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Retail Trade Survey: June 2009 quarter

Highlights

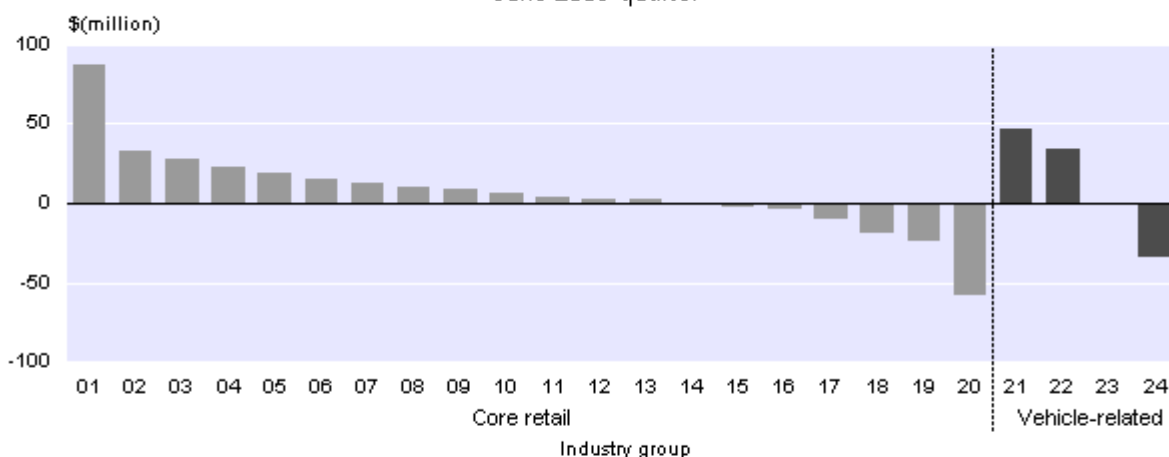
For the June 2009 quarter compared with the March 2009 quarter (on a seasonally adjusted basis):

- Total retail sales values rose 1.1 percent (\$174 million).
- Total retail sales volumes rose 0.4 percent.
- Core retail sales values rose 1.1 percent (\$129 million).
- Core retail sales volumes rose 0.2 percent.
- Supermarket and grocery store values and volumes rose – 2.3 percent and 0.9 percent, respectively.

Retail Industry Contributions to the Change in Seasonally Adjusted Sales Values

Change from previous quarter

June 2009 quarter



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

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Commentary

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

June 2009 quarter sales value summary

In the June 2009 quarter the value of total retail sales rose 1.1 percent (\$174 million), the first increase in quarterly sales since the March 2008 quarter. The latest rise followed a record fall of 1.4 percent (\$220 million) in the March 2009 quarter. In the June 2009 quarter, 15 of the 24 retail industries recorded increased sales.

The value of core retail sales (which excludes the four vehicle-related industries) also rose 1.1 percent (\$129 million) in the June 2009 quarter, following a 0.4 percent increase in the March 2009 quarter.

In the vehicle-related industries, motor vehicle retailing sales increased for the first time since the September 2007 quarter (up 3.0 percent or \$47 million). Despite this increase, the value of motor vehicle retailing sales in the latest quarter remains at about the same quarterly level as in 2001, approximately \$1.6 billion. In the June 2009 quarter, automotive repair and services nec also rose (up 7.1 percent or \$34 million). These two increases were partly offset by a fall in automotive fuel retailing sales (down 2.2 percent or \$34 million) while sales were flat in the auto electrical, smash repair and tyres group (down just 0.1 percent or less than \$1 million).

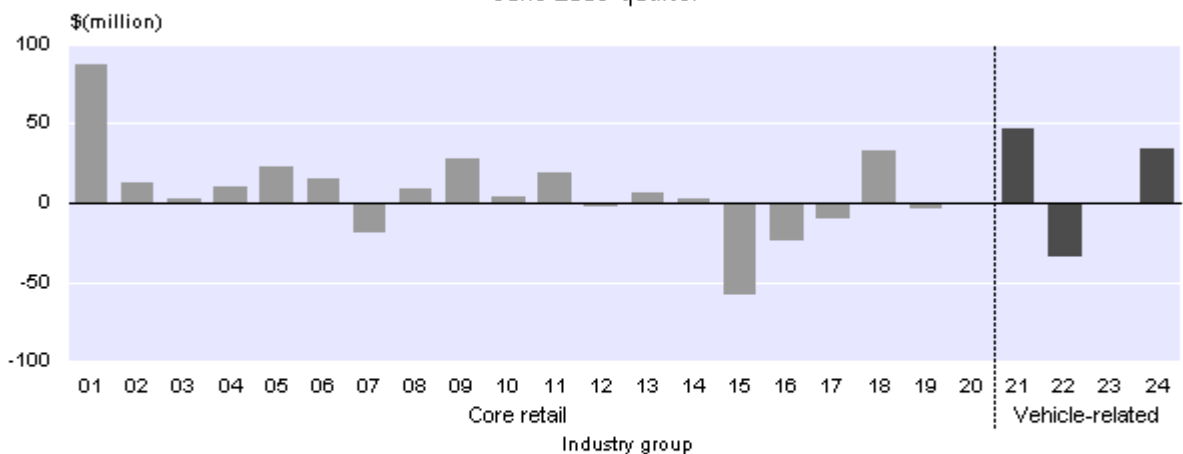
In core retailing, the biggest increases were in supermarkets and grocery stores (up 2.3 percent or \$86 million); cafes and restaurants (up 3.4 percent or \$33 million); appliance retailing (up 4.5 percent or \$27 million); and takeaway food retailing (up 7.5 percent or \$23 million). In all of these industries, the increased value was due to a combination of higher volumes and higher prices.

The biggest decreases in core retailing sales values were in other retailing (down 7.4 percent or \$58 million) and accommodation (down 3.8 percent or \$24 million).

Retail Industry Contributions to the Change in Seasonally Adjusted Sales Values

Change from previous quarter

June 2009 quarter



- | | | |
|-----------------------------------|--|---|
| 01 Supermarket and grocery stores | 09 Appliance retailing | 17 Bars and clubs |
| 02 Fresh produce retailing | 10 Recreational goods retailing | 18 Cafes and restaurants |
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| 07 Furniture and floor coverings | 15 Other retailing | 23 Auto electrical, smash repair, tyres |
| 08 Hardware retailing | 16 Accommodation | 24 Automotive repair and services nec |

June 2009 quarter sales volumes summary

All references to dollar values in this section are at September 1995 quarter prices.

