume and value
- Actual sales volumes and values up on last year
- Sales up in North and South islands
- Revision

All values are seasonally adjusted unless otherwise stated.

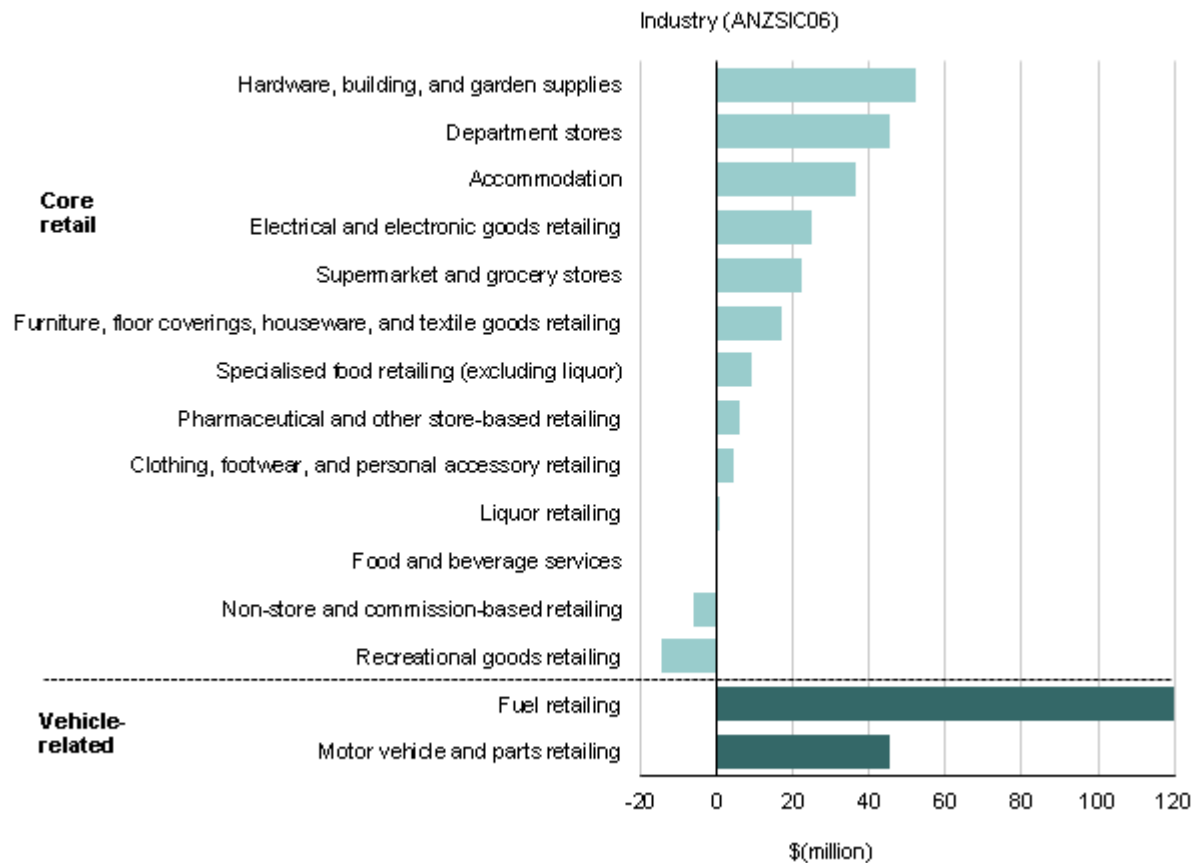
## Total sales volume rises strongly

The total volume of retail sales rose 2.1 percent in the December 2012 quarter. This is the strongest increase in this series since the December 2006 quarter, and follows a slight decrease (0.2 percent) in the September 2012 quarter.

Twelve of the 15 retail industries had higher sales volumes.

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

Change from September 2012 quarter



This quarter's increase was led by a 7.7 percent increase in fuel retailing (which is not seasonally adjusted).

Other industries with significant increases this quarter were:

- hardware, building, and garden supplies retailing, up 4.3 percent
- motor-vehicle and parts retailing, up 2.0 percent
- department stores, up 4.5 percent.

The only notable decrease was for recreational goods retailing, which fell 2.9 percent.

When the vehicle-related industries are excluded, the volume of core retail sales rose 1.5 percent.

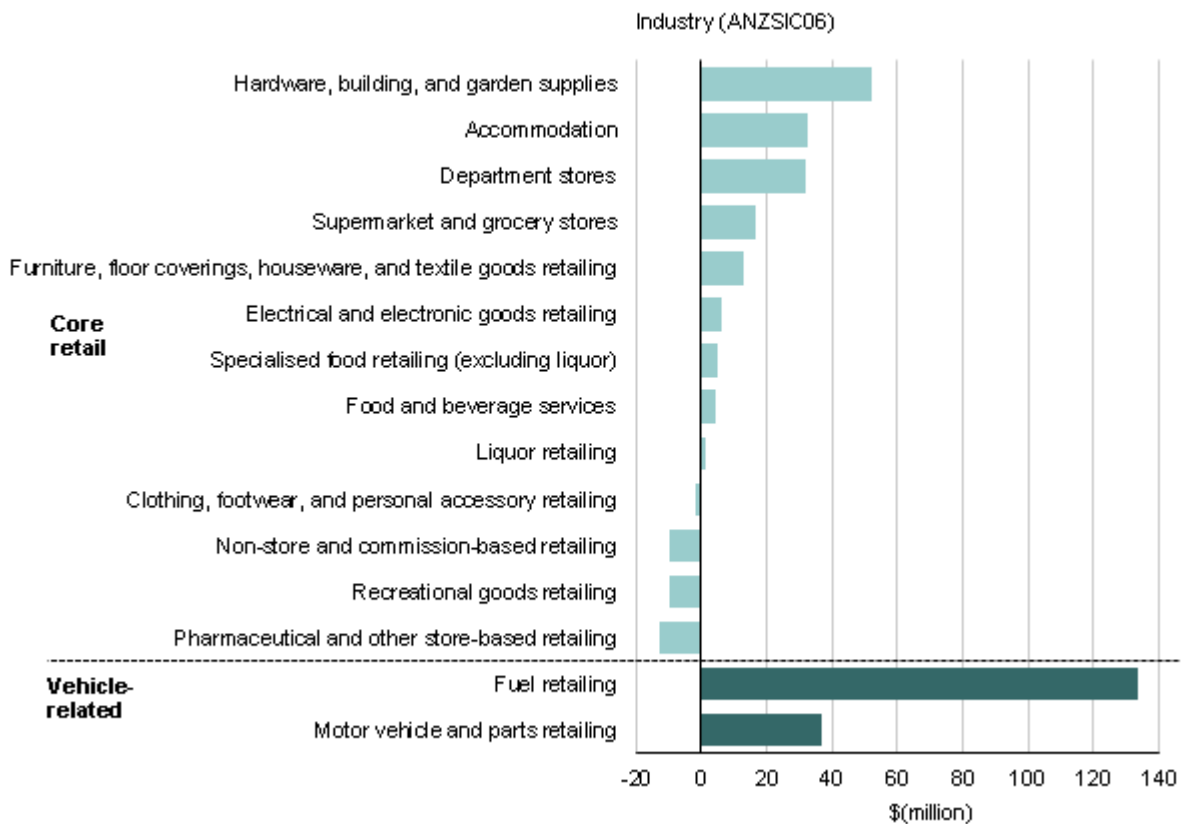
## Total sales value up

The total value of retail sales rose 1.7 percent in the December 2012 quarter, following a 0.6 percent decrease in the September 2012 quarter.

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

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

Change from September 2012 quarter



This quarter's rise in sales value was led by a 7.2 percent (\$134 million) rise in fuel retailing (which is not seasonally adjusted).

Other industries with significant increases this quarter were:

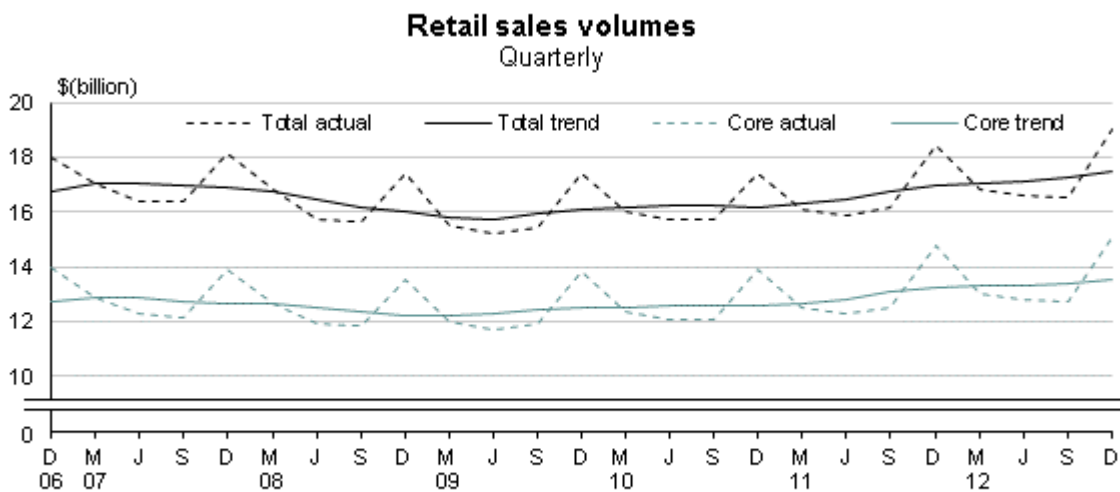
- hardware, building, and garden supplies retailing, up 4.2 percent (\$52 million)
- motor-vehicle and parts retailing, up 1.6 percent (\$37 million).

This quarter's rise in hardware, building, and garden supplies retailing is the second large increase in a row. Both rises were boosted by stronger-than-usual increases in Canterbury.

The only industry to fall more than \$10 million was pharmaceutical and other retailing, which was down 1.1 percent (\$13 million).

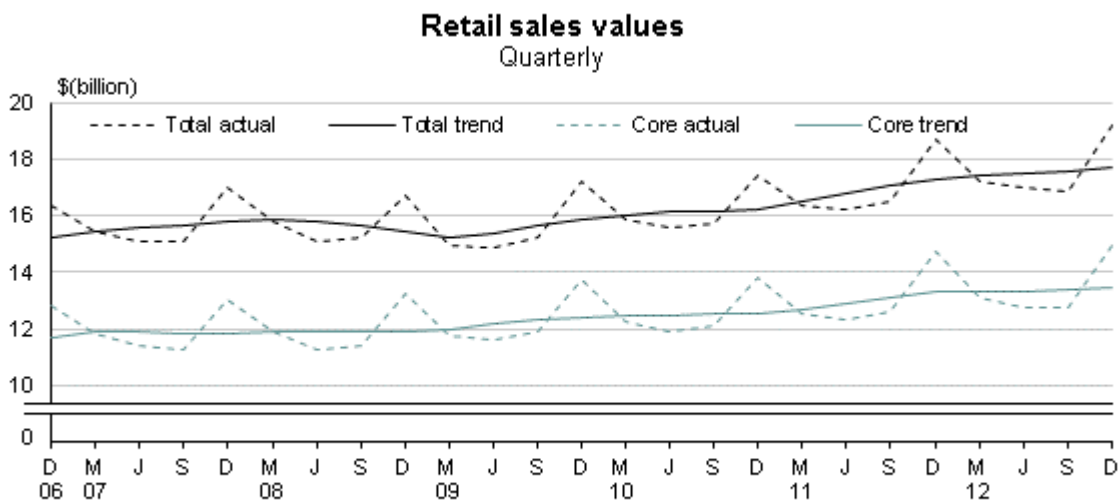
## Trends continue to rise for sales volume and value

The trend for the total sales volume has been generally rising since June 2009, up 11 percent since then. This follows a period of decline that lasted two years.



