

Retail Trade Survey: September 2014 quarter

Embargoed until 10:45am – 17 November 2014

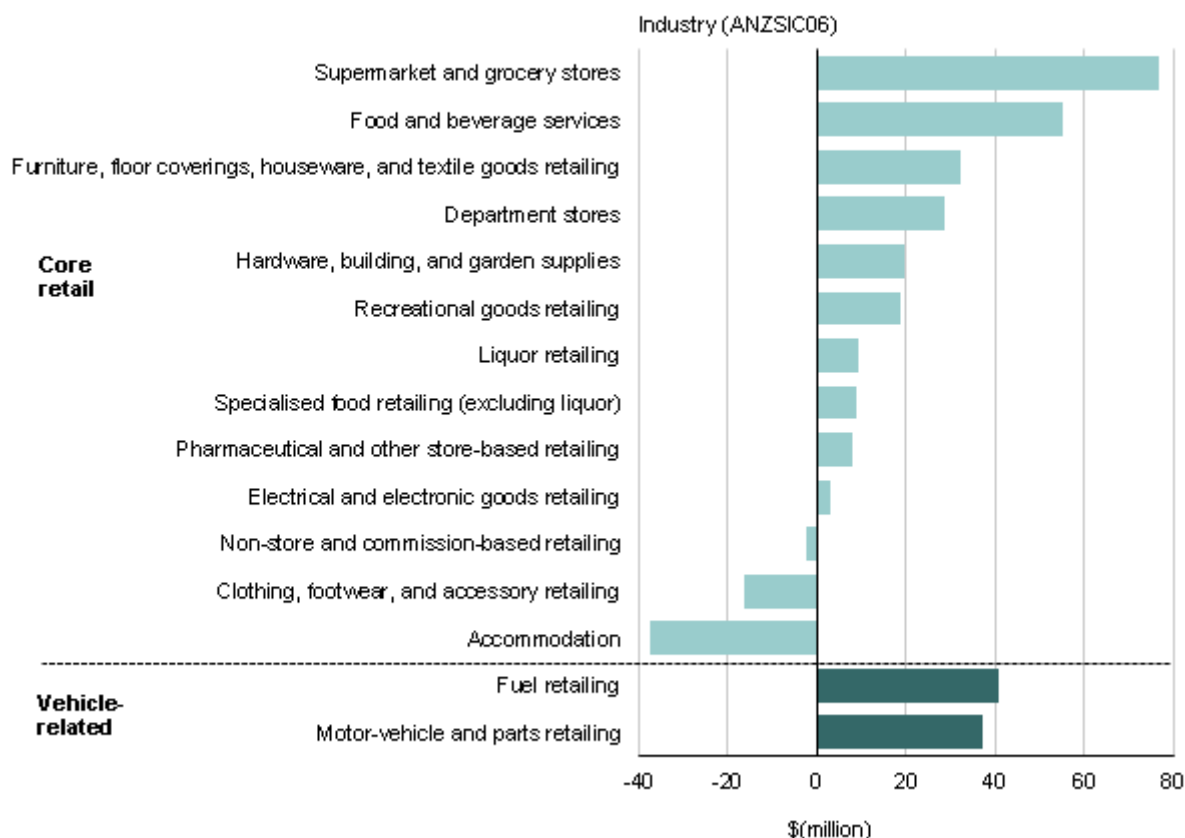
Key facts

For the September 2014 quarter, compared with the June 2014 quarter (seasonally adjusted):

- The total volume of retail sales rose 1.5 percent.
- Twelve of the 15 industries had higher sales volumes.
- Supermarket and grocery stores recorded the largest volume increase, up 1.9 percent.
- The total value of retail sales rose 0.9 percent.

Retail industry contributions to the change in seasonally adjusted sales volumes

Change from the June 2014 quarter



Source: Statistics New Zealand

Liz MacPherson, Government Statistician
ISSN 1178-0355
17 November 2014

Commentary

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All values are seasonally adjusted unless otherwise stated.

Changes to retail trade seasonal adjustment

As advised in the [Retail Trade Survey: June 2014 quarter](#), we have changed the way we seasonally adjust data for the Retail Trade Survey. For this and future publications we have:

- changed from X12-ARIMA to the X13-ARIMA-SEATS seasonal adjustment tool, in line with international best practice
- introduced seasonal adjustment for motor-vehicle and parts retailing, and fuel retailing.

See [Changes to Retail Trade Survey seasonal adjustment](#) for more information.