The seasonally adjusted volume of total retail sales rose 0.4 percent (or \$49 million in September 1995 quarter prices) in the June 2009 quarter. This is the first rise in total retail sales volumes since a 0.2 percent increase in the September 2007 quarter. It follows a record fall of 2.7 percent last quarter.

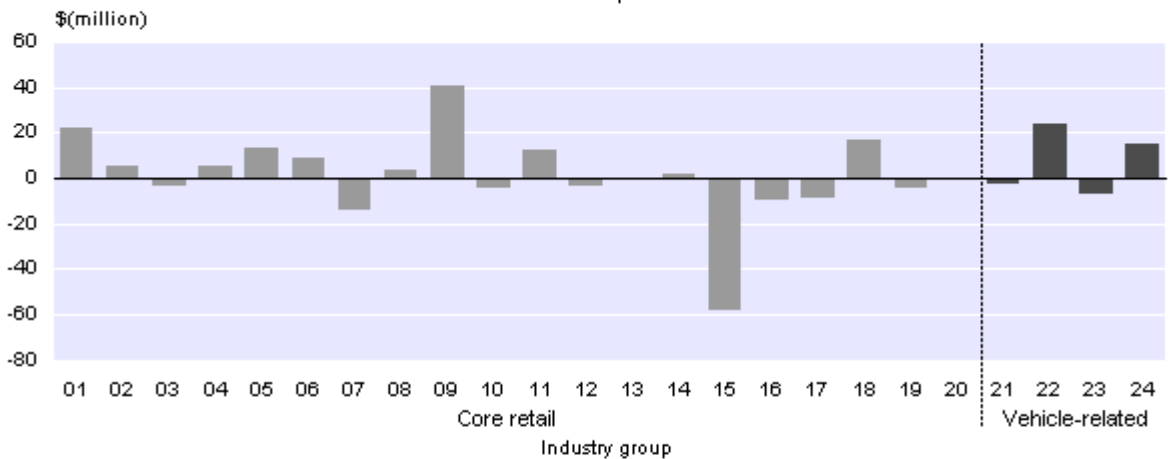
Core retailing sales volumes were up slightly, just 0.2 percent (\$21 million), the first rise since a 0.3 percent increase in the March 2008 quarter and following a 1.0 percent decrease last quarter. Increased sales volumes were recorded in 11 of the 20 core industries, led by appliance retailing, up 3.1 percent; supermarkets and grocery stores, up 0.9 percent; and cafes and restaurants, up 2.5 percent. The biggest offsetting decrease was in the other retailing group, down 9.0 percent.

In the vehicle-related industries, sales volumes results were also mixed. Automotive fuel retailing volumes made the biggest contribution, up 2.8 percent, and there was a 4.8 percent increase in automotive repair and services nec. Sales volumes fell 2.5 percent in auto electrical, smash repair and tyres. There was little change in motor vehicle retailing, with volumes falling by just 0.2 percent.

In the June 2009 quarter the seasonally adjusted volume of retail sales per head of population was 0.1 percent higher than in the March 2009 quarter, the first quarterly increase since September 2007.

Retail Industry Contributions to the Change in Seasonally Adjusted Sales Volumes⁽¹⁾

Change from previous quarter
June 2009 quarter



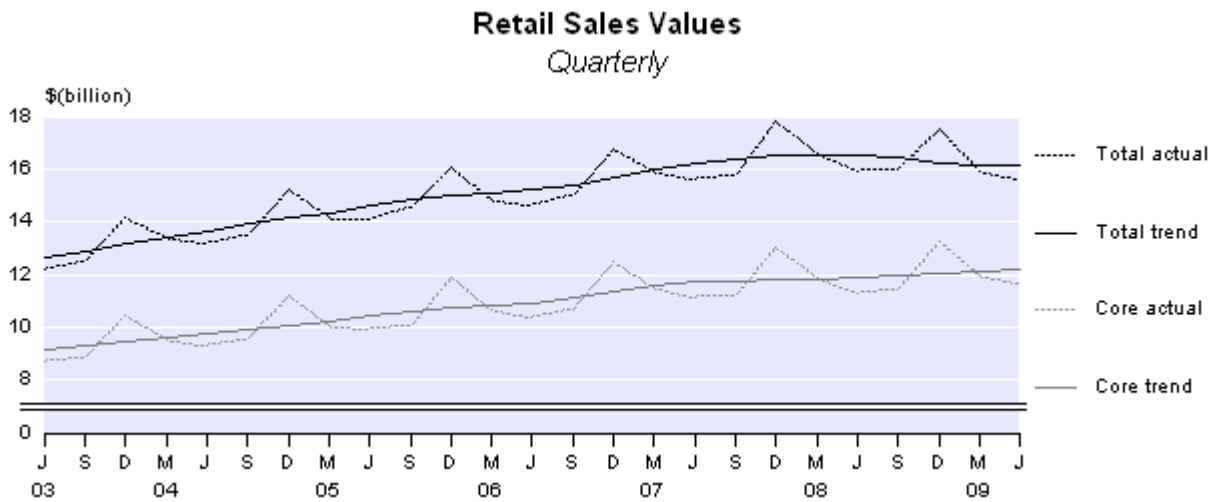
- | | | |
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| 01 Supermarket and grocery stores | 09 Appliance retailing | 17 Bars and clubs |
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(1) At September 1995 quarter prices.

June 2009 quarter trends

The trend in total retail sales value fell 2.4 percent between the June 2008 and March 2009 quarters, the most sustained period of decline since the series began in the September 1995 quarter. Latest figures suggest that the decline may have stopped as the June 2009 quarter shows only a slight movement, up 0.1 percent. However, initial trend estimates may be revised and should be used with caution until more data points are available.

The trend in the value of core retail sales has been rising since the beginning of the series. Since the March 2008 quarter, the rate of increase has strengthened to a quarterly average of 0.6 percent. This lift follows a flat period, from September 2007 to March 2008, when the average rate of increase was just 0.3 percent per quarter, the slowest rate of increase since late 1997 to mid-1998.