Source: Statistics New Zealand

The trend for the total sales value has risen 16 percent since four quarters of decline between June 2008 and March 2009.



Source: Statistics New Zealand

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

In the December 2012 quarter compared with the December 2011 quarter:

- The volume of total actual retail sales rose 3.3 percent.
- The value of total actual retail sales rose 2.9 percent, to \$19.2 billion.
- The volume of core actual retail sales rose 2.0 percent.
- The value of core actual retail sales rose 1.3 percent, to \$14.9 billion.

## **Sales up in North and South islands**

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

The value of sales in the North Island rose 1.3 percent (\$165 million) in the December 2012 quarter, following a slight decrease in the September 2012 quarter.

The rise in North Island sales is the result of:

- Auckland, up 1.0 percent (\$62 million)
- Waikato, up 2.7 percent (\$48 million)
- Wellington, down 1.3 percent (\$24 million)
- remainder of the North Island, up 2.2 percent (\$78 million).

The value of sales in the South Island rose 1.9 percent (\$82 million), following a 0.6 percent increase in the September 2012 quarter.

The rise in South Island sales is the result of:

- Canterbury, up 2.0 percent (\$49 million)
- remainder of the South Island, up 1.7 percent (\$33 million).

## **Revision**

Data for the supermarket and grocery stores industry has been revised for the December 2011 quarter. Data for the non-store and commission-based retailing industry has been revised for the period between the September 2011 and September 2012 quarters. For more information about these revisions, see the 'revisions' section of this release.

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

## Definitions

### About the Retail Trade Survey

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

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

[Retail Trade Survey – Redesign: September 2003](#)

[Retail Trade Survey – Implementation of new survey design.](#)

### More definitions

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

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

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

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

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

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

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

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

## **Related links**

### **Upcoming releases**

The *Retail Trade Survey: March 2013 quarter* will be released on 14 May 2013.

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### **Past releases**

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

## **Related links**

The latest movements in related series were as follows:

The [consumers price index](#) fell 0.2 percent in the December 2012 quarter, compared with the September 2012 quarter.

On [Infoshare](#), New Zealand Transport Agency figures show that new registrations of cars and station wagons (including cars previously registered overseas) were up 7.3 percent in the December 2012 quarter compared with the September 2012 quarter.

[Credit card billings in New Zealand](#), including spending using New Zealand and overseas issued cards, rose 4.5 percent in the December 2012 quarter compared with the same period of the previous year.

The [Reserve Bank of New Zealand's Official Cash Rate \(OCR\)](#) remained at 2.5 percent throughout the December 2012 quarter.

## Data quality

### Period-specific information

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

- [Measurement errors](#)
- [Imputation](#)
- [Postal response rate](#)

### General information

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

- [Population](#)
- [Industry descriptions](#)
- [Sample design](#)
- [Sample maintenance](#)
- [Sample reselection](#)
- [Measurement errors](#)
- [Use of retail trade data in quarterly national accounts](#)
- [Seasonally adjusted series](#)
- [Estimated trend](#)
- [Retail Trade Survey deflators](#)
- [Regional estimates](#)

## Period-specific information

### Measurement errors

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

[See measurement errors.](#)

### Sample errors

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

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

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



<b>Retail Trade Survey: December 2012 quarter sample errors by industry</b>		
At the 95 percent confidence interval limit		
<b>Retail industry</b>	<b>Level (relative percent)</b>	<b>Movement (absolute percent)</b>
Motor vehicle and parts	6.9	4.5
Fuel	3.5	2.0
Supermarket and grocery stores	6.2	3.7
Specialised food	6.3	4.8
Liquor	7.9	2.0
Furniture, floor coverings, houseware, textiles	6.6	5.7
Electrical and electronic goods	1.9	1.8
Hardware, building, and garden supplies	4.9	3.1
Recreational goods	5.6	13.4
Clothing, footwear, and accessories	12.3	3.5
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	9.4	3.2
Non-store and commission-based retailing	10.1	7.8
Accommodation	3.8	3.9
Food and beverage services	3.7	3.1
Total retail trade	2.0	1.7

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.

<b>Retail Trade Survey: December 2012 quarter sample errors by region</b>		
At the 95 percent confidence interval limit		
<b>Region</b>	<b>Level (relative percent)</b>	<b>Movement (absolute percent)</b>
Auckland	4.3	3.0
Waikato	16.9	8.8
Wellington	12.0	4.1
Remainder of the North Island	6.9	7.1
Canterbury	10.6	3.5
Remainder of the South Island	10.6	4.8

## 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 December 2012 quarter		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Motor vehicle and parts	7.5	11.4
Fuel	1.7	7.7
Supermarket and grocery stores	4.0	6.0
Specialised food	10.2	12.4
Liquor	10.4	14.0
Furniture, floor coverings, houseware, textiles	11.8	12.1
Electrical and electronic goods	8.2	9.1
Hardware, building, and garden supplies	10.1	8.6
Recreational goods	8.6	16.9
Clothing, footwear, and accessories	7.7	9.0
Department stores	0.0	0.4
Pharmaceutical and other store-based retailing	9.2	14.9
Non-store and commission-based retailing	10.4	6.4
Accommodation	11.4	18.1
Food and beverage services	10.2	17.2
Total retail trade	6.7	9.9

## **Postal response rate**

The Retail Trade Survey has a target response rate of 85 percent. The response rate achieved for the December 2012 quarter was 89.4 percent.

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

## General information

### Population

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

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

### Industry descriptions

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

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

G1313 Hardware, building, and garden supplies	G423100 Hardware and building supplies retailing
	G423200 Garden supplies retailing
G1321 Recreational goods	G424100 Sport and camping equipment retailing
	G424200 Entertainment media retailing
	G424300 Toy and game retailing
	G424400 Newspaper and book retailing
	G424500 Marine equipment retailing
G1322 Clothing, footwear, and accessories	G425100 Clothing retailing
	G425200 Footwear retailing
	G425300 Watch and jewellery retailing
	G425900 Other personal accessory retailing
G1330 Department stores	G426000 Department stores
G1340 Pharmaceutical and other store-based retailing	G427100 Pharmaceutical, cosmetic, and toiletry retailing
	G427200 Stationery goods retailing
	G427300 Antique and used goods retailing
	G427400 Flower retailing
	G427900 Other store-based retailing nec
G1350 Non-store and commission-based retailing	G431000 Non-store retailing
	G432000 Retail commission-based buying/selling
H2110 Accommodation	H440000 Accommodation
H2120 Food and beverage services	H451100 Cafes and restaurants
	H451200 Takeaway food services
	H451300 Catering services
	H452000 Pubs, taverns, and bars
	H453000 Clubs (hospitality)
<b>Note:</b> nec = not elsewhere classified	

## Sample design

The survey population is stratified according to:

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

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

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

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

### **Sample maintenance**

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

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

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

### **Sample reselection**

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

### **Measurement errors**

Errors in the survey are divided into two classes:

#### **Non-sampling error**

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

#### **Sampling error**

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

### **Use of retail trade data in quarterly national accounts**

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

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

### **Seasonally adjusted series**

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

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

### **Estimated trend**

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

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

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

### **Retail Trade Survey deflators**

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

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

For more information about the RTS deflators, see [Retail Trade Survey deflator weights](#).

### **Regional estimates**

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

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## Revisions

### Supermarket and grocery stores revision

Data for the supermarket and grocery stores industry has been revised for the December 2011 quarter and any movements compared with that quarter have also been recalculated. The sample composition for the December quarter has been revised to adjust for a small number of unique businesses making a non-representative contribution to the data.

The Retail Trade Survey is a sample survey that uses a sample of businesses to represent many businesses of similar size. In a small economy such as New Zealand's, the number of businesses available for surveying is limited. This means that volatile movements can occur if a surveyed business behaves differently to other surveyed businesses, or goes through a period of change, such as rapid growth, restructure, change in ownership, or ceasing trading. This can mean the business should be considered unique and unable to represent other non-surveyed businesses accurately. In which case, the sample composition is adjusted to account for this.

Part of routine analysis includes comparing the current quarter data with the same quarter of the previous year. Unusual or extreme annual movements can highlight previously undetected issues in either the current quarter or an earlier quarter. Analysis of the annual December (2011–12) movement revealed an unusual result that led to further investigation. After verifying the December 2012 data we looked further at the December 2011 data. Analysis found a small number of unique sampled businesses making a non-representative contribution to the December 2011 quarter data and surrounding quarterly movements. The sample composition of the December 2011 quarter has been revised to adjust for the non-typical businesses and any movements compared with that quarter have also been recalculated.

<b>Revisions to December 2011 quarter actual sales movements</b>				
<b>Industry</b>		Series reference	Published on 14 November 2012	Published on 15 February 2013
		RTTQ.	% change from same quarter previous year	
<b>Sales value</b>	Supermarkets	S1AAC	6.9	4.1
	Core industries total	S1A1C	7.4	6.5
	All industries total	S1A9C	7.9	7.1
<b>Sales volume</b>	Supermarkets	S1AAK	4.6	1.9
	Core industries total	S1A1K	7.3	6.4
	All industries total	S1A9K	6.4	5.7

<b>Revisions to December 2011 quarter actual stock movements</b>				
<b>Industry</b>		<b>Series reference</b>	<b>Published on 14 November 2012</b>	<b>Published on 15 February 2013</b>
		<b>RTTQ.</b>	<b>% change from same quarter previous year</b>	
<b>Stock value</b>	Supermarkets	S2AAC	4.4	2.2
	Core industries total	S2A1C	0.8	0.4
	All industries total	S2A9C	0.2	-0.1

## **Non-store and commission-based retailing revision**

Data for the non-store and commission-based retailing industry has been revised for all periods between the September 2011 and September 2012 quarters. This revision is the result of updated respondent information. The following table gives details of the revision made to the September 2012 quarter.

<b>Revisions to September 2012 quarter actual sales and stock movements</b>				
<b>Industry</b>		<b>Series reference</b>	<b>Published on 14 November 2012</b>	<b>Published on 15 February 2013</b>
		<b>RTTQ.</b>	<b>% change from same quarter previous year</b>	
<b>Sales value</b>	Non-store and commission-based retailing	S1AEC	11.1	5.2
<b>Sales volume</b>	Non-store and commission-based retailing	S1AEK	13.6	7.5
<b>Stock value</b>	Non-store and commission-based retailing	S2AEC	20.5	5.9

## Contacts

**For media enquiries contact:**

Blair Cardno

Christchurch 03 964 8700

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

**For technical information contact:**

Kate Jackett or Tehseen Islam

Christchurch 03 964 8700

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

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

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

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## Tables

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

If you have problems viewing the files, see [opening files and PDFs](#).