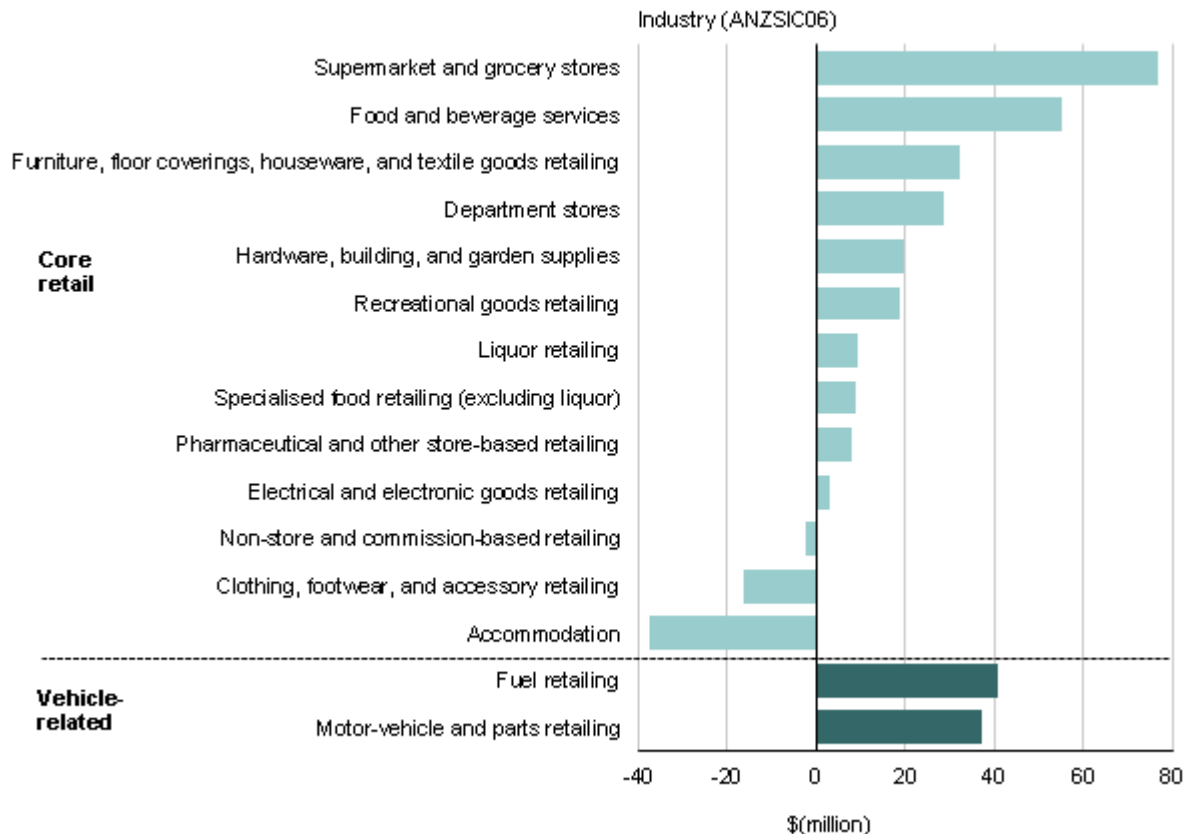
Total sales volume rises

The total volume of retail sales rose 1.5 percent for the September 2014 quarter, following a 1.1 percent rise in the June 2014 quarter.

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

Retail industry contributions to the change in seasonally adjusted sales volumes

Change from the June 2014 quarter



The latest quarter's increase was led by food-related industries, with rises in supermarket and grocery stores (up 1.9 percent) and food and beverage services (up 3.0 percent).

Other industries with large rises in the September 2014 quarter were:

- fuel retailing, up 2.5 percent
- motor-vehicles and parts retailing, up 1.4 percent
- furniture, floor coverings, houseware, and textile goods retailing, up 6.3 percent.

The three industries with falls this quarter were:

- accommodation, down 5.4 percent
- clothing, footwear, and accessory retailing, down 1.9 percent
- non-store and commission-based retailing, down 1.1 percent.