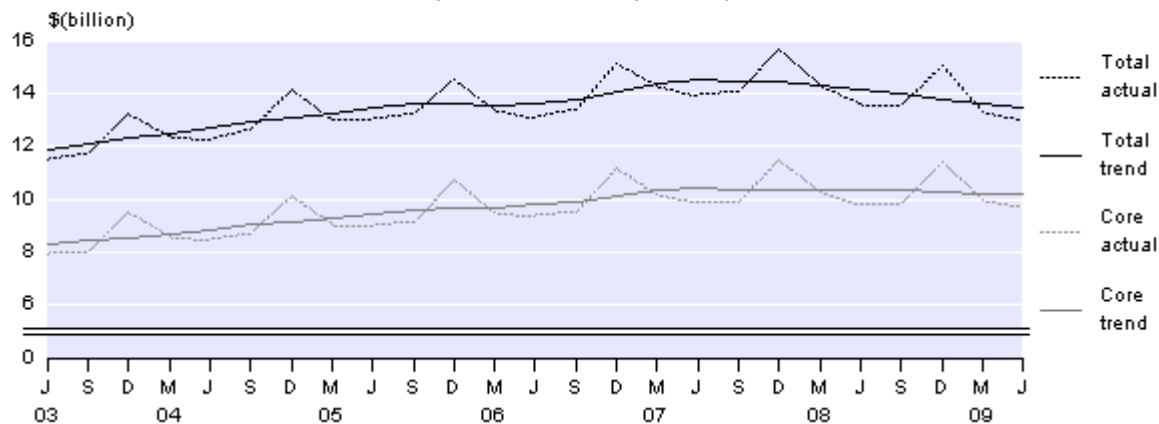


The trend in total retail sales volumes has been in decline since the June 2007 quarter, and has fallen 7.2 percent since then. This is the longest and fastest period of decline since the series began in September 1995. The biggest contributor to the fall in volumes is motor vehicle retailing, which has been falling since June 2007, and is down 28.9 percent since then.

The trend in core retail sales volumes has been either flat or in decline since the June 2007 quarter, and has fallen 2.1 percent since then. The biggest contributor to the current period of decline is furniture and floor coverings, down 23.7 percent since the September 2007 quarter. Apart from a fall of 0.4 percent in mid-1998, the core volumes trend had been rising since the series began in September 1995. From September 1995 until June 2007, the core retail sales volumes trend rose 64 percent.

Quarterly Retail Sales Volumes

At September 1995 quarter prices



The trend in the value of retail sales per head of population has been falling since the December 2007 quarter, down 3.7 percent since then. The trend in the volume of retail sales per head of population has been falling for a longer period (since the June 2007 quarter), and is down 9.0 percent since then.

Actual sales June 2009 quarter

In the June 2009 quarter compared with the June 2008 quarter:

- the value of actual retail sales was \$15.6 billion, down 1.8 percent
- the volume of actual retail sales, expressed in September 1995 quarter prices, was \$13.0 billion, down 4.0 percent.

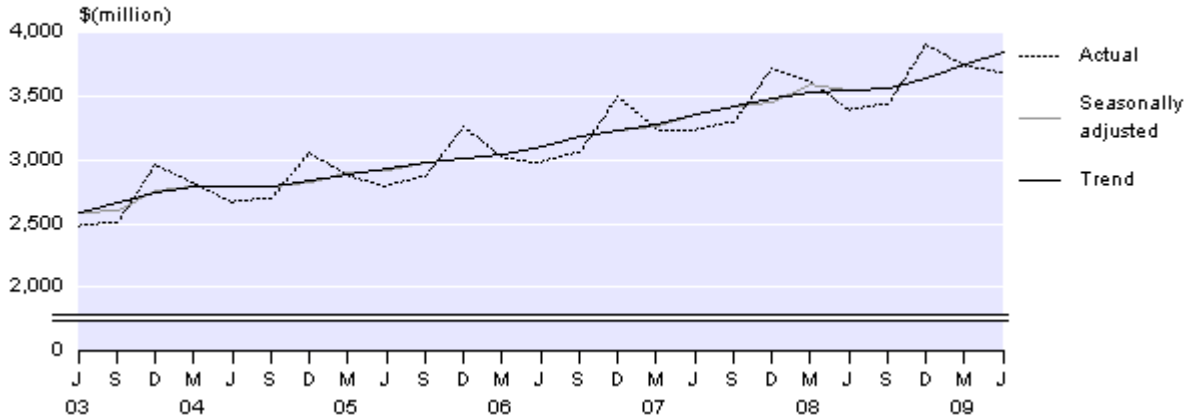
Supermarket and grocery stores

The value of supermarket and grocery store sales rose 2.3 percent (\$86 million) in the June 2009 quarter, making this industry the main contributor to the increase in total sales this quarter. The supermarket and grocery store sales rise was due to increases in both prices and volumes, with volumes up 0.9 percent.

Since the series began in September 1995, the trend in sales values has been rising. Through the middle of 2008, the rate of increase averaged just 0.6 percent per quarter, the flattest rate of increase since mid-2004. However, since the September 2008 quarter, the rate of increase in the trend has strengthened to 2.5 percent per quarter.

The trend in the volume of sales has risen 3.1 percent since September 2008 following a 3.6 percent fall between the March and September 2008 quarters.

Supermarket and Grocery Store Sales Values Quarterly



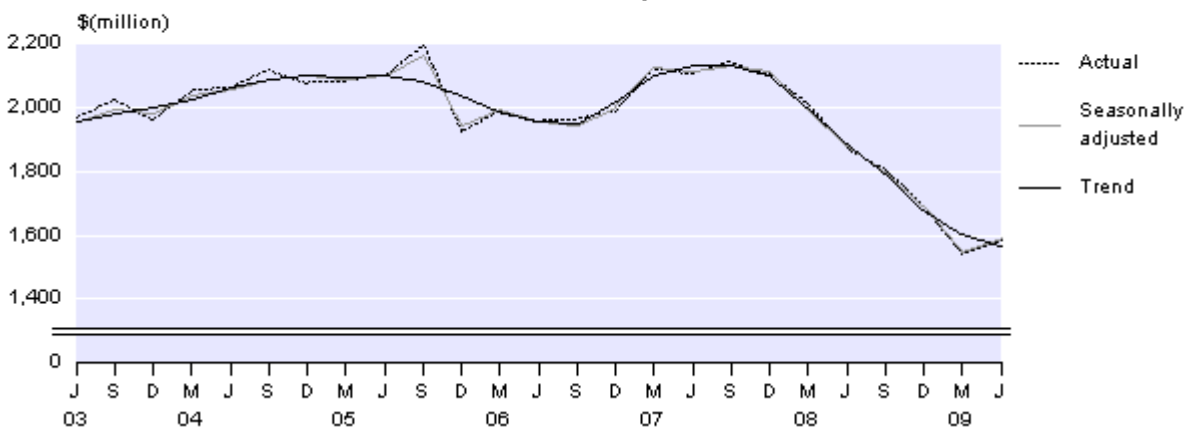
Motor vehicle retailing

The value of motor vehicle retailing sales increased 3.0 percent (\$47 million) in the June 2009 quarter, the first increase since the September 2007 quarter. However, the value of motor vehicle retailing sales in the latest quarter remains at about the same quarterly level as in 2001, approximately \$1.6 billion. The volume of sales fell slightly in the June 2009 quarter (down 0.2 percent) but this was more than offset by higher prices.