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

## Access more data on Infoshare

Use [Infoshare](#) to access time-series data specific to your needs. For this release, select the following category from the homepage:

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

Table 1

**Actual retail sales<sup>(1)</sup>**  
*By quarter by industry*

Industry	Series ref: RTTQ	2010				2011				2012				
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
		\$(million)												
Supermarket and grocery stores	S1AAC	4,270	4,074	3,970	4,074	4,445 R	4,170	4,050	4,055	4,418				
Specialised food	S1ABC	342	325	300	327	377	347	323	331	377				
Liquor	S1ACC	365	296	290	303	377	320	321	314	399				
Non-store and commission-based retailing	S1AEC	207	186	191	190 R	270 R	175 R	196 R	200 R	280				
Department stores	S1AFC	1,146	795	870	812	1,205	832	901	832	1,244				
Furniture, floor coverings, houseware, textiles	S1AGC	439	388	423	417	498	427	450	470	526				
Hardware, building, and garden supplies	S1AHC	1,243	1,089	1,085	1,124	1,255	1,130	1,133	1,196	1,400				
Recreational goods	S1AJC	567	455	420	433	597	492	437	409	570				
Clothing, footwear, and accessories	S1AKC	985	822	882	807	1,033	838	894	787	1,026				
Electrical and electronic goods	S1ALC	683	587	645	663	809	619	642	639	743				
Pharmaceutical and other store-based retailing	S1AMC	1,176	1,061	1,077	1,129	1,255	1,170	1,151	1,168	1,297				
Accommodation	S1AUC	673	774	539	633	726	795	577	612	752				
Food and beverage services	S1AVC	1,735	1,689	1,617	1,700	1,875	1,786	1,711	1,731	1,883				
<b>Core industries total</b>	<b>S1A1C</b>	<b>13,831</b>	<b>12,541</b>	<b>12,309</b>	<b>12,611 R</b>	<b>14,723 R</b>	<b>13,101 R</b>	<b>12,785 R</b>	<b>12,745 R</b>	<b>14,914</b>				
Motor vehicles and parts	S1APC	1,858	1,968	2,064	2,124	2,051	2,181	2,334	2,293	2,330				
Fuel	S1AQC	1,756	1,855	1,857	1,802	1,911	1,926	1,877	1,841	1,975				
<b>All industries total</b>	<b>S1A9C</b>	<b>17,444</b>	<b>16,363</b>	<b>16,230</b>	<b>16,537 R</b>	<b>18,686 R</b>	<b>17,208 R</b>	<b>16,996 R</b>	<b>16,879 R</b>	<b>19,219</b>				

**Percentage change from same quarter previous year<sup>(2)</sup>**

Supermarket and grocery stores	3.8	5.9	6.3	5.9	4.1 R	2.4	2.0	-0.5	-0.6
Specialised food	2.4	4.4	-1.9	6.4	10.4	6.8	7.7	1.3	-0.1
Liquor	-4.5	-4.2	-3.3	5.2	3.4	8.2	10.5	3.7	5.9
Non-store and commission-based retailing	-19.3	23.9	26.0	28.3 R	30.8 R	-5.8 R	2.5 R	5.2 R	3.8
Department stores	-3.0	-4.2	-2.3	-2.4	5.1	4.6	3.6	2.5	3.2
Furniture, floor coverings, houseware, textiles	-7.7	-2.9	-1.8	-6.5	13.5	10.3	6.4	12.7	5.5
Hardware, building, and garden supplies	1.0	-2.2	-3.6	-3.1	1.0	3.8	4.4	6.5	11.5
Recreational goods	-6.3	-4.2	5.4	5.8	5.4	8.0	4.0	-5.4	-4.6
Clothing, footwear, and accessories	7.0	6.4	1.9	4.7	4.9	1.9	1.3	-2.5	-0.7
Electrical and electronic goods	-5.0	3.9	8.9	1.2	18.5	5.4	-0.5	-3.6	-8.2
Pharmaceutical and other store-based retailing	1.3	1.2	2.8	5.7	6.7	10.3	6.9	3.4	3.3
Accommodation	5.9	-0.8	-4.2	6.5	7.8	2.7	7.0	-3.2	3.6
Food and beverage services	0.4	2.8	5.4	7.5	8.1	5.7	5.8	1.8	0.4
<b>Core industries total</b>	<b>0.6</b>	<b>2.4</b>	<b>3.1</b>	<b>4.2 R</b>	<b>6.5 R</b>	<b>4.5 R</b>	<b>3.9 R</b>	<b>1.1 R</b>	<b>1.3</b>
Motor vehicles and parts	2.9	4.8	4.3	4.9	10.4	10.9	13.1	8.0	13.6
Fuel	6.7	8.4	10.4	13.3	8.8	3.8	1.0	2.2	3.3
<b>All industries total</b>	<b>1.5</b>	<b>3.3</b>	<b>4.0</b>	<b>5.2 R</b>	<b>7.1 R</b>	<b>5.2 R</b>	<b>4.7 R</b>	<b>2.1 R</b>	<b>2.9</b>

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

**Symbol:**

R revised

**Source:** Statistics New Zealand

Table 2

**Actual retail sales volumes expressed in September 2010 quarter prices<sup>(1)(2)</sup>**  
*By quarter by industry*

Industry	Series ref: RTTQ	2010		2011				2012			
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	
		\$(million)									
Supermarket and grocery stores	S1AAK	4,287	4,010	3,869	3,925	4,366 R	4,033	3,917	3,892	4,310	
Specialised food	S1ABK	344	322	297	312	384	353	323	318	377	
Liquor	S1ACK	370	298	296	306	384	325	320	312	400	
Non-store and commission-based retailing	S1AEK	209	189	192	191 R	273 R	178 R	200 R	205 R	290	
Department stores	S1AFK	1,159	820	892	834	1,259	877	952	885	1,340	
Furniture, floor coverings, houseware, textiles	S1AGK	438	396	418	409	496	424	443	459	527	
Hardware, building, and garden supplies	S1AHK	1,247	1,101	1,095	1,120	1,250	1,124	1,126	1,188	1,392	
Recreational goods	S1AJK	576	464	428	443	613	518	459	431	598	
Clothing, footwear, and accessories	S1AKK	998	840	897	817	1,049	848	901	795	1,042	
Electrical and electronic goods	S1ALK	704	624	697	743	936	739	784	801	962	
Pharmaceutical and other store-based retailing	S1AMK	1,181	1,074	1,079	1,129	1,264	1,180	1,167	1,181	1,329	
Accommodation	S1AUK	648	725	528	611	684	735	546	577	691	
Food and beverage services	S1AVK	1,728	1,667	1,589	1,657	1,819	1,725	1,648	1,661	1,807	
<b>Core industries total</b>	<b>S1A1K</b>	<b>13,890</b>	<b>12,531</b>	<b>12,278</b>	<b>12,497 R</b>	<b>14,777 R</b>	<b>13,059 R</b>	<b>12,787 R</b>	<b>12,705 R</b>	<b>15,065</b>	
Motor vehicles and parts	S1APK	1,859	1,976	2,059	2,096	2,015	2,130	2,286	2,266	2,311	
Fuel	S1AQK	1,692	1,626	1,558	1,576	1,646	1,615	1,573	1,558	1,678	
<b>All industries total</b>	<b>S1A9K</b>	<b>17,441</b>	<b>16,132</b>	<b>15,896</b>	<b>16,170 R</b>	<b>18,438 R</b>	<b>16,804 R</b>	<b>16,646 R</b>	<b>16,528 R</b>	<b>19,054</b>	

**Percentage change from same quarter previous year<sup>(3)</sup>**

Supermarket and grocery stores	0.7	1.6	1.1	2.0	1.9 R	0.6	1.2	-0.9	-1.3
Specialised food	-0.8	1.0	-7.4	1.3	11.5	9.4	8.9	2.0	-1.7
Liquor	-8.3	-7.5	-3.1	6.3	3.8	8.9	8.2	2.0	4.1
Non-store and commission-based retailing	-15.9	25.0	26.1	29.0 R	30.9 R	-5.4 R	4.1 R	7.5 R	6.0
Department stores	1.0	-0.7	1.0	0.3	8.6	7.0	6.7	6.1	6.4
Furniture, floor coverings, houseware, textiles	-5.8	-0.3	-2.4	-8.3	13.3	7.2	6.0	12.4	6.2
Hardware, building, and garden supplies	-1.0	-3.1	-4.4	-3.4	0.3	2.1	2.9	6.1	11.3
Recreational goods	-4.7	-3.2	7.1	8.2	6.3	11.5	7.2	-2.6	-2.4
Clothing, footwear, and accessories	10.5	9.0	4.1	6.1	5.1	1.0	0.4	-2.8	-0.6
Electrical and electronic goods	7.1	15.6	19.9	13.3	32.9	18.3	12.5	7.8	2.8
Pharmaceutical and other store-based retailing	-0.9	-0.4	2.9	5.7	7.0	9.8	8.1	4.6	5.1
Accommodation	8.2	0.2	-4.3	2.9	5.6	1.4	3.3	-5.7	1.0
Food and beverage services	-1.9	0	2.8	4.8	5.2	3.5	3.8	0.2	-0.6
<b>Core industries total</b>	<b>0.3</b>	<b>1.4</b>	<b>1.9</b>	<b>3.2 R</b>	<b>6.4 R</b>	<b>4.2 R</b>	<b>4.1 R</b>	<b>1.7 R</b>	<b>2.0</b>
Motor vehicles and parts	1.1	3.3	3.5	3.6	8.4	7.8	11.0	8.1	14.7
Fuel	-4.4	-6.9	-7.0	-0.9	-2.7	-0.6	1.0	-1.2	1.9
<b>All industries total</b>	<b>-0.1</b>	<b>0.7</b>	<b>1.1</b>	<b>2.8 R</b>	<b>5.7 R</b>	<b>4.2 R</b>	<b>4.7 R</b>	<b>2.2 R</b>	<b>3.3</b>

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.