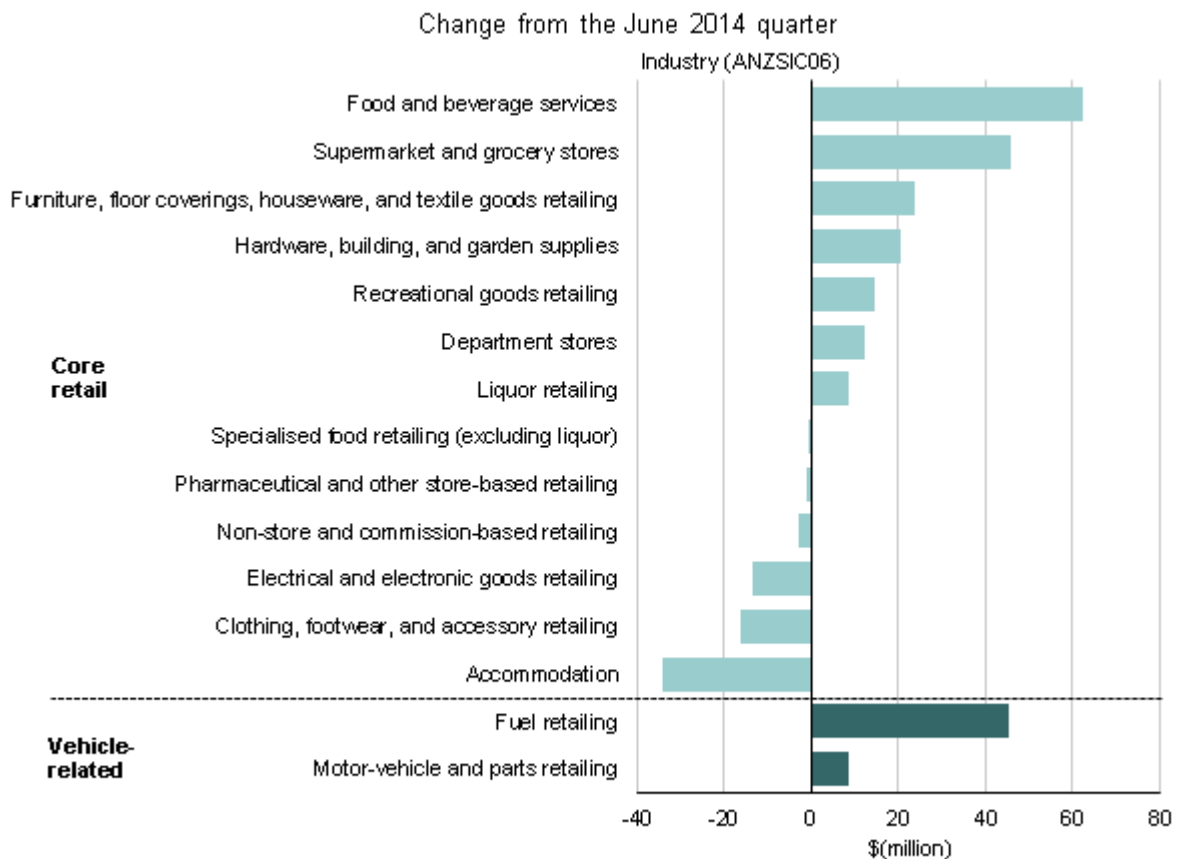
In core retail (which exclude the two vehicle-related industries) the sales volume rose 1.4 percent in the September 2014 quarter, following a 1.2 percent rise in the June 2014 quarter.

Total sales value up

The total value of retail sales rose 0.9 percent (\$174 million) in the September 2014 quarter, following a 1.0 percent (\$189 million) rise in the June 2014 quarter.

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

Retail industry contributions to the change in seasonally adjusted sales values



Source: Statistics New Zealand

The food and beverage services industry led the rise in the total sales value, with a 3.1 percent (\$63 million) increase.

Other industries with large rises in the September 2014 quarter were:

- supermarket and grocery stores, up 1.1 percent (\$46 million)
- fuel retailing, up 2.3 percent (\$45 million)
- furniture, floor coverings, houseware, and textile goods retailing, up 4.7 percent (\$24 million).

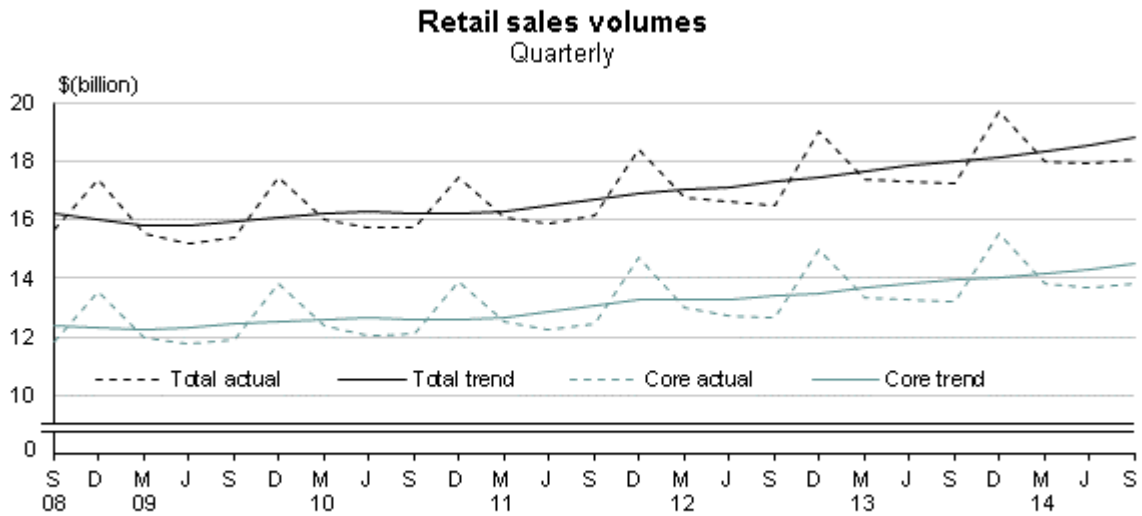
Industries with the largest falls were:

- accommodation, down 4.4 percent (\$34 million)
- clothing, footwear, and accessory retailing, down 2.0 percent (\$16 million).

In core retail (which exclude the two vehicle-related industries) the sales value rose 0.8 percent (\$120 million) in the September 2014 quarter, following a 1.2 percent (\$171 million) rise in the June 2014 quarter.

Trends for sales volume and value both rise

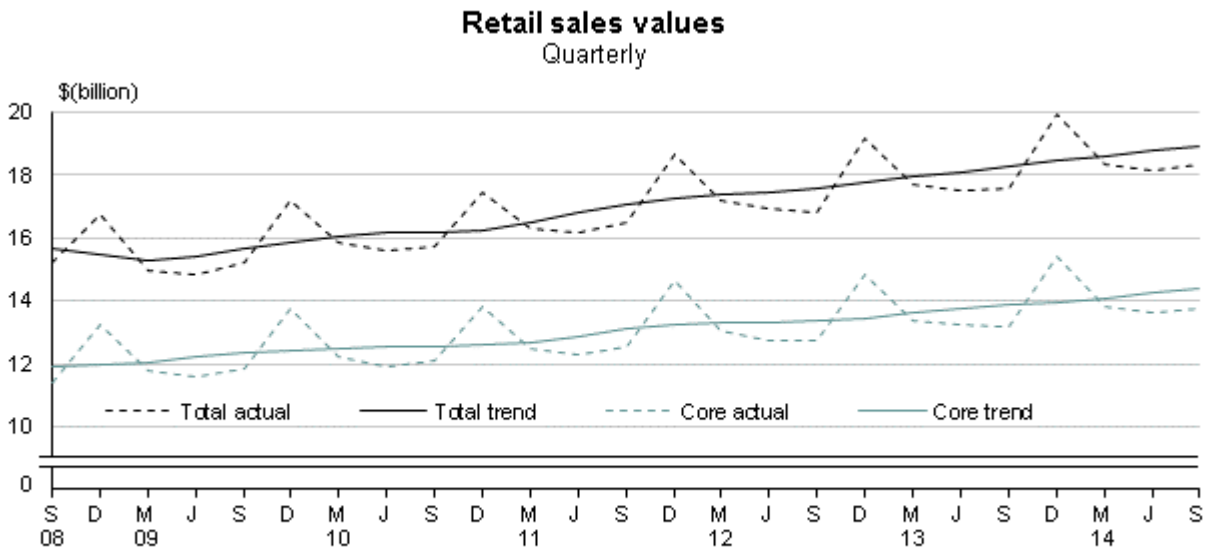
The trends for both the total sales volume, and core sales volume, have generally been rising since the March 2009 quarter. The total sales volume trend has risen 19 percent, and the core sales volume (which exclude the two vehicle-related industries) 18 percent since then.



Source: Statistics New Zealand

The trend for the total sales value has increased 24 percent since the March 2009 quarter.

The core sales value trend (which exclude the two vehicle-related industries) has increased 21 percent since the December 2007 quarter.



Source: Statistics New Zealand

Growth in food-related industries leads September's rise

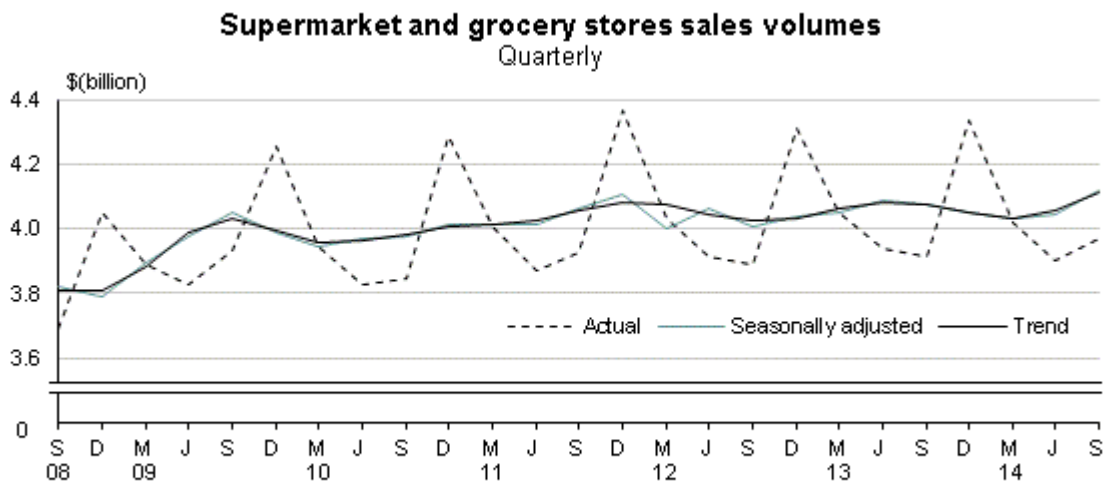
The largest sales volume increases for the September 2014 quarter came from two food-related industries:

- supermarket and grocery stores (up 1.9 percent), after rising 0.4 percent in the June quarter
- food and beverage services (up 3.0 percent), after rising 2.6 percent in the June quarter.

Both these food-related industries also recorded the largest sales value increases in the latest quarter. Food and beverage services was up 3.1 percent (\$63 million), and supermarket and grocery stores up 1.1 percent (\$46 million) for the September 2014 quarter.

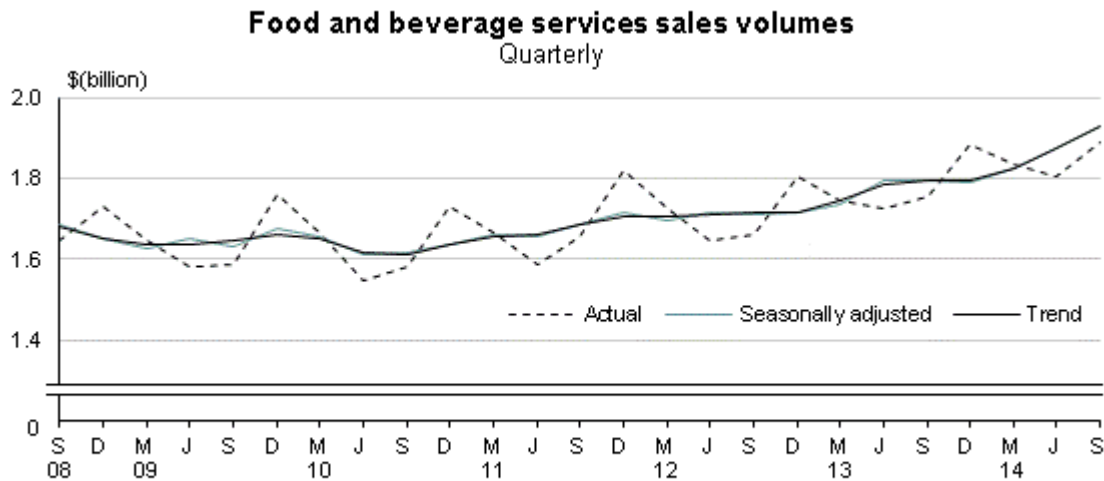
Prices (which are not seasonally adjusted) rose 0.3 percent for the food and beverage services industry, and rose 0.1 percent for supermarket and grocery stores in the latest quarter compared with the June 2014 quarter.

The sales volume trend for supermarket and grocery stores has lifted in recent quarters, following falls between the September 2013 and March 2014 quarters.



Source: Statistics New Zealand

The sales volume trend for food and beverage services has been rising over the past four years, and is up 20 percent since the September 2010 quarter.



Source: Statistics New Zealand

The food and beverage services industry consists of cafes, restaurants, takeaway food and catering services, pubs, taverns, bars, and clubs. Cafes and restaurants contribute half this industry's sales value.

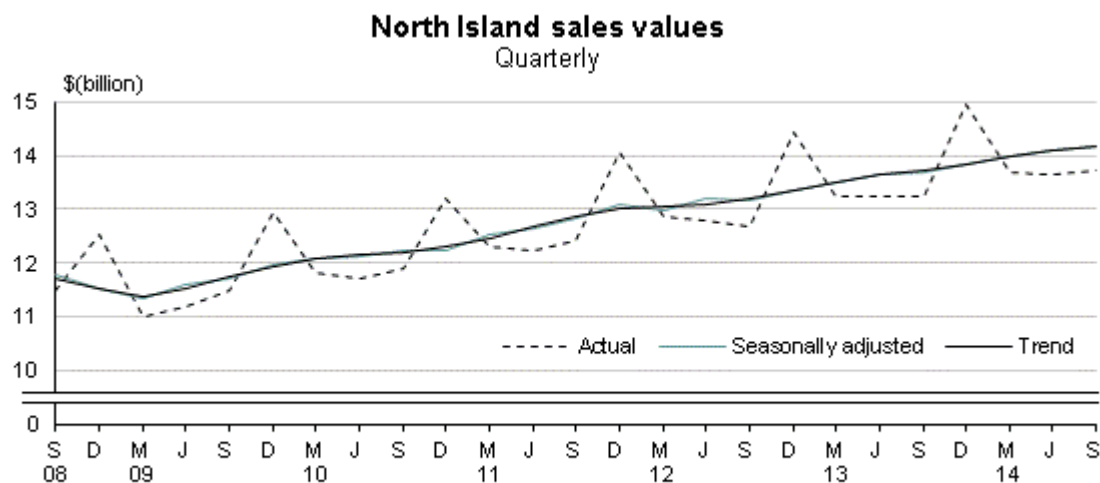
Sales lift in both the North and South islands