The trend in motor vehicle retailing sales value has been falling since June 2007 and is now 26.6 percent lower. The volume trend, which has also been falling since June 2007, has gone down 28.9 percent.

The value trend is at its lowest level since December 2000; the volume trend is at its lowest level since March 2001.

Motor Vehicle Retailing Sales Values Quarterly



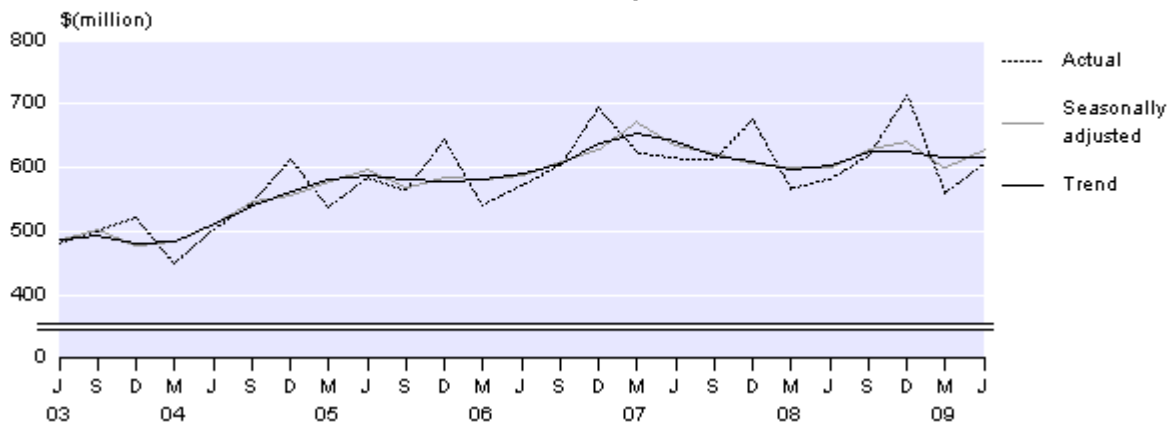
Appliance retailing

The value of appliance retailing sales rose 4.5 percent (\$27 million) in the June 2009 quarter following a fall of 6.5 percent (\$42 million) in the March 2009 quarter. The volume of sales also rose, up 3.1 percent in the latest quarter, following a fall of 5.2 percent in the March 2009 quarter.

The retail trade sales deflators (which are not seasonally adjusted) show June 2009 quarter prices in appliance retailing were 1.5 percent higher than in the March 2009 quarter, but 2.1 percent lower than in the June 2008 quarter.

The trend in the value of appliance retailing sales fell 1.7 percent through the December 2008 and March 2009 quarters. However, latest figures suggest the decline has stopped as the June 2009 quarter has only a slight movement, up 0.3 percent. The trend in the volume of sales has fallen 2.1 percent since the December 2008 quarter, the first time this series has fallen for more than one quarter. Initial trend estimates should be used with caution as they may be revised as more data points become available.

Appliance Retailing Sales Values
Quarterly



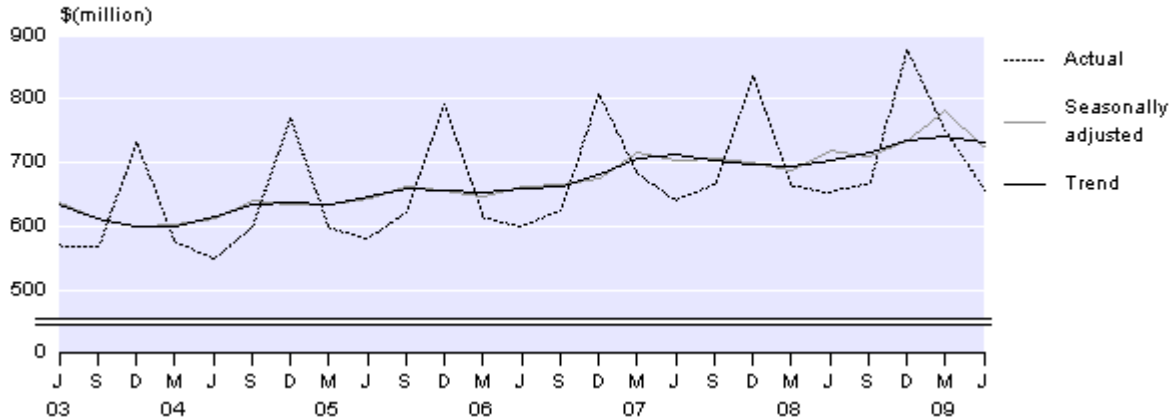
Other retailing

Other retailing sales values fell 7.4 percent (\$58 million) in the June 2009 quarter, following a rise of 6.4 percent (\$47 million) in the March 2009 quarter. The March and June 2009 quarterly movements are the biggest rise and biggest fall recorded in this industry since the beginning of the series in September 1995. Other retailing is a diverse industry and includes activities such as retailing antique and used goods, flowers, garden supplies, watches, and jewellery.

The fall in the June 2009 quarter in the other retailing industry is the largest of any industry this quarter. Sales volumes were also down in the June 2009 quarter, falling 9.0 percent.

Previously published figures for the March 2009 quarter suggested the other retailing sales trends, for both values and volumes, were increasing strongly. However, latest data indicate that both trends may now be falling.

