

Embargoed until 10:45am – 12 February 2010

Retail Trade Survey: December 2009 quarter

Highlights