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

The value of sales in the North Island rose 0.7 percent (\$93 million) in the September 2014 quarter. This follows a 0.8 percent (\$107 million) rise in the June 2014 quarter.

The increase in the North Island sales value resulted from:

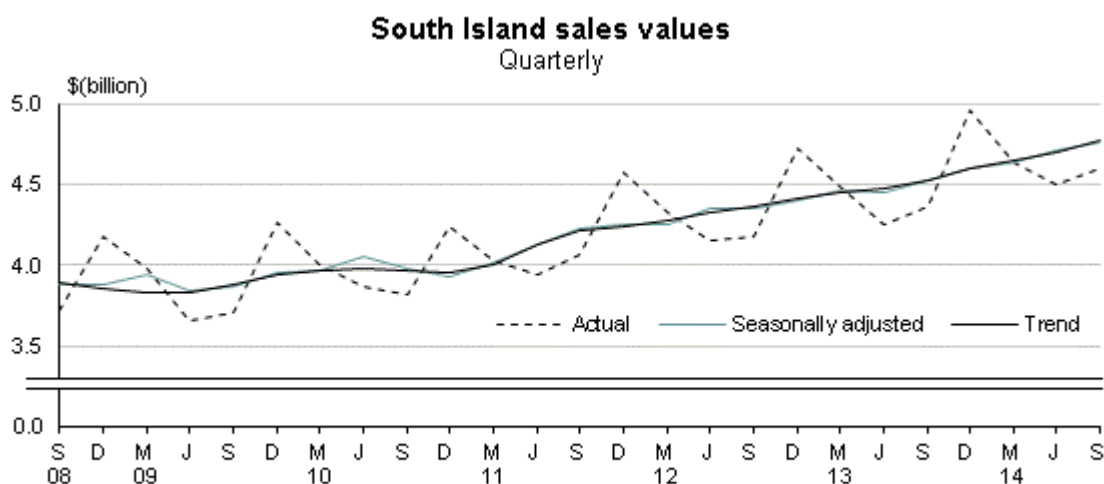
- Auckland, **up** 1.9 percent (\$124 million)
- Waikato, **up** 2.0 percent (\$37 million)
- Wellington, **down** 1.2 percent (\$23 million)
- remainder of the North Island, **down** 1.2 percent (\$45 million).



The value of sales in the South Island rose 1.2 percent (\$59 million) in the September 2014 quarter. This follows a 1.6 percent (\$75 million) rise in the June 2014 quarter.

The increase in the South Island sales value resulted from:

- Canterbury, **up** 3.5 percent (\$93 million)
- remainder of the South Island, **down** 1.7 percent (\$34 million).



Actual sales volumes and values up on 2013

In the September 2014 quarter, compared with the September 2013 quarter:

- the **volume** of total actual retail sales rose 4.7 percent
- the **value** of total actual retail sales rose 4.1 percent to \$18.3 billion
- the **volume** of core actual retail sales rose 4.5 percent
- the **value** of core actual retail sales rose 4.2 percent to \$13.8 billion.