Other Retailing Sales Values
Quarterly

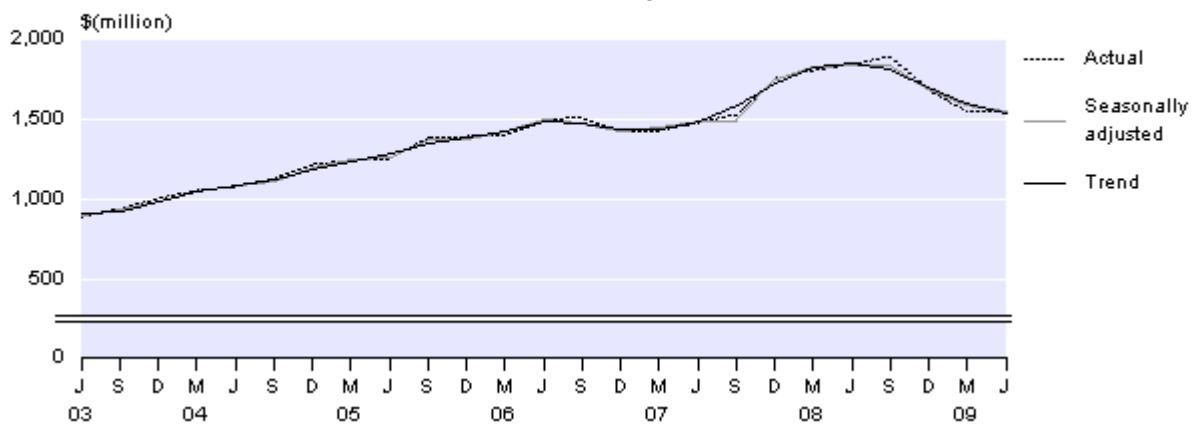


Automotive fuel retailing

Despite a 2.8 percent increase in sales volumes in the June 2009 quarter, the value of automotive fuel retailing sales fell 2.2 percent (\$34 million), the fourth consecutive quarter to record a fall in sales value. The automotive fuel retailing price deflators (which are not seasonally adjusted) show prices in the latest quarter were 17.2 percent lower than in the June 2008 quarter.

The trend in the value of automotive fuel retailing sales has been falling since the June 2008 quarter, down 17.2 percent since then. The trend in the volume of sales fell during 2008, down a total of 5.7 percent, but in the first two quarters of 2009 the trend has risen 2.8 percent.

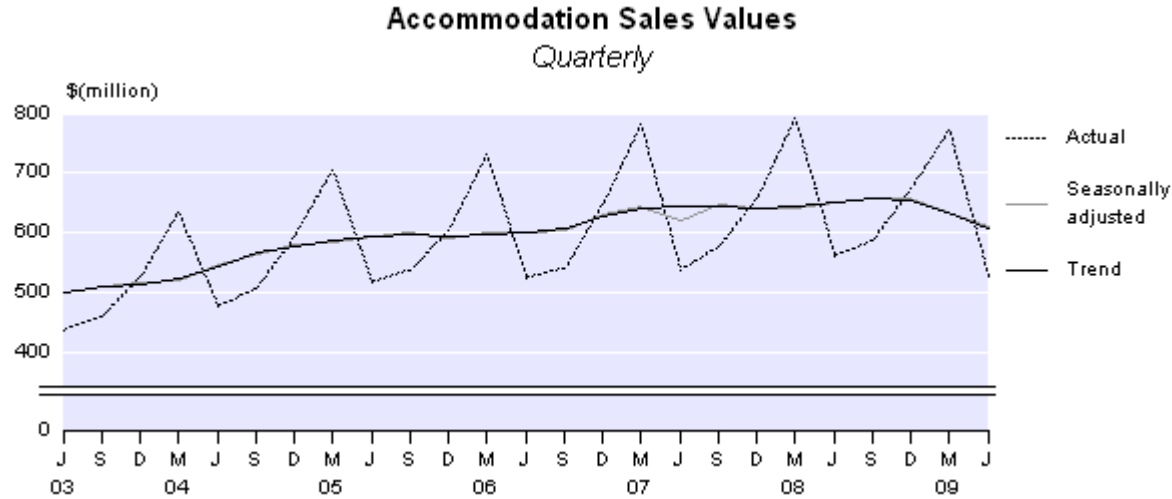
Automotive Fuel Retailing Sales Values
Quarterly



Accommodation

The value of accommodation sales was down 3.8 percent (\$24 million) in the June 2009 quarter, as a result of decreases in both prices and volumes. Sales volumes were down 2.2 percent.

Sales trends in values and volumes are both declining. The values trend has been falling since the September 2008 quarter and is down 7.4 percent since then; the volumes trend has been flat or falling for longer, since the March 2007 quarter, down a total of 11.2 percent. The falls in both trends are the fastest and most sustained since the series began in September 1995.



Stocks

The actual value of stock held at the end of the June 2009 quarter was 5.5 percent (\$310 million) lower than at the end of the June 2008 quarter. Since September 1998, the latest quarter is only the second to record a decrease in the value of stock held when compared with the same period of the previous year. In March 2009, the value of stock held was 3.6 percent lower than in March 2008.

Compared with a year earlier, 15 of the 24 retail industries held decreased stock values. The biggest decreases were:

- motor vehicle retailing, down \$293 million (24.0 percent)
- department stores, down \$69 million (10.2 percent)
- recreational goods retailing, down \$51 million (10.7 percent)
- other retailing, down \$33 million (5.6 percent)
- furniture and floor coverings retailing, down \$30 million (14.4 percent).

Of the nine industries that held increased stock values, the biggest increases were:

- clothing and softgoods retailing, up \$90 million (22.6 percent)
- supermarket and grocery stores, up \$47 million (10.0 percent)
- appliance retailing, up \$43 million (12.7 percent).



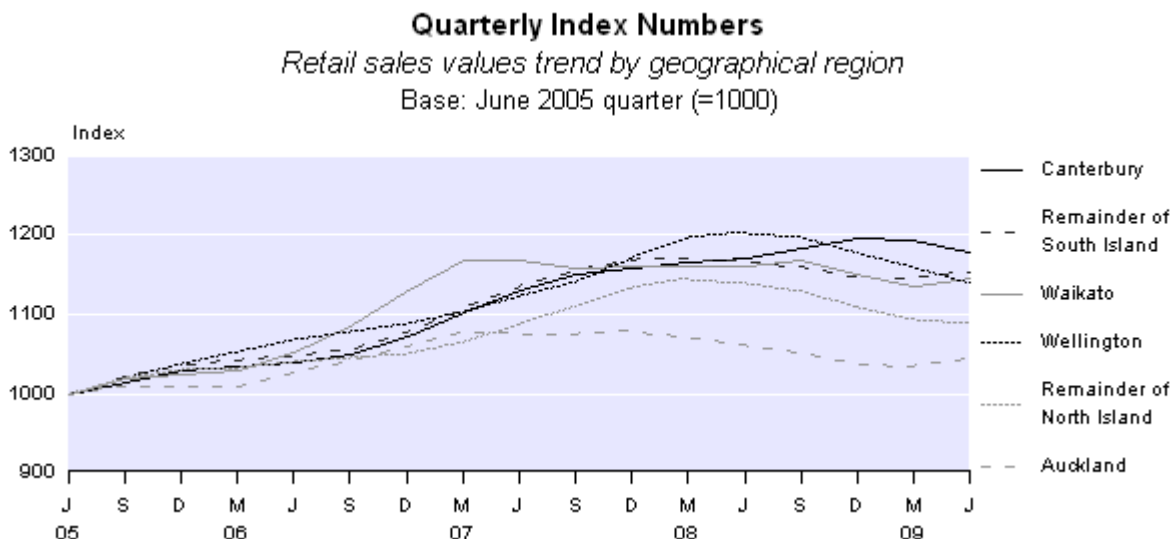
Regional estimates

In the June 2009 quarter, the value of seasonally adjusted sales fell in Wellington and Canterbury but rose in other regions. Changes in sales were as follows:

- Auckland, up 2.0 percent or \$102 million
- Waikato, up 3.1 percent or \$44 million
- Wellington, down 0.4 percent or \$8 million
- Remainder of the North Island, up 0.9 percent or \$31 million
- Canterbury, down 1.9 percent or \$40 million
- Remainder of the South Island, up 1.9 percent or \$38 million.