**Symbol:**

R revised

**Source:** Statistics New Zealand

Table 3

**Seasonally adjusted retail sales<sup>(1)(2)</sup>**  
*By quarter by industry*

Industry	Series ref: RTTQ	2010				2011				2012				
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
		\$(million)												
Supermarket and grocery stores	S1SAC	4,010 R	4,070 R	4,114 R	4,164 R	4,200 R	4,169 R	4,194 R	4,132 R	4,149				
Specialised food	S1SBC	319 R	325 R	315 R	337 R	352 R	350 R	339 R	339 R	344				
Liquor	S1SCC	311 R	308 R	310 R	323 R	324 R	333 R	342 R	337	339				
Non-store and commission-based retailing	S1SEC	157 R	217 R	207 R	208 R	208 R	205 R	212 R	220 R	211				
Department stores	S1SFC	902 R	895 R	907 R	914 R	951 R	937 R	939 R	946 R	977				
Furniture, floor coverings, houseware, textiles	S1SGC	403 R	415 R	432 R	419	453 R	462 R	459 R	466 R	479				
Hardware, building, and garden supplies	S1SHC	1,134 R	1,132 R	1,126 R	1,134 R	1,163 R	1,171 R	1,178 R	1,229 R	1,281				
Recreational goods	S1SJC	457 R	458 R	473 R	483 R	480 R	492 R	491 R	471 R	461				
Clothing, footwear, and accessories	S1SKC	859 R	867 R	873 R	893 R	892 R	885 R	884 R	888 R	886				
Electrical and electronic goods	S1SLC	610 R	634 R	672 R	678 R	703 R	683 R	668 R	645 R	652				
Pharmaceutical and other store-based retailing	S1SMC	1,074 R	1,081 R	1,123 R	1,155 R	1,155 R	1,186 R	1,199 R	1,204 R	1,191				
Accommodation	S1SUC	643 R	637 R	639 R	704 R	689 R	657 R	684 R	679 R	712				
Food and beverage services	S1SVC	1,635 R	1,672 R	1,689 R	1,730 R	1,762 R	1,760 R	1,786 R	1,786 R	1,790				
<b>Core industries total</b>	<b>S1S1C</b>	<b>12,515 R</b>	<b>12,710 R</b>	<b>12,879 R</b>	<b>13,142 R</b>	<b>13,332 R</b>	<b>13,290 R</b>	<b>13,375 R</b>	<b>13,343 R</b>	<b>13,472</b>				
Motor vehicles and parts <sup>(3)</sup>	S1SPC	1,858	1,968	2,064	2,124	2,051	2,181	2,334	2,293	2,330				
Fuel <sup>(3)</sup>	S1SQC	1,756	1,855	1,857	1,802	1,911	1,926	1,877	1,841	1,975				
<b>All industries total</b>	<b>S1S9C</b>	<b>16,129 R</b>	<b>16,533 R</b>	<b>16,800 R</b>	<b>17,067 R</b>	<b>17,294 R</b>	<b>17,397 R</b>	<b>17,585 R</b>	<b>17,477 R</b>	<b>17,777</b>				

**Percentage change from previous quarter<sup>(4)</sup>**

Supermarket and grocery stores	1.9 R	1.5 R	1.1 R	1.2 R	0.9 R	-0.7 R	0.6 R	-1.5 R	0.4
Specialised food	1.3 R	1.6 R	-3.0 R	7.1 R	4.3 R	-0.4 R	-3.2 R	-0.1 R	1.5
Liquor	1.0 R	-1.0 R	0.7 R	4.3 R	0.4 R	2.5 R	2.7 R	-1.3 R	0.4
Non-store and commission-based retailing	-1.7 R	38.0 R	-4.8 R	0.5 R	0 R	-1.4 R	3.3 R	4.1 R	-4.3
Department stores	-2.8 R	-0.8 R	1.3 R	0.8 R	4.0 R	-1.5 R	0.3 R	0.7 R	3.4
Furniture, floor coverings, houseware, textiles	-8.6 R	2.9 R	4.1 R	-3.1 R	8.2 R	2.1 R	-0.8 R	1.6 R	2.8
Hardware, building, and garden supplies	-3.3 R	-0.2 R	-0.5 R	0.7 R	2.6 R	0.7 R	0.6 R	4.3 R	4.2
Recreational goods	0.3 R	0.1 R	3.4 R	2.1 R	-0.6 R	2.4 R	-0.2 R	-4.1 R	-2.1
Clothing, footwear, and accessories	0.9 R	0.9 R	0.7 R	2.2 R	-0.1 R	-0.8 R	-0.1 R	0.4 R	-0.2
Electrical and electronic goods	-6.3 R	3.9 R	6.0 R	0.9 R	3.8 R	-2.9 R	-2.2 R	-3.4 R	1.0
Pharmaceutical and other store-based retailing	-0.8 R	0.7 R	3.9 R	2.9 R	0 R	2.7 R	1.1 R	0.4 R	-1.1
Accommodation	-2.3 R	-1.0 R	0.4 R	10.2 R	-2.2 R	-4.6 R	4.0 R	-0.6 R	4.8
Food and beverage services	1.3 R	2.3 R	1.0 R	2.4 R	1.8 R	-0.1 R	1.5 R	0 R	0.2
<b>Core industries total</b>	<b>-0.5 R</b>	<b>1.6 R</b>	<b>1.3 R</b>	<b>2.0 R</b>	<b>1.4 R</b>	<b>-0.3 R</b>	<b>0.6 R</b>	<b>-0.2 R</b>	<b>1.0</b>
Motor vehicles and parts <sup>(3)</sup>	-8.2	5.9	4.9	2.9	-3.4	6.4	7.0	-1.8	1.6
Fuel <sup>(3)</sup>	10.4	5.6	0.1	-3.0	6.1	0.7	-2.5	-1.9	7.2
<b>All industries total</b>	<b>-0.4 R</b>	<b>2.5 R</b>	<b>1.6 R</b>	<b>1.6 R</b>	<b>1.3 R</b>	<b>0.6 R</b>	<b>1.1 R</b>	<b>-0.6 R</b>	<b>1.7</b>

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<sup>(1)(2)(3)</sup>**  
*By quarter by industry*

Industry	Series ref. RTTQ	2010				2011				2012			
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep
		\$(million)											
Supermarket and grocery stores	S1SAK	3,997 R	4,011 R	4,005 R	4,046 R	4,087 R	4,037 R	4,053 R	3,995 R	4,017			
Specialised food	S1SBK	319 R	320 R	309 R	329 R	355 R	354 R	337 R	334 R	342			
Liquor	S1SCK	313 R	310	316 R	328	329 R	336 R	341 R	338 R	338			
Non-store and commission-based retailing	S1SEK	161 R	218 R	207 R	209 R	212 R	207 R	215 R	225 R	219			
Department stores	S1SFK	915 R	915 R	932 R	943 R	994 R	980 R	994 R	1,010 R	1,056			
Furniture, floor coverings, houseware, textiles	S1SGK	399 R	423	429 R	411 R	450	457 R	454 R	460 R	477			
Hardware, building, and garden supplies	S1SHK	1,139 R	1,141	1,134 R	1,136 R	1,163 R	1,160	1,168 R	1,225 R	1,277			
Recreational goods	S1SJK	463 R	465 R	485 R	497 R	492 R	515 R	518 R	500 R	485			
Clothing, footwear, and accessories	S1SKK	873 R	883	888 R	905 R	906 R	894	891 R	897 R	901			
Electrical and electronic goods	S1SLK	628 R	670 R	728 R	760 R	813 R	807	819 R	819 R	843			
Pharmaceutical and other store-based retailing	S1SMK	1,081 R	1,089 R	1,126 R	1,158 R	1,163 R	1,193 R	1,214 R	1,216 R	1,222			
Accommodation	S1SUK	622 R	618 R	615 R	656 R	656 R	628 R	635 R	620 R	657			
Food and beverage services	S1SVK	1,626 R	1,650 R	1,658 R	1,688 R	1,708 R	1,699 R	1,720 R	1,717 R	1,717			
<b>Core industries total</b>	<b>S1S1K</b>	<b>12,534 R</b>	<b>12,713 R</b>	<b>12,832 R</b>	<b>13,066 R</b>	<b>13,328 R</b>	<b>13,267 R</b>	<b>13,360 R</b>	<b>13,357 R</b>	<b>13,553</b>			
Motor vehicles and parts <sup>(4)</sup>	S1SPK	1,859	1,976	2,059	2,096	2,015	2,130	2,286	2,266	2,311			
Fuel <sup>(4)</sup>	S1SQK	1,692	1,626	1,558	1,576	1,646	1,615	1,573	1,558	1,678			
<b>All industries total</b>	<b>S1S9K</b>	<b>16,085 R</b>	<b>16,315 R</b>	<b>16,450 R</b>	<b>16,739 R</b>	<b>16,989 R</b>	<b>17,012 R</b>	<b>17,219 R</b>	<b>17,180 R</b>	<b>17,542</b>			

**Percentage change from previous quarter<sup>(5)</sup>**

Supermarket and grocery stores	0.9 R	0.4 R	-0.2 R	1.0 R	1.0 R	-1.2 R	0.4 R	-1.4 R	0.6
Specialised food	-0.6 R	0.3 R	-3.3 R	6.3 R	8.0 R	-0.4 R	-4.7 R	-1.0 R	2.7
Liquor	0.5 R	-0.8 R	2.0 R	3.9 R	0.1 R	2.1 R	1.7 R	-0.9 R	0
Non-store and commission-based retailing	0.2 R	35.6 R	-5.2 R	1.0 R	1.3 R	-2.1 R	3.7 R	4.6 R	-2.7
Department stores	-1.8 R	0 R	1.8 R	1.2 R	5.4 R	-1.3 R	1.4 R	1.6 R	4.5
Furniture, floor coverings, houseware, textiles	-10.1 R	6.1 R	1.3 R	-4.3 R	9.5 R	1.6 R	-0.6 R	1.2 R	3.8
Hardware, building, and garden supplies	-3.3 R	0.2 R	-0.6 R	0.2 R	2.4 R	-0.2 R	0.7 R	4.9 R	4.3
Recreational goods	1.0 R	0.4 R	4.3 R	2.4 R	-1.0 R	4.7 R	0.6 R	-3.6 R	-2.9
Clothing, footwear, and accessories	2.0 R	1.2 R	0.6 R	1.9 R	0.1 R	-1.3 R	-0.3 R	0.7 R	0.5
Electrical and electronic goods	-4.1 R	6.7 R	8.7 R	4.4 R	7.0 R	-0.8 R	1.5 R	0 R	3.0
Pharmaceutical and other store-based retailing	-0.6 R	0.7 R	3.4 R	2.9 R	0.5 R	2.5 R	1.8 R	0.2 R	0.5
Accommodation	-2.2 R	-0.7 R	-0.4 R	6.7 R	0 R	-4.2 R	1.0 R	-2.3 R	5.9
Food and beverage services	0.6 R	1.5 R	0.5 R	1.8 R	1.2 R	-0.5 R	1.2 R	-0.2 R	0
<b>Core industries total</b>	<b>-0.6 R</b>	<b>1.4 R</b>	<b>0.9 R</b>	<b>1.8 R</b>	<b>2.0 R</b>	<b>-0.5 R</b>	<b>0.7 R</b>	<b>0 R</b>	<b>1.5</b>
Motor vehicles and parts <sup>(4)</sup>	-8.2	6.3	4.2	1.8	-3.9	5.7	7.3	-0.9	2.0
Fuel <sup>(4)</sup>	6.4	-3.9	-4.1	1.2	4.4	-1.9	-2.6	-1.0	7.7
<b>All industries total</b>	<b>-0.9 R</b>	<b>1.4 R</b>	<b>0.8 R</b>	<b>1.8 R</b>	<b>1.5 R</b>	<b>0.1 R</b>	<b>1.2 R</b>	<b>-0.2 R</b>	<b>2.1</b>