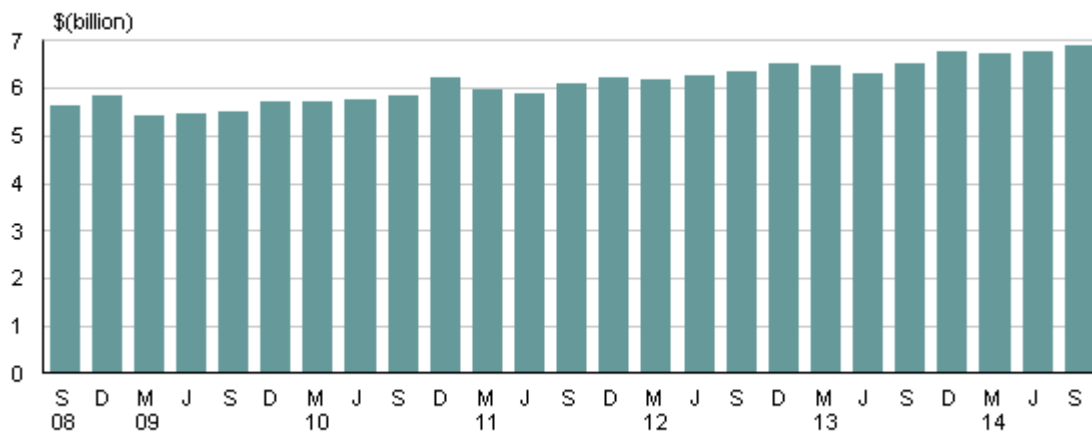
Actual stock values up on 2013

Stock figures are recorded at 30 September 2014. All references to stocks are in actual (unadjusted) dollars.

The total value of stock held at 30 September 2014 (\$6.9 billion) was 6.0 percent (\$395 million) higher than at 30 September 2013.

The value of stock for the core retail industries (\$5.2 billion) was 5.0 percent (\$252 million) higher than at 30 September 2013.

Quarterly retail stock levels



Source: Statistics New Zealand

All 15 retail industries recorded stock increases in the September 2014 quarter. The largest were in:

- motor-vehicle and parts retailing, up 9.3 percent (\$134 million)
- recreational goods retailing, up 18 percent (\$75 million)
- hardware, building, and garden supplies, up 5.4 percent (\$42 million).

For more detailed data from the Retail Trade Survey, see the Excel tables in the 'Downloads' box.

Definitions

About the Retail Trade Survey

The Retail Trade Survey (RTS) provides short-term economic indicators of the retail trade sector. In addition, we use the data 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 in New Zealand, which is maintained by Statistics NZ. We draw the population of the RTS from the Business Frame.

Deflators: indexes that measure the rate of price change of goods and services sold by each RTS industry. We do not calculate deflators 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 we use 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 is removed.

Related links

Upcoming releases

The *Retail Trade Survey: December 2014 quarter* will be released on 16 February 2015.

[Subscribe to information releases](#), including this one, by completing the online subscription form.

[The release calendar](#) lists all our upcoming information releases by date of release.

Past releases

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

Related links

The latest movements in related series were as follows:

The [Consumers Price Index: September 2014 quarter](#) rose 0.3 percent from the June 2014 quarter.

On [Infoshare](#), New Zealand Transport Agency figures show that new registrations of cars and station wagons (including cars previously registered overseas) were up 7.7 percent in the September 2014 quarter from the June 2014 quarter. The Retail Trade Survey includes sales for new and used passenger vehicles, motor cycles, trailers, tyres, and vehicle parts retailing only. Sales for commercial vehicles (eg, business vehicles, trucks and buses) are more likely to be included in the quarterly Wholesale Trade Survey.

[Credit card billings in New Zealand](#), including spending using New Zealand and overseas-issued cards, rose 3.9 percent in the September 2014 quarter from the same period in 2013.

The [Reserve Bank of New Zealand's Official Cash Rate](#) changed once over the September quarterly period, from 3.25 percent to 3.5 percent on 24 July 2014.

The [International Travel and Migration: September 2014](#) information release showed that in the September 2014 year, New Zealand recorded its highest-ever net gain of 45,400 migrants.

Data quality

Period-specific information

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

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

General information

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

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

Period-specific information

Measurement errors

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

[See measurement errors.](#)

Sample errors

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

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

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

Retail Trade Survey: September 2014 quarter sample errors, by industry		
At the 95 percent confidence interval limit		
Retail industry	Level (relative percent)	Movement (absolute percent)
Motor-vehicle and parts	5.1	3.6
Fuel	6.8	7.4
Supermarket and grocery stores	7.2	1.1
Specialised food	6.1	4.2
Liquor	6.7	0.5
Furniture, floor coverings, houseware, textiles	6.4	4.3
Electrical and electronic goods	2.4	8.7
Hardware, building, and garden supplies	5.2	1.4
Recreational goods	8.7	3.6
Clothing, footwear, and accessories	4.5	2.6
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	9.9	3.6
Non-store and commission-based retailing	10.7	4.7
Accommodation	5.4	2.5
Food and beverage services	4.6	3.0
Total retail trade	2.2	2.0

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

Retail Trade Survey: September 2014 quarter sample errors, by region		
At the 95 percent confidence interval limit		
Region	Level (relative percent)	Movement (absolute percent)
Auckland	5.5	3.7
Waikato	13.4	3.3
Wellington	12.5	4.1
Remainder of the North Island	7.5	2.0
Canterbury	10.7	6.8
Remainder of the South Island	7.2	7.1

Imputation

Small firms

Small to medium-sized firms are generally not surveyed. Instead, we model their variables from administrative data (GST) sourced from Inland Revenue. Ratios we calculate from the postal sample units are applied to the administrative data to provide an estimate of the small firm variables.