Illustrated in the graph below, regional sales trends are as follows:

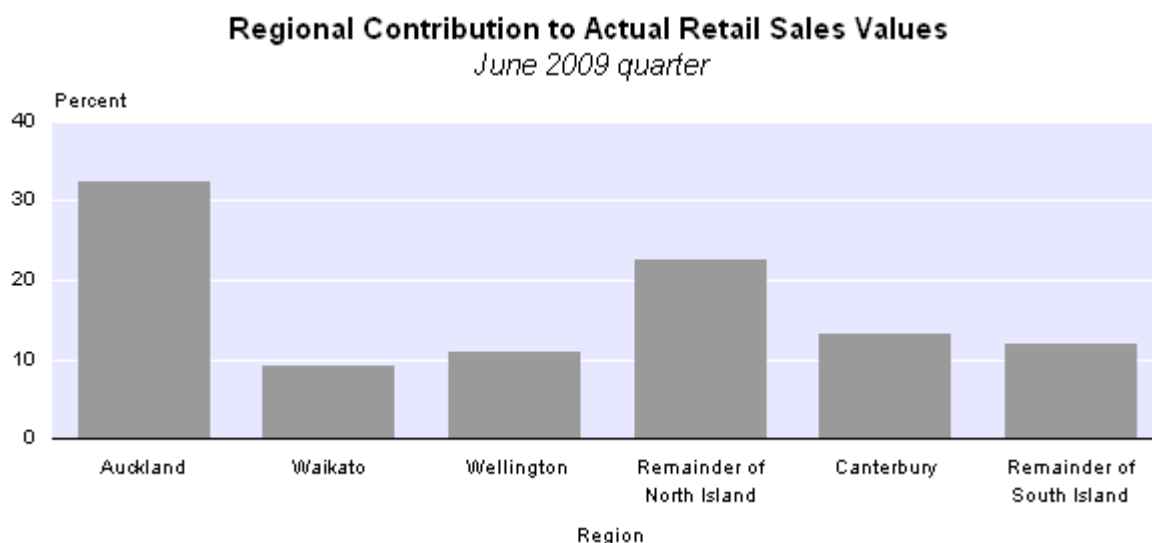
- Auckland – the trend fell 4.1 percent in the five quarters from March 2008 to March 2009 but appears to have reached a turning point in March 2009 and is showing growth in the June 2009 quarter.
- Waikato – the trend fell 2.7 percent through the December 2008 and March 2009 quarters but, as in Auckland, appears to have reached a turning point in March and is showing growth in the latest quarter.
- Wellington – the trend has been falling since the June 2008 quarter, down 5.2 percent since then.
- Remainder of the North Island – the trend has been falling since the March 2008 quarter, down 4.9 percent since then; the rate of decline appears to be easing.
- Canterbury – previously published figures in the March 2009 quarter release suggested the trend was continuing to rise. However, latest figures indicate the trend peaked in the December 2008 quarter and has fallen 1.4 percent since then.
- Remainder of the South Island – the trend fell 2.3 percent in the four quarters from June 2008 to March 2009 but appears to have reached a turning point in March 2009 and is showing growth in the June 2009 quarter.



Note: The trend series in the Quarterly Index Numbers graph have been indexed to a base June 2005 quarter (=1000) for the purpose of comparing regional trends over a four-year period.

Contributions to total actual sales in the June 2009 quarter were:

- Auckland, 32.3 percent
- Waikato, 9.2 percent
- Wellington, 10.9 percent
- remainder of North Island, 22.4 percent
- Canterbury, 13.2 percent
- remainder of South Island, 11.9 percent.



Note that seasonal adjustment is run separately for each region and each industry, allowing the identification of individual variations in seasonal patterns. The total retail sales figure is calculated by adding industry data and therefore may not show exactly the same pattern as the sum of regional data.

June 2009 month

Seasonally adjusted total retail sales were flat in June 2009 compared with May 2009, rising just 0.1 percent (\$6 million). Sales in core retail, which excludes the vehicle-related industries, fell 0.4 percent (\$15 million) in June 2009, with sales down in 12 of the 20 core industries.

Of the total industries, most experienced little change between May and June 2009, with 15 moving (plus or minus) less than \$5 million. Each of the four vehicle-related industries showed a rise in sales. The largest of these rises was automotive fuel retailing, up 2.0 percent (\$10 million).

Within the core retail series, the largest decrease came from clothing and softgoods retailing (down 9.1 percent or \$21 million), following a 12.7 percent increase last month. The second largest decrease was from cafes and restaurants (down 2.5 percent or \$8 million). The largest offsetting increases were from appliance retailing (up 9.9 percent or \$20 million) and supermarket and grocery stores (up 0.9 percent or \$11 million).

The total retail sales trend has been rising slowly since February 2009 and has risen 0.6 percent since then. This follows a 13-month period from February 2008 to February 2009 when the trend was negative, falling 3.2 percent during that time. The core retailing trend continues to rise, with an average monthly increase since April 2007 of 0.1 percent. This compares with an average increase of 0.4 percent per month since September 1995 when the series began rising.