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<sup>(1)(2)</sup>**  
*By quarter by industry*

Industry	Series ref: RTTQ	2010				2011				2012				
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
		\$(million)												
Supermarket and grocery stores	S1TAC	4,008 R	4,068 R	4,117 R	4,166 R	4,187 R	4,188 R	4,171 R	4,153 R	4,135				
Specialised food	S1TBC	320 R	321 R	324 R	336 R	350 R	349 R	341 R	340 R	343				
Liquor	S1TCC	308	308	312	320	326 R	333 R	339 R	339 R	338				
Non-store and commission-based retailing	S1TEC	175 R	194 R	206 R	209 R	207 R	206 R	213 R	216 R	214				
Department stores	S1TFC	905 R	897 R	903 R	921 R	938 R	942 R	937 R	951 R	973				
Furniture, floor coverings, houseware, textiles	S1TGC	415 R	415 R	424 R	431 R	447	461 R	461 R	467 R	478				
Hardware, building, and garden supplies	S1THC	1,143 R	1,128 R	1,127 R	1,138 R	1,159 R	1,169 R	1,185 R	1,228 R	1,281				
Recreational goods	S1TJC	456 R	460 R	472 R	482 R	486 R	491 R	488 R	474 R	459				
Clothing, footwear, and accessories	S1TKC	859 R	866	877 R	889	892 R	886 R	885 R	887 R	887				
Electrical and electronic goods	S1TLC	617 R	636 R	664 R	686 R	695 R	688 R	664 R	652 R	646				
Pharmaceutical and other store-based retailing	S1TMC	1,073 R	1,085 R	1,120 R	1,151 R	1,168 R	1,184 R	1,200 R	1,200 R	1,194				
Accommodation	S1TUC	644	635 R	645 R	672 R	686 R	683 R	678 R	688 R	705				
Food and beverage services	S1TVC	1,638 R	1,666 R	1,695 R	1,729 R	1,756 R	1,769 R	1,780 R	1,788 R	1,789				
<b>Core industries total</b>	<b>S1T1C</b>	<b>12,558 R</b>	<b>12,680 R</b>	<b>12,884 R</b>	<b>13,123 R</b>	<b>13,294 R</b>	<b>13,354 R</b>	<b>13,346 R</b>	<b>13,382 R</b>	<b>13,443</b>				
Motor vehicles and parts	S1TPC	1,955 R	1,966 R	2,050 R	2,102	2,123 R	2,185 R	2,277 R	2,309 R	2,309				
Fuel	S1TQC	1,744 R	1,846 R	1,836 R	1,828 R	1,889 R	1,917 R	1,867 R	1,881 R	1,951				
<b>All industries total</b>	<b>S1T9C</b>	<b>16,259 R</b>	<b>16,505 R</b>	<b>16,790 R</b>	<b>17,053 R</b>	<b>17,273 R</b>	<b>17,460 R</b>	<b>17,515 R</b>	<b>17,577 R</b>	<b>17,702</b>				

**Percentage change from previous quarter<sup>(3)</sup>**

Supermarket and grocery stores	1.8 R	1.5 R	1.2 R	1.2 R	0.5 R	0 R	-0.4 R	-0.4 R	-0.4
Specialised food	0.6 R	0.6 R	0.8 R	3.8 R	4.2 R	-0.3 R	-2.3 R	-0.4 R	1.0
Liquor	-1.2	0	1.3	2.6	2.0 R	2.1 R	1.8 R	-0.1 R	-0.5
Non-store and commission-based retailing	7.8 R	10.8 R	6.1 R	1.5 R	-0.9 R	-0.2 R	3.0 R	1.8 R	-1.0
Department stores	-1.8 R	-0.9 R	0.7 R	2.1 R	1.8 R	0.4 R	-0.5 R	1.5 R	2.3
Furniture, floor coverings, houseware, textiles	-4.2 R	0 R	2.1 R	1.7 R	3.8 R	3.1 R	-0.1 R	1.3 R	2.4
Hardware, building, and garden supplies	-1.7 R	-1.4 R	-0.1 R	1.0 R	1.8 R	0.9 R	1.3 R	3.7 R	4.3
Recreational goods	0.2 R	1.0 R	2.6 R	2.0 R	0.9 R	1.1 R	-0.6 R	-2.9 R	-3.1
Clothing, footwear, and accessories	0.3 R	0.8 R	1.3 R	1.4 R	0.3 R	-0.7 R	-0.1 R	0.2 R	0.1
Electrical and electronic goods	0 R	3.2 R	4.4 R	3.3 R	1.2 R	-1.0 R	-3.4 R	-1.8 R	-0.9
Pharmaceutical and other store-based retailing	-0.9 R	1.1 R	3.2 R	2.7 R	1.5 R	1.4 R	1.3 R	0 R	-0.5
Accommodation	-2.3 R	-1.5 R	1.7 R	4.1 R	2.1 R	-0.5 R	-0.6 R	1.4 R	2.5
Food and beverage services	1.6 R	1.7 R	1.7 R	2.0 R	1.5 R	0.8 R	0.6 R	0.4 R	0.1
<b>Core industries total</b>	<b>0.3 R</b>	<b>1.0 R</b>	<b>1.6 R</b>	<b>1.9 R</b>	<b>1.3 R</b>	<b>0.5 R</b>	<b>-0.1 R</b>	<b>0.3 R</b>	<b>0.5</b>
Motor vehicles and parts	-1.5 R	0.6 R	4.3 R	2.5 R	1.0 R	2.9 R	4.2 R	1.4 R	0
Fuel	5.7 R	5.9 R	-0.5 R	-0.4 R	3.4 R	1.5 R	-2.6 R	0.8 R	3.7
<b>All industries total</b>	<b>0.6 R</b>	<b>1.5 R</b>	<b>1.7 R</b>	<b>1.6 R</b>	<b>1.3 R</b>	<b>1.1 R</b>	<b>0.3 R</b>	<b>0.4 R</b>	<b>0.7</b>

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<sup>(1)(2)(3)</sup>**  
*By quarter by industry*

Industry	Series ref. RTTQ	2010				2011				2012			
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep
		\$(million)											
Supermarket and grocery stores	S1TAK	3,993 R	4,006 R	4,014 R	4,050 R	4,069 R	4,059 R	4,031 R	4,016 R	4,003			
Specialised food	S1TBK	319 R	316	315 R	330 R	352 R	352	339	336 R	340			
Liquor	S1TCK	310 R	311	317	326 R	331 R	336 R	340 R	339 R	338			
Non-store and commission-based retailing	S1TEK	176 R	195 R	206 R	210 R	210 R	210 R	216 R	222 R	222			
Department stores	S1TFK	918 R	917 R	927 R	952 R	975 R	987 R	991 R	1,017 R	1,050			
Furniture, floor coverings, houseware, textiles	S1TGG	423 R	422 R	422 R	425 R	442 R	457 R	455 R	462 R	475			
Hardware, building, and garden supplies	S1THK	1,148 R	1,136 R	1,134 R	1,140 R	1,154 R	1,159 R	1,175 R	1,222 R	1,278			
Recreational goods	S1TJK	462 R	469 R	483 R	496 R	505 R	515 R	515 R	501 R	484			
Clothing, footwear, and accessories	S1TKK	871 R	882	892 R	903	905 R	896 R	892	896 R	902			
Electrical and electronic goods	S1TLK	633 R	671 R	722 R	770 R	802 R	815 R	814 R	825 R	839			
Pharmaceutical and other store-based retailing	S1TMK	1,080 R	1,092	1,124 R	1,155 R	1,173 R	1,193 R	1,211 R	1,218 R	1,222			
Accommodation	S1TUK	623 R	614 R	624 R	649 R	653 R	638 R	626 R	632 R	648			
Food and beverage services	S1TVK	1,629 R	1,645 R	1,663 R	1,687 R	1,702 R	1,707 R	1,714 R	1,719 R	1,716			
<b>Core industries total</b>	<b>S1T1K</b>	<b>12,577 R</b>	<b>12,674 R</b>	<b>12,845 R</b>	<b>13,087 R</b>	<b>13,267 R</b>	<b>13,320 R</b>	<b>13,320 R</b>	<b>13,404 R</b>	<b>13,516</b>			
Motor vehicles and parts	S1TPK	1,962 R	1,976 R	2,045 R	2,073 R	2,080 R	2,138 R	2,234 R	2,281 R	2,297			
Fuel	S1TQK	1,654 R	1,631	1,560	1,577 R	1,633 R	1,620	1,557 R	1,579 R	1,655			
<b>All industries total</b>	<b>S1T9K</b>	<b>16,201 R</b>	<b>16,287 R</b>	<b>16,468 R</b>	<b>16,740 R</b>	<b>16,945 R</b>	<b>17,074 R</b>	<b>17,140 R</b>	<b>17,277 R</b>	<b>17,468</b>			

**Percentage change from previous quarter<sup>(4)</sup>**

Supermarket and grocery stores	0.6 R	0.3 R	0.2 R	0.9 R	0.5 R	-0.3 R	-0.7 R	-0.4 R	-0.3
Specialised food	-1.5 R	-1.0 R	-0.4 R	4.9 R	6.5 R	0.3 R	-3.8	-1.0 R	1.3
Liquor	-1.5 R	0.4 R	2.0	2.7 R	1.5 R	1.5 R	1.3 R	-0.2 R	-0.4
Non-store and commission-based retailing	8.3 R	10.8 R	5.6 R	1.9 R	-0.2 R	-0.1 R	3.0 R	2.7 R	0.2
Department stores	-0.9 R	-0.1 R	1.2 R	2.6 R	2.5 R	1.2 R	0.4 R	2.6 R	3.3
Furniture, floor coverings, houseware, textiles	-3.2 R	-0.3 R	0.1 R	0.6 R	4.1 R	3.3 R	-0.4 R	1.5 R	2.8
Hardware, building, and garden supplies	-1.9 R	-1.1 R	-0.1 R	0.5 R	1.2 R	0.5 R	1.4 R	4.0 R	4.6
Recreational goods	1.0 R	1.5 R	3.0 R	2.8 R	1.8 R	2.0 R	0.1 R	-2.7 R	-3.4
Clothing, footwear, and accessories	1.1 R	1.3 R	1.1 R	1.2 R	0.2 R	-1.0 R	-0.4 R	0.5 R	0.6
Electrical and electronic goods	2.1 R	6.0 R	7.5 R	6.7 R	4.1 R	1.6 R	-0.1 R	1.3 R	1.7
Pharmaceutical and other store-based retailing	-0.6 R	1.1 R	2.9 R	2.7 R	1.6 R	1.7 R	1.5 R	0.5 R	0.3
Accommodation	-2.2 R	-1.5 R	1.7 R	3.9 R	0.6 R	-2.3 R	-1.9 R	1.0 R	2.4
Food and beverage services	0.9 R	1.0 R	1.1 R	1.4 R	0.9 R	0.3 R	0.4 R	0.3 R	-0.1
<b>Core industries total</b>	<b>0 R</b>	<b>0.8 R</b>	<b>1.3 R</b>	<b>1.9 R</b>	<b>1.4 R</b>	<b>0.4 R</b>	<b>0 R</b>	<b>0.6 R</b>	<b>0.8</b>
Motor vehicles and parts	-1.4 R	0.7 R	3.5 R	1.4 R	0.3 R	2.8 R	4.5 R	2.1 R	0.7
Fuel	1.7 R	-1.4 R	-4.4	1.1 R	3.5 R	-0.8 R	-3.9 R	1.4 R	4.9
<b>All industries total</b>	<b>-0.1 R</b>	<b>0.5 R</b>	<b>1.1 R</b>	<b>1.7 R</b>	<b>1.2 R</b>	<b>0.8 R</b>	<b>0.4 R</b>	<b>0.8 R</b>	<b>1.1</b>