Non-response imputation

Although we make every attempt to achieve a 100 percent response rate, in practice this does not occur. We estimate values for non-responding businesses by methods that include:

- 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 the unit's 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 September 2014 quarter		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Motor-vehicle and parts	6.4	13.7
Fuel	2.5	12.5
Supermarket and grocery stores	3.5	11.3
Specialised food	8.0	13.3
Liquor	11.9	15.6
Furniture, floor coverings, houseware, textiles	10.8	11.4
Electrical and electronic goods	9.7	11.6
Hardware, building, and garden supplies	8.9	8.8
Recreational goods	7.7	16.2
Clothing, footwear, and accessories	8.0	15.1
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	8.6	15.0
Non-store and commission-based retailing	13.5	6.2
Accommodation	9.5	13.7
Food and beverage services	8.2	14.9
Total retail trade	6.2	12.1

Postal response rate

The RTS has a target response rate of 85 percent. We achieved an 87 percent response rate for the September 2014 quarter.

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

General information

Population

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

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

Industry descriptions

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

ANZSIC06 industries, class codes, and descriptions for RTS	
RTS industry and description used in published tables	ANZSIC06 class and description
G1110 Motor vehicle and parts	G391100 Car retailing
	G391200 Motor cycle retailing
	G391300 Trailer and other motor vehicle retailing
	G392100 Motor vehicle parts retailing
	G392200 Tyre retailing
G1120 Fuel	G400000 Fuel retailing
G1210 Supermarket and grocery stores	G411000 Supermarkets and grocery stores
G1221 Specialised food	G412100 Fresh meat, fish, and poultry retailing
	G412200 Fruit and vegetable retailing
	G412900 Other specialised food retailing
G1222 Liquor	G412300 Liquor retailing
G1311 Furniture, floor coverings, houseware, 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

We stratify the survey population according to:

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

Each ANZIND inter-industry contains between two and four substrata. Because of the contribution that large units make to the economic activity within each industry, they are all included in the sample. We also include a portion of the remaining medium to large units in the sample. In addition, small to medium-sized businesses have their data modelled from administrative data (GST) sourced from Inland Revenue. The Inland Revenue data are forecast two months ahead. We include all retailing GEOs belonging to a selected 'enterprise'.

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

Sample maintenance

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

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

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

Sample reselection

We select the sample for the RTS each quarter to ensure the sample reflects changes occurring in the retailing population.

Measurement errors

Errors in the survey are divided into two classes:

Non-sampling error

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

Sampling error

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

Use of retail trade data in quarterly national accounts

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

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

Seasonally adjusted series

The seasonally adjusted and trend series are produced using the X-13-ARIMA-SEATS package developed by the U.S. Census Bureau. We have upgraded the seasonal adjustment package for the retail trade series from X-12-ARIMA to X-13-ARIMA-SEATS, to comply with international best practice.

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.

We revise all seasonally adjusted figures each quarter. This enables the seasonal component to be better estimated and removed from the series.

The X-13-ARIMA-SEATS seasonal adjustment package is very robust. However, problems occur when there is an abrupt change in the seasonal variation, as with other seasonal adjustment packages.

Estimated trend

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

We calculate the trend series using the X-13-ARIMA-SEATS 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 we treat an observation as an outlier in one quarter, but find it to be part of the underlying trend as further observations are added to the series. Typically, only the estimates for the most-recent quarter will be subject to substantial revisions.

Retail Trade Survey deflators

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

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

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

Regional estimates

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

More information

Statistics in the release have been produced in accordance with the [Official Statistics System principles and protocols for producers of Tier 1 statistics](#) for quality. They conform to the Statistics NZ Methodological Standard for Reporting for Data Quality.

See [Retail Trade Survey](#) for information about the survey.

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Tables

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

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

1. Actual retail sales values, by quarter by industry
2. Actual retail sales volumes expressed in September 2010 quarter prices, by quarter by industry
3. Seasonally adjusted retail sales values, by quarter by industry
4. Seasonally adjusted sales volumes expressed in September 2010 quarter prices, by quarter by industry
5. Retail sales value trend, by quarter by industry
6. Retail sales volume trend expressed in September 2010 quarter prices, by quarter by industry
7. Actual retail sales values, by geographical region
8. Actual core retail sales values, by geographical region
9. Seasonally adjusted retail sales values, by geographical region
10. Retail sales value trend, by geographical region
11. Actual retail stocks value at end of quarter, by industry
12. Retail 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**