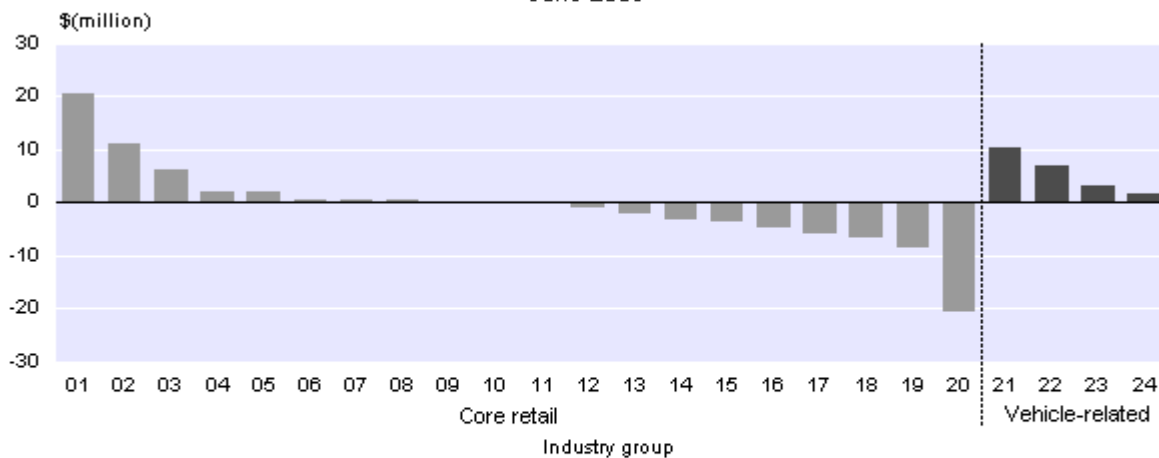
The actual sales level for June 2009 was 1.1 percent below that of June 2008. In June 2009, six industries had falls exceeding \$20 million, with supermarket and grocery stores (down \$40 million or 3.2 percent) and department stores (down \$30 million or 9.7 percent) recording the biggest movements. This is the eighth consecutive month in which total sales have been lower than in the same month a year earlier. Before 2008, the last time that sales were lower than for the same month in the previous year was in October 1998.

In June 2009, seasonally adjusted sales decreased in all regions except Auckland and Waikato. Canterbury had the biggest decrease (down 2.2 percent or \$15 million), followed by the remainder of the South Island (down 1.1 percent or \$7.5 million). Trend figures show continuing increases in Auckland, Waikato, and the Remainder of the South Island, while Wellington and the Remainder of the North Island are flattening after being in decline since early 2008. Canterbury has been declining since January 2009, down 3.3 percent since then.

Retail Industry Contributions to the Change in Seasonally Adjusted Sales Values

Change from previous month

June 2009



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

Revisions

There were no revisions in the June 2009 quarter.

Comparison statistics

For the June 2009 quarter compared with the March 2009 quarter:

- The consumers price index rose 0.6 percent.
- New Zealand Transport Agency figures showed new registrations of cars and station wagons (including cars previously registered overseas) were down 6.8 percent.

Long-term comparisons:

- Credit card billings in New Zealand, including spending using New Zealand and overseas issued cards, rose 2.6 percent in the month of June 2009 and fell 2.6 percent in the June 2009 quarter (each compared with the same period of the previous year).

Other:

- The Reserve Bank of New Zealand's Official Cash Rate (OCR) began the quarter at 3.00 percent and was reduced to 2.50 percent on 30 April where it remained at the end of the June quarter.

Measurement errors

All statistical estimates are subject to measurement errors. These include both sample errors and non-sample errors. In addition, the survey applies imputation methodologies to cope with small firms and non-response. These measurement errors should be considered when analysing the results from the survey. For more information on measurement errors, please refer to the technical notes of this release.

Sample errors

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

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

This means, for example, that there is a 95 percent chance that the true value of total retail trade sales lies within 2 percent of the published estimate.

Retail Trade Survey: June 2009 Month Sample Errors by Industry

At the 95 percent confidence interval limit

Retail industry	Level (relative percent)	Movement (absolute percent)
Supermarket and grocery stores	4.7	0.7
Fresh meat, fish, poultry, fruit and vegetables	11.1	4.4
Liquor retailing	8.4	6.1
Other food retailing	10.2	5.1
Takeaway food retailing	5.7	4.3
Department stores	0.0	0.0
Furniture and floor coverings	8.4	6.2
Hardware	5.6	2.0
Appliance retailing	9.8	6.5
Recreational goods	7.5	3.9
Clothing and softgoods	4.8	3.2
Footwear	10.5	1.1
Chemist	5.4	3.2
Household equipment repair services	12.7	5.6
Other retailing	6.8	2.2
Motor vehicle retailing	10.9	4.0
Automotive fuel retailing	3.9	1.4
Automotive electrical services, smash repairing, tyre retailing	6.0	4.3
Automotive repair and services nec	6.8	3.4
Accommodation	5.0	2.4
Bars and clubs	8.0	2.7
Cafes and restaurants	5.2	4.5
Personal and household goods hiring	14.0	5.3
Other personal services	5.9	3.3
Total retail trade	1.9	1.7

Note: nec = not elsewhere classified

Retail Trade Survey: June 2009 Month Sample Errors by Region <i>At the 95 percent confidence interval limit</i>		
Region	Level (relative percent)	Movement (absolute percent)
Auckland	3.9	1.5
Waikato	11.1	4.5
Wellington	8.0	2.2
Remainder of the North Island	6.3	2.2
Canterbury	7.1	2.6
Remainder of the South Island	8.6	3.3

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.

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 over the month of similar businesses. Mean imputation involves estimating a value for a unit by using the average value for a set of similar businesses.

Sales Imputed in the June 2009 Month		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Supermarket and grocery stores	5.7	2.8
Fresh meat, fish, poultry, fruit and vegetables	7.8	11.8
Liquor retailing	9.8	9.9
Other food retailing	10.8	15.0
Takeaway food retailing	9.9	15.7
Department stores	0.0	0.0
Furniture and floor coverings	12.7	10.3
Hardware	6.5	10.5
Appliance retailing	8.1	4.0
Recreational goods	9.8	6.5
Clothing and softgoods	9.3	6.7
Footwear	8.2	5.8
Chemist	4.3	12.8
Household equipment repair services	9.2	15.0
Other retailing	11.7	13.7
Motor vehicle retailing	8.0	4.5
Automotive fuel retailing	2.6	7.5
Automotive electrical services, smash repairing, tyre retailing	11.4	12.6
Automotive repair and services nec	12.7	14.9
Accommodation	8.0	14.6
Bars and clubs	12.3	9.6
Cafes and restaurants	10.6	12.6
Personal and household goods hiring	11.4	12.5
Other personal services	14.3	15.7
Total retail trade	7.5	7.5
Note: nec = not elsewhere classified		

Postal response rate

The response rate describes the proportion of geographic units that provided survey responses. Note that the calculation of this response rate relates only to data for the postal sample. The Retail Trade Survey has a target response rate of 85 percent. The response rate achieved for the June 2009 month was 92 percent.