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

Table 7

**Actual retail sales<sup>(1)</sup>**  
*By geographical region*

	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)									
Series ref: RTT	S1ARA9C	S1ARB9C	S1ARC9C	S1ARD9C	S1ARG9C	S1ARE9C	S1ARF9C	S1ARH9C	S1A9C	
<b>Quarter</b>										
2008	Dec	5,287	1,547	1,840	3,872	12,546	2,216	1,965	4,180	16,726
2009	Mar	4,622	1,356	1,572	3,447	10,997	2,158	1,820	3,978	14,975
	Jun	4,839	1,379	1,597	3,383	11,198	1,907	1,754	3,661	14,860
	Sep	4,963	1,395	1,576	3,565	11,499	1,907	1,803	3,709	15,209
	Dec	5,672	1,589	1,750	3,924	12,935	2,190	2,069	4,260	17,194
2010	Mar	5,104	1,497	1,607	3,623	11,832	1,970	2,033	4,003	15,835
	Jun	5,206	1,477	1,682	3,365	11,730	2,104	1,766	3,869	15,599
	Sep	5,301	1,478	1,741	3,380	11,899	2,068	1,755	3,824	15,723
	Dec	5,929	1,634	1,885	3,761	13,210	2,316	1,919	4,235	17,444
2011	Mar	5,464	1,580	1,748	3,531	12,322	2,128	1,913	4,041	16,363
	Jun	5,507	1,546	1,811	3,411	12,275	2,166	1,788	3,954	16,230
	Sep	5,592 R	1,515	1,823	3,533	12,463 R	2,190	1,885	4,074	16,537 R
	Dec	6,413 R	1,811	2,070	3,808 R	14,102 R	2,472	2,111	4,584	18,686 R
2012	Mar	5,708 R	1,806	1,885	3,479	12,878 R	2,271	2,059	4,330	17,208 R
	Jun	5,745 R	1,762	1,845	3,475	12,827 R	2,280	1,889	4,169	16,996 R
	Sep	5,770 R	1,692	1,839	3,397	12,699 R	2,320	1,860	4,181	16,879 R
	Dec	6,625	1,990	1,991	3,855	14,460	2,632	2,128	4,759	19,219
<b>Percentage change from same quarter previous year<sup>(2)</sup></b>										
<b>Quarter</b>										
2009	Dec	7.3	2.7	-4.9	1.4	3.1	-1.1	5.3	1.9	2.8
2010	Mar	10.4	10.4	2.3	5.1	7.6	-8.7	11.7	0.6	5.7
	Jun	7.6	7.1	5.3	-0.5	4.8	10.3	0.6	5.7	5.0
	Sep	6.8	6.0	10.4	-5.2	3.5	8.5	-2.6	3.1	3.4
	Dec	4.5	2.9	7.7	-4.2	2.1	5.7	-7.2	-0.6	1.5
2011	Mar	7.0	5.6	8.7	-2.5	4.1	8.0	-5.9	1.0	3.3
	Jun	5.8	4.6	7.7	1.4	4.6	3.0	1.3	2.2	4.0
	Sep	5.5 R	2.5	4.8	4.5	4.7 R	5.9	7.4	6.6	5.2 R
	Dec	8.2 R	10.8	9.8	1.2 R	6.8 R	6.8	10.0	8.2	7.1 R
2012	Mar	4.5 R	14.3	7.8	-1.5	4.5 R	6.7	7.6	7.2	5.2 R
	Jun	4.3 R	14.0	1.9	1.9	4.5 R	5.3	5.6	5.4	4.7 R
	Sep	3.2 R	11.7	0.9	-3.8	1.9 R	6.0	-1.3	2.6	2.1 R
	Dec	3.3	9.9	-3.8	1.2	2.5	6.4	0.8	3.8	2.9

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

**Symbol:**

R revised

**Source:** Statistics New Zealand

Table 8

**Actual core retail sales<sup>(1)</sup>**  
By geographical region

		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)								
Series ref: RTT		S1ARA1C	S1ARB1C	S1ARC1C	S1ARD1C	S1ARG1C	S1ARE1C	S1ARF1C	S1ARH1C	S1A1C
<b>Quarter</b>										
2008	Dec	4,287	1,126	1,540	2,916	9,869	1,740	1,621	3,361	13,231
2009	Mar	3,658	981	1,344	2,566	8,550	1,726	1,488	3,214	11,764
	Jun	3,859	966	1,357	2,516	8,698	1,515	1,400	2,915	11,613
	Sep	3,956	973	1,312	2,680	8,920	1,497	1,456	2,953	11,873
	Dec	4,631	1,157	1,475	3,018	10,281	1,755	1,707	3,461	13,742
2010	Mar	4,013	1,027	1,324	2,706	9,069	1,522	1,654	3,176	12,246
	Jun	4,062	1,057	1,391	2,436	8,945	1,615	1,379	2,994	11,939
	Sep	4,174	1,083	1,419	2,469	9,145	1,581	1,382	2,963	12,108
	Dec	4,859	1,217	1,557	2,864	10,497	1,809	1,525	3,334	13,831
2011	Mar	4,325	1,118	1,390	2,604	9,436	1,625	1,480	3,105	12,541
	Jun	4,351	1,104	1,429	2,476	9,361	1,620	1,328	2,948	12,309
	Sep	4,421 R	1,119	1,464	2,594	9,598 R	1,630	1,383	3,014	12,611 R
	Dec	5,226 R	1,393	1,691	2,890 R	11,200 R	1,909	1,614	3,523	14,723 R
2012	Mar	4,511 R	1,375	1,507	2,501	9,895 R	1,671	1,536	3,206	13,101 R
	Jun	4,486 R	1,332	1,471	2,444	9,733 R	1,655	1,398	3,053	12,785 R
	Sep	4,519 R	1,275	1,463	2,403	9,660 R	1,661	1,424	3,085	12,745 R
	Dec	5,313	1,542	1,630	2,786	11,271	1,986	1,657	3,643	14,914
<b>Percentage change from same quarter previous year<sup>(2)</sup></b>										
<b>Quarter</b>										
2009	Dec	8.0	2.7	-4.2	3.5	4.2	0.8	5.3	3.0	3.9
2010	Mar	9.7	4.6	-1.5	5.4	6.1	-11.8	11.2	-1.2	4.1
	Jun	5.2	9.4	2.5	-3.2	2.8	6.6	-1.5	2.7	2.8
	Sep	5.5	11.3	8.2	-7.9	2.5	5.6	-5.1	0.3	2.0
	Dec	4.9	5.2	5.5	-5.1	2.1	3.1	-10.7	-3.7	0.6
2011	Mar	7.8	8.8	5.0	-3.8	4.0	6.8	-10.5	-2.2	2.4
	Jun	7.1	4.5	2.8	1.7	4.6	0.3	-3.7	-1.5	3.1
	Sep	5.9 R	3.3	3.1	5.1	4.9 R	3.1	0.1	1.7	4.2 R
	Dec	7.6 R	14.4	8.6	0.9 R	6.7 R	5.5	5.9	5.7	6.5 R
2012	Mar	4.3 R	23.0	8.4	-3.9	4.9 R	2.8	3.7	3.3	4.5 R
	Jun	3.1 R	20.6	2.9	-1.3	4.0 R	2.2	5.2	3.5	3.9 R
	Sep	2.2 R	13.9	0	-7.4	0.7 R	1.9	3.0	2.4	1.1 R
	Dec	1.7	10.7	-3.6	-3.6	0.6	4.0	2.7	3.4	1.3

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

**Symbol:**

R revised

**Source:** Statistics New Zealand

Table 9

**Seasonally adjusted retail sales<sup>(1)(2)</sup>**  
By geographical region

	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)									
Series ref: RTT	S1SRA9C	S1SRB9C	S1SRC9C	S1SRD9C	S1SRG9C	S1SRE9C	S1SRF9C	S1SRH9C	S1S9C	
<b>Quarter</b>										
2008	Dec	4,835 R	1,406 R	1,690 R	3,567 R	11,499 R	2,042 R	1,835 R	3,876 R	15,413 R
2009	Mar	4,774 R	1,378 R	1,636 R	3,492 R	11,279 R	2,169 R	1,755 R	3,924 R	15,138 R
	Jun	4,970 R	1,420 R	1,630 R	3,538 R	11,558 R	1,960 R	1,862 R	3,822 R	15,423 R
	Sep	5,083 R	1,435 R	1,590 R	3,606 R	11,715 R	1,988 R	1,879 R	3,867 R	15,667 R
	Dec	5,187 R	1,467 R	1,613 R	3,670 R	11,937 R	2,008 R	1,941 R	3,948 R	15,834 R
2010	Mar	5,273 R	1,494 R	1,667 R	3,612 R	12,046 R	2,009 R	1,952 R	3,961 R	16,018 R
	Jun	5,343 R	1,520 R	1,715 R	3,520 R	12,098 R	2,150 R	1,873 R	4,023 R	16,166 R
	Sep	5,430 R	1,547 R	1,761 R	3,478 R	12,216 R	2,136 R	1,837 R	3,973 R	16,187 R
	Dec	5,450 R	1,525 R	1,756 R	3,480 R	12,212 R	2,140 R	1,792 R	3,932 R	16,129 R
2011	Mar	5,616 R	1,559 R	1,792 R	3,557 R	12,525 R	2,166 R	1,846 R	4,012 R	16,533 R
	Jun	5,653 R	1,589 R	1,845 R	3,565 R	12,652 R	2,211 R	1,896 R	4,107 R	16,800 R
	Sep	5,755 R	1,605 R	1,865 R	3,606 R	12,832 R	2,265 R	1,963 R	4,228 R	17,067 R
	Dec	5,899 R	1,719 R	1,933 R	3,542 R	13,093 R	2,284 R	1,982 R	4,267 R	17,294 R
2012	Mar	5,878 R	1,794 R	1,929 R	3,499 R	13,099 R	2,314 R	1,979 R	4,293 R	17,397 R
	Jun	5,899 R	1,808 R	1,883 R	3,631 R	13,221 R	2,328 R	2,000 R	4,328 R	17,585 R
	Sep	6,000 R	1,798 R	1,893 R	3,484 R	13,175 R	2,399 R	1,957 R	4,355 R	17,477 R
	Dec	6,062 R	1,846 R	1,869 R	3,562 R	13,340 R	2,447 R	1,990 R	4,437 R	17,777 R
<b>Percentage change from previous quarter<sup>(3)</sup></b>										
<b>Quarter</b>										
2009	Dec	2.0 R	2.2 R	1.4 R	1.8 R	1.9 R	1.0 R	3.3 R	2.1 R	1.1 R
2010	Mar	1.7 R	1.8 R	3.4 R	-1.6 R	0.9 R	0.1 R	0.6 R	0.3 R	1.2 R
	Jun	1.3 R	1.8 R	2.8 R	-2.5 R	0.4 R	7.0 R	-4.1 R	1.6 R	0.9 R
	Sep	1.6 R	1.8 R	2.7 R	-1.2 R	1.0 R	-0.7 R	-1.9 R	-1.2 R	0.1 R
	Dec	0.4 R	-1.4 R	-0.3 R	0.1 R	0 R	0.2 R	-2.5 R	-1.1 R	-0.4 R
2011	Mar	3.1 R	2.2 R	2.1 R	2.2 R	2.6 R	1.2 R	3.0 R	2.0 R	2.5 R
	Jun	0.6 R	1.9 R	3.0 R	0.2 R	1.0 R	2.1 R	2.7 R	2.4 R	1.6 R
	Sep	1.8 R	1.0 R	1.1 R	1.1 R	1.4 R	2.4 R	3.6 R	2.9 R	1.6 R
	Dec	2.5 R	7.1 R	3.6 R	-1.8 R	2.0 R	0.9 R	1.0 R	0.9 R	1.3 R
2012	Mar	-0.4 R	4.3 R	-0.2 R	-1.2 R	0 R	1.3 R	-0.2 R	0.6 R	0.6 R
	Jun	0.4 R	0.8 R	-2.3 R	3.8 R	0.9 R	0.6 R	1.1 R	0.8 R	1.1 R
	Sep	1.7 R	-0.6 R	0.5 R	-4.0 R	-0.3 R	3.0 R	-2.2 R	0.6 R	-0.6 R
	Dec	1.0 R	2.7 R	-1.3 R	2.2 R	1.3 R	2.0 R	1.7 R	1.9 R	1.7 R