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Next release ...

Retail Trade Survey: July 2009 will be released on 14 September 2009.

Technical notes

Background to the survey

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

Population

The target population for this survey is all geographic units (GEOs) operating in New Zealand that are classified on Statistics New Zealand's Business Frame (BF) to the Australian and New Zealand Standard Industrial Classification - NZ Version 1996 (ANZSIC96) below:

- Retail Trade (ANZSIC96 division G)
- Accommodation, Cafes and Restaurants (ANZSIC96 division H)
- Personal Services (ANZSIC96 subdivision 95 of division Q).

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

Industry descriptions

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

Retail Trade Survey Industry Descriptions	
Industry	ANZSIC96 code
G0111 Supermarket and grocery stores	G511010 Supermarkets
	G511020 Groceries and dairies
G0121 Fresh meat, fish, poultry, fruit and vegetable retailing	G512100 Fresh meat, fish and poultry retailing
	G512200 Fruit and vegetable retailing
G0122 Liquor retailing	G512300 Liquor retailing
G0123 Other food retailing	G512400 Bread and cake retailing
	G512600 Milk vending
	G512900 Specialised food retailing nec

Industry	ANZSIC96 code
G0124 Takeaway food retailing	G512510 Fish and chips, hamburger and ethnic food, takeaway stores
	G512520 Chicken takeaway stores
	G512530 Ice-cream parlours and mobile ice-cream vendors
	G512540 Pizza takeaway stores
	G512590 Other takeaway food stores (including sandwiches and savouries) nec
G0131 Department stores	G521000 Department stores
G0141 Furniture and floor coverings retailing	G523100 Furniture retailing
	G523200 Floor covering retailing
G0142 Hardware retailing	G523300 Domestic hardware and houseware retailing
G0143 Appliance retailing	G523400 Domestic appliance retailing
	G523500 Recorded music retailing
G0144 Recreational goods retailing	G524100 Sport and camping equipment retailing
	G524200 Toy and game retailing
	G524300 Newspaper, book and stationery retailing
	G524400 Photographic equipment retailing
	G524500 Marine equipment retailing
G0151 Clothing and softgoods retailing	G522100 Clothing retailing
	G522300 Fabrics and other soft good retailing
G0152 Footwear retailing	G522200 Footwear retailing
G0153 Chemist retailing	G525100 Pharmaceutical, cosmetic and toiletry retailing
G0154 Household equipment repair services	G526100 Household equipment repair services (electrical)
	G526900 Household equipment repair services nec
G0159 Other retailing	G525200 Antique and used good retailing
	G525300 Garden supplies retailing
	G525400 Flower retailing
	G525500 Watch and jewellery retailing
	G525900 Retailing nec

Industry	ANZSIC96 code
G0161 Motor vehicle retailing	G531100 Car retailing
	G531200 Motor cycle dealing
	G531300 Trailer and caravan dealing
G0162 Automotive fuel retailing	G532100 Automotive fuel retailing
G0163 Automotive electrical services, smash repairing and tyre retailing	G532200 Automotive electrical services
	G532300 Smash repairing
	G532400 Tyre retailing
G0164 Automotive repair and services nec	G532900 Automotive repair and services nec
H0111 Accommodation	H571010 Hotels (accommodation)
	H571020 Motels and motor inns
	H571030 Hosted accommodation
	H571040 Backpacker and youth hostels
	H571050 Caravan parks and camping grounds
	H571090 Accommodation nec
H0121 Bars and clubs	H572000 Pubs, taverns and bars
	H574000 Clubs (hospitality)
H0122 Cafes and restaurants	H573000 Cafes and restaurants
Q0111 Personal and household goods hiring	Q951100 Video hire outlets
	Q951900 Personal and household goods hiring nec
Q0112 Other personal services	Q952100 Laundries and dry-cleaners
	Q952200 Photographic film processing
	Q952300 Photographic studios
	Q952400 Funeral directors, crematoria and cemeteries
	Q952500 Gardening services
	Q952600 Hairdressing and beauty salons
	Q952900 Personal services nec

Note: nec = not elsewhere classified

Sample design

The survey population is stratified according to:

- industries defined by the ANZSIC96-based ANZIND classification at the inter-industry level
- size (in terms of rolling-mean employment)
- turnover (annualised GST sales).

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

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

Sample maintenance

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

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

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

Sample reselection

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

Measurement errors

Errors in the survey are divided into two classes:

Non-sampling error

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

Sampling error

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

Definitions

ANZSIC96

Australian and New Zealand Standard Industrial Classification - NZ Version 1996.

ANZIND

An ANZSIC96-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. For information on how deflators are calculated follow the [link](#) from the technical notes of this release on the Statistics NZ website.

Enterprise

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

Geographic unit

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

Per Head of Population

The population measure used is the estimated residential population, i.e. it excludes short-term visitors to New Zealand.

Sales Volumes expressed in September 1995 Quarter Prices

A constant price estimate, from which the portion of the current price sales' movement caused by price changes has been removed.

Use of retail trade data in quarterly national accounts

A key use of the RTS is in the calculation of retail trade value added for the compilation of quarterly Gross Domestic Product (GDP).

The quarterly GDP retail trade indicator uses retail sales volumes expressed in September 1995 quarter prices, by industry series from the RTS. These series are chain-linked to give constant price sales at the ANZSIC96 working industry level. The chain-linking weights are calculated using annualised quarterly current prices 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 months more comparable.

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

Estimated trend

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

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

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

Regional estimates

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

More information

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

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Timing

Timed statistical releases are delivered using postal and electronic services provided by third parties. Delivery of these releases may be delayed by circumstances outside the control of Statistics NZ. Statistics NZ accepts no responsibility for any such delays.

Tables

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

1. Actual retail sales by month, by industry
2. Seasonally adjusted retail sales by month, by industry
3. Retail sales trend by month, by industry
4. Summary by quarter
5. Actual retail sales by quarter by industry
6. Actual retail sales volumes expressed in September 1995 quarter prices, by quarter by industry
7. Seasonally adjusted retail sales by quarter by industry
8. Seasonally adjusted sales volumes expressed in September 1995 quarter prices, by quarter by industry
9. Retail sales trend by quarter by industry
10. Retail sales volumes trend expressed in September 1995 quarter prices, by quarter by industry
11. Actual retail sales by geographical region
12. Actual retail sales by geographical region, excluding motor vehicle retailing
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15. Retail stocks at end of quarter, by industry
16. Retail trade sales deflators by industry, and percentage change from previous quarter
17. Retail trade sales deflators by industry, and percentage change from same quarter previous year