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<sup>(1)(2)</sup>**  
*By geographical region*

	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)								
<i>Series ref: RTT</i>	<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>
<b>Quarter</b>									
2008 Dec	4,828 R	1,408 R	1,685 R	3,561 R	11,483 R	2,049 R	1,829 R	3,883 R	15,420 R
2009 Mar	4,813 R	1,390 R	1,647 R	3,508 R	11,358 R	2,049 R	1,820 R	3,858 R	15,259 R
Jun	4,939 R	1,409 R	1,617 R	3,532 R	11,498 R	2,016 R	1,846 R	3,837 R	15,402 R
Sep	5,089 R	1,440 R	1,599 R	3,613 R	11,742 R	1,992 R	1,892	3,871 R	15,652 R
Dec	5,186 R	1,465	1,614 R	3,655 R	11,920 R	1,995 R	1,937 R	3,932 R	15,845 R
2010 Mar	5,271 R	1,494 R	1,664 R	3,612 R	12,041 R	2,042 R	1,939 R	3,981 R	16,023 R
Jun	5,352 R	1,524 R	1,719 R	3,527 R	12,121 R	2,109 R	1,886 R	4,002 R	16,137 R
Sep	5,408 R	1,536 R	1,750 R	3,475 R	12,170 R	2,143 R	1,825 R	3,974 R	16,165 R
Dec	5,486 R	1,537 R	1,765 R	3,493 R	12,281 R	2,141 R	1,807 R	3,948 R	16,259 R
2011 Mar	5,582 R	1,555	1,794 R	3,539 R	12,471 R	2,166 R	1,837	4,003 R	16,505 R
Jun	5,669 R	1,580 R	1,836 R	3,583 R	12,668 R	2,213 R	1,902 R	4,115 R	16,790 R
Sep	5,768 R	1,624 R	1,880 R	3,587 R	12,859 R	2,258 R	1,956 R	4,215 R	17,053 R
Dec	5,869 R	1,711 R	1,922 R	3,547 R	13,050 R	2,289	1,981 R	4,270 R	17,273 R
2012 Mar	5,891 R	1,790 R	1,924 R	3,516 R	13,113 R	2,307 R	1,989 R	4,296 R	17,460 R
Jun	5,911 R	1,804 R	1,897 R	3,511 R	13,106 R	2,339 R	1,983 R	4,323 R	17,515 R
Sep	5,988 R	1,811 R	1,884 R	3,520 R	13,193 R	2,392 R	1,976 R	4,368 R	17,577 R
Dec	6,069	1,835	1,876	3,540	13,323	2,451	1,976	4,427	17,702
<b>Percentage change from previous quarter<sup>(3)</sup></b>									
<b>Quarter</b>									
2009 Dec	1.9 R	1.7 R	0.9 R	1.2 R	1.5 R	0.2 R	2.4 R	1.6 R	1.2 R
2010 Mar	1.6 R	2.0 R	3.1 R	-1.2 R	1.0 R	2.3 R	0.1 R	1.3 R	1.1 R
Jun	1.5 R	2.0 R	3.3 R	-2.4 R	0.7 R	3.3 R	-2.7 R	0.5 R	0.7 R
Sep	1.1 R	0.8 R	1.8 R	-1.4 R	0.4 R	1.6 R	-3.2 R	-0.7 R	0.2 R
Dec	1.4 R	0.1 R	0.8 R	0.5 R	0.9 R	-0.1 R	-1.0 R	-0.6 R	0.6 R
2011 Mar	1.7 R	1.2 R	1.7 R	1.3 R	1.5 R	1.2 R	1.6 R	1.4 R	1.5 R
Jun	1.6 R	1.6 R	2.3 R	1.2 R	1.6 R	2.2 R	3.6 R	2.8 R	1.7 R
Sep	1.8 R	2.8 R	2.4 R	0.1 R	1.5 R	2.0 R	2.9 R	2.4 R	1.6 R
Dec	1.7 R	5.4 R	2.2 R	-1.1 R	1.5 R	1.4 R	1.2 R	1.3 R	1.3 R
2012 Mar	0.4 R	4.6 R	0.1 R	-0.9 R	0.5 R	0.8 R	0.4 R	0.6 R	1.1 R
Jun	0.3 R	0.8 R	-1.4 R	-0.1 R	0 R	1.4 R	-0.3 R	0.6 R	0.3 R
Sep	1.3 R	0.4 R	-0.7 R	0.3 R	0.7 R	2.2 R	-0.4 R	1.0 R	0.4 R
Dec	1.3	1.3	-0.4	0.6	1.0	2.5	0	1.4	0.7

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 11

**Actual retail stocks at end of quarter<sup>(1)</sup>**  
*By industry*

Industry	Series ref: RTTQ	2011					2012			
		2010								
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
		\$(million)								
Supermarket and grocery stores	S2AAC	631	614	604	611	645 R	619	598	641	697
Specialised food	S2ABC	44	51	45	43	47	51	54	51	58
Liquor	S2ACC	167	146	163	166	176	165	173	173	178
Non-store and commission-based retailing	S2AEC	72	79	65	95 R	84 R	90 R	92 R	100 R	99
Department stores	S2AFC	717	689	640	705	717	722	697	733	739
Furniture, floor coverings, houseware, textiles	S2AGC	261	252	262	279	285	274	290	291	303
Hardware, building, and garden supplies	S2AHC	783	745	718	732	755	751	740	753	755
Recreational goods	S2AJC	458	418	408	418	429	456	432	440	418
Clothing, footwear, and accessories	S2AKC	705	699	698	712	697	703	749	746	734
Electrical and electronic goods	S2ALC	383	338	362	367	398	347	350	374	379
Pharmaceutical and other store-based retailing	S2AMC	522	477	478	510	523	479	505	513	548
Accommodation	S2AUC	35	32	29	31	30	28	25	24	29
Food and beverage services	S2AVC	117	117	110	118	129	115	116	112	130
<b>Core industries total</b>	<b>S2A1C</b>	<b>4,897</b>	<b>4,657</b>	<b>4,581</b>	<b>4,785 R</b>	<b>4,915 R</b>	<b>4,800 R</b>	<b>4,821 R</b>	<b>4,951 R</b>	<b>5,067</b>
Motor vehicles and parts	S2APC	1,250	1,259	1,220	1,253	1,216	1,290	1,393	1,345	1,368
Fuel	S2AQC	98	104	95	95	103	98	100	96	111
<b>All industries total</b>	<b>S2A9C</b>	<b>6,244</b>	<b>6,021</b>	<b>5,896</b>	<b>6,133 R</b>	<b>6,235 R</b>	<b>6,188 R</b>	<b>6,314 R</b>	<b>6,392 R</b>	<b>6,545</b>

**Percentage change from same quarter previous year<sup>(2)</sup>**

Supermarket and grocery stores	10.3	6.0	7.5	5.6	2.2 R	0.7	-1.0	5.0	8.0
Specialised food	0.7	15.4	-1.5	0	5.6	1.1	18.1	19.2	25.2
Liquor	-3.5	-3.6	4.5	16.8	5.0	12.4	6.2	4.1	1.6
Non-store and commission-based retailing	-15.1	-5.5	-0.6	11.6 R	15.2 R	14.6 R	40.7 R	5.9 R	18.4
Department stores	17.7	6.0	4.2	2.2	0	4.8	8.9	3.9	3.0
Furniture, floor coverings, houseware, textiles	-2.5	-1.5	0.8	12.6	9.3	8.9	10.7	4.4	6.3
Hardware, building, and garden supplies	5.6	-1.0	-3.3	-0.9	-3.6	0.7	3.2	2.9	0.1
Recreational goods	3.3	1.9	-5.9	-5.2	-6.3	9.1	6.0	5.3	-2.6
Clothing, footwear, and accessories	11.4	6.4	9.1	8.7	-1.1	0.6	7.4	4.8	5.3
Electrical and electronic goods	-2.5	-2.0	1.2	0.2	4.0	2.9	-3.3	1.9	-4.8
Pharmaceutical and other store-based retailing	-1.2	-5.2	-1.3	6.2	0.2	0.4	5.6	0.7	4.8
Accommodation	14.8	-0.1	-9.9	-11.2	-14.5	-12.3	-13.7	-22.2	-5.7
Food and beverage services	8.5	8.6	1.5	9.4	10.0	-1.7	5.5	-5.5	0.6
<b>Core industries total</b>	<b>5.8</b>	<b>1.9</b>	<b>1.8</b>	<b>3.8 R</b>	<b>0.4 R</b>	<b>3.1 R</b>	<b>5.2 R</b>	<b>3.5 R</b>	<b>3.1</b>
Motor vehicles and parts	24.2	16.4	2.9	5.9	-2.7	2.4	14.2	7.3	12.5
Fuel	3.8	26.0	16.2	19.4	6.0	-5.6	5.4	1.6	7.2
<b>All industries total</b>	<b>9.0</b>	<b>4.9</b>	<b>2.2</b>	<b>4.4 R</b>	<b>-0.1 R</b>	<b>2.8 R</b>	<b>7.1 R</b>	<b>4.2 R</b>	<b>5.0</b>

1. Figures exclude GST.

2. Percentage changes are calculated on unrounded numbers.

**Symbol:**

R revised

**Source:** Statistics New Zealand

Table 12

**Retail sales summary<sup>(1)</sup>**  
*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 <sup>(2)</sup>	Actual	Trend	Seasonally adjusted expressed in September 2010 quarter prices <sup>(2)</sup>	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>
<b>Quarter</b>								
2005 Dec	15,180	14,029 R	14,112 R	15,748 R	3,655	3,398 R	3,791 R	5,438
2006 Mar	14,290	14,378 R	14,314 R	16,023 R	3,428	3,434 R	3,844 R	5,233
Jun	14,021	14,541 R	14,576 R	15,940 R	3,353	3,486 R	3,812 R	5,341
Sep	14,306	14,819 R	14,841 R	16,213 R	3,414	3,542 R	3,869 R	5,381
Dec	16,349	15,174 R	15,197 R	16,758 R	3,889	3,615 R	3,986 R	5,784
2007 Mar	15,468	15,518 R	15,476 R	17,066 R	3,668	3,670 R	4,047 R	5,619
Jun	15,080	15,627 R	15,595 R	16,990 R	3,569	3,691 R	4,021 R	5,679
Sep	15,067	15,632 R	15,636 R	16,974 R	3,559	3,693 R	4,009 R	5,511
Dec	17,001	15,745 R	15,778 R	16,877 R	4,004	3,716 R	3,975 R	5,737
2008 Mar	15,829	15,929 R	15,857 R	16,923 R	3,717	3,724 R	3,974 R	5,658
Jun	15,073	15,625 R	15,818 R	16,258 R	3,533	3,708 R	3,811 R	5,601
Sep	15,204	15,728 R	15,664 R	16,202 R	3,557	3,665 R	3,790 R	5,647
Dec	16,726	15,413 R	15,420 R	16,064 R	3,903	3,598 R	3,748 R	5,847
2009 Mar	14,975	15,138 R	15,259 R	15,651 R	3,484	3,550 R	3,641 R	5,444
Jun	14,860	15,423 R	15,402 R	15,754 R	3,447	3,573 R	3,655 R	5,471
Sep	15,209	15,667 R	15,652 R	15,932 R	3,518	3,620 R	3,685 R	5,516
Dec	17,194	15,834 R	15,845 R	16,081 R	3,962	3,651 R	3,706 R	5,729
2010 Mar	15,835	16,018 R	16,023 R	16,190 R	3,636	3,680 R	3,718 R	5,738
Jun	15,599	16,166 R	16,137 R	16,273 R	3,571	3,695 R	3,726 R	5,767
Sep	15,723	16,187 R	16,165 R	16,228 R	3,594	3,696 R	3,710 R	5,872
Dec	17,444	16,129 R	16,259 R	16,085 R	3,976	3,706 R	3,667 R	6,244
2011 Mar	16,363	16,533 R	16,505 R	16,315 R	3,721	3,753 R	3,710 R	6,021
Jun	16,230	16,800 R	16,790 R	16,450 R	3,685	3,813 R	3,735 R	5,896
Sep	16,537 R	17,067 R	17,053 R	16,739 R	3,750 R	3,867 R	3,796 R	6,133 R
Dec	18,686 R	17,294 R	17,273 R	16,989 R	4,229 R	3,909 R	3,845 R	6,235 R
2012 Mar	17,208 R	17,397 R	17,460 R	17,012 R	3,887 R	3,944 R	3,843 R	6,188 R
Jun	16,996 R	17,585 R	17,515 R	17,219 R	3,835 R	3,952 R	3,885 R	6,314 R
Sep	16,879 R	17,477 R	17,577 R	17,180 R	3,804 R	3,961 R	3,872 R	6,392 R
Dec	19,219	17,777	17,702	17,542	4,322 P	3,981 P	3,945 P	6,545

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<sup>(1)</sup>**  
*Percentage change from previous quarter*  
 Base: September quarter 2010 (=1000)

Industry	Series ref: RTEQ	2010	2011				2012			
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
		Index value								
Supermarket and grocery stores	SNA	996	1016	1026	1038	1018	1034	1034	1042	1025
Specialised food	SNB	993	1008	1010	1050	983	984	999	1043	999
Liquor	SNC	986	993	980	990	982	987	1001	1006	999
Non-store and commission-based retailing	SNE	990	986	994	995	989	982	979	973	968
Department stores	SNF	989	970	975	973	957	948	946	940	928
Furniture, floor coverings, houseware, textiles	SNG	1003	979	1010	1020	1005	1007	1014	1023	998
Hardware, building, and garden supplies	SNH	997	989	991	1003	1004	1006	1006	1007	1006
Recreational goods	SNJ	983	980	980	978	975	949	951	949	953
Clothing, footwear, and accessories	SNK	987	979	983	987	985	988	992	990	984
Electrical and electronic goods	SNL	969	940	926	893	864	838	819	798	772
Pharmaceutical and other store-based retailing	SNM	996	988	998	1000	993	992	987	989	976
Accommodation	SNU	1039	1067	1021	1035	1061	1081	1058	1062	1088
Food and beverage services	SNV	1004	1013	1018	1026	1031	1035	1038	1042	1042
Motor vehicles and parts	SNP	999	996	1002	1013	1018	1024	1021	1012	1008
Fuel	SNQ	1038	1141	1192	1143	1161	1192	1193	1182	1177

Percentage change from previous quarter <sup>(2)</sup>										
Supermarket and grocery stores		-0.4	2.0	1.0	1.2	-1.9	1.6	0	0.8	-1.6
Specialised food		-0.7	1.5	0.2	4.0	-6.4	0.1	1.5	4.4	-4.2
Liquor		-1.4	0.7	-1.3	1.0	-0.8	0.5	1.4	0.5	-0.7
Non-store and commission-based retailing		-1.0	-0.4	0.8	0.1	-0.6	-0.7	-0.3	-0.6	-0.5
Department stores		-1.1	-1.9	0.5	-0.2	-1.6	-0.9	-0.2	-0.6	-1.3
Furniture, floor coverings, houseware, textiles		0.3	-2.4	3.2	1.0	-1.5	0.2	0.7	0.9	-2.4
Hardware, building, and garden supplies		-0.3	-0.8	0.2	1.2	0.1	0.2	0	0.1	-0.1
Recreational goods		-1.7	-0.3	0	-0.2	-0.3	-2.7	0.2	-0.2	0.4
Clothing, footwear, and accessories		-1.3	-0.8	0.4	0.4	-0.2	0.3	0.4	-0.2	-0.6
Electrical and electronic goods		-3.1	-3.0	-1.5	-3.6	-3.2	-3.0	-2.3	-2.6	-3.3
Pharmaceutical and other store-based retailing		-0.4	-0.8	1.0	0.2	-0.7	-0.1	-0.5	0.2	-1.3
Accommodation		3.9	2.7	-4.3	1.4	2.5	1.9	-2.1	0.4	2.4
Food and beverage services		0.4	0.9	0.5	0.8	0.5	0.4	0.3	0.4	0
Motor vehicles and parts		-0.1	-0.3	0.6	1.1	0.5	0.6	-0.3	-0.9	-0.4
Fuel		3.8	9.9	4.5	-4.1	1.6	2.7	0.1	-0.9	-0.4

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<sup>(1)</sup>**  
*Percentage change from same quarter previous year*  
 Base: September quarter 2010 (=1000)

Industry	Series ref: RTEQ	2010	2011				2012			
		Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec
		Index value								
Supermarket and grocery stores	SNA	996	1016	1026	1038	1018	1034	1034	1042	1025
Specialised food	SNB	993	1008	1010	1050	983	984	999	1043	999
Liquor	SNC	986	993	980	990	982	987	1001	1006	999
Non-store and commission-based retailing	SNE	990	986	994	995	989	982	979	973	968
Department stores	SNF	989	970	975	973	957	948	946	940	928
Furniture, floor coverings, houseware, textiles	SNG	1003	979	1010	1020	1005	1007	1014	1023	998
Hardware, building, and garden supplies	SNH	997	989	991	1003	1004	1006	1006	1007	1006
Recreational goods	SNJ	983	980	980	978	975	949	951	949	953
Clothing, footwear, and accessories	SNK	987	979	983	987	985	988	992	990	984
Electrical and electronic goods	SNL	969	940	926	893	864	838	819	798	772
Pharmaceutical and other store-based retailing	SNM	996	988	998	1000	993	992	987	989	976
Accommodation	SNU	1039	1067	1021	1035	1061	1081	1058	1062	1088
Food and beverage services	SNV	1004	1013	1018	1026	1031	1035	1038	1042	1042
Motor vehicles and parts	SNP	999	996	1002	1013	1018	1024	1021	1012	1008
Fuel	SNQ	1038	1141	1192	1143	1161	1192	1193	1182	1177

**Percentage change from same quarter previous year<sup>(2)</sup>**

Supermarket and grocery stores	3.1	4.2	5.1	3.8	2.2	1.8	0.8	0.4	0.7
Specialised food	3.2	3.4	5.9	5.0	-1.0	-2.4	-1.1	-0.7	1.6
Liquor	4.1	3.6	-0.2	-1.0	-0.4	-0.6	2.1	1.6	1.7
Non-store and commission-based retailing	-4.0	-0.9	-0.1	-0.5	-0.1	-0.4	-1.5	-2.2	-2.1
Department stores	-3.9	-3.6	-3.2	-2.7	-3.2	-2.3	-3.0	-3.4	-3.0
Furniture, floor coverings, houseware, textiles	-2.0	-2.6	0.7	2.0	0.2	2.9	0.4	0.3	-0.7
Hardware, building, and garden supplies	2.0	0.9	0.8	0.3	0.7	1.7	1.5	0.4	0.2
Recreational goods	-1.7	-1.1	-1.6	-2.2	-0.8	-3.2	-3.0	-3.0	-2.3
Clothing, footwear, and accessories	-3.2	-2.4	-2.1	-1.3	-0.2	0.9	0.9	0.3	-0.1
Electrical and electronic goods	-11.3	-10.1	-9.1	-10.7	-10.8	-10.9	-11.6	-10.6	-10.6
Pharmaceutical and other store-based retailing	2.2	1.6	-0.1	0	-0.3	0.4	-1.1	-1.1	-1.7
Accommodation	-2.1	-1.1	0.1	3.5	2.1	1.3	3.6	2.6	2.5
Food and beverage services	2.3	2.7	2.5	2.6	2.7	2.2	2.0	1.6	1.1
Motor vehicles and parts	1.7	1.5	0.8	1.3	1.9	2.8	1.9	-0.1	-1.0
Fuel	11.6	16.3	18.7	14.3	11.8	4.5	0.1	3.4	1.4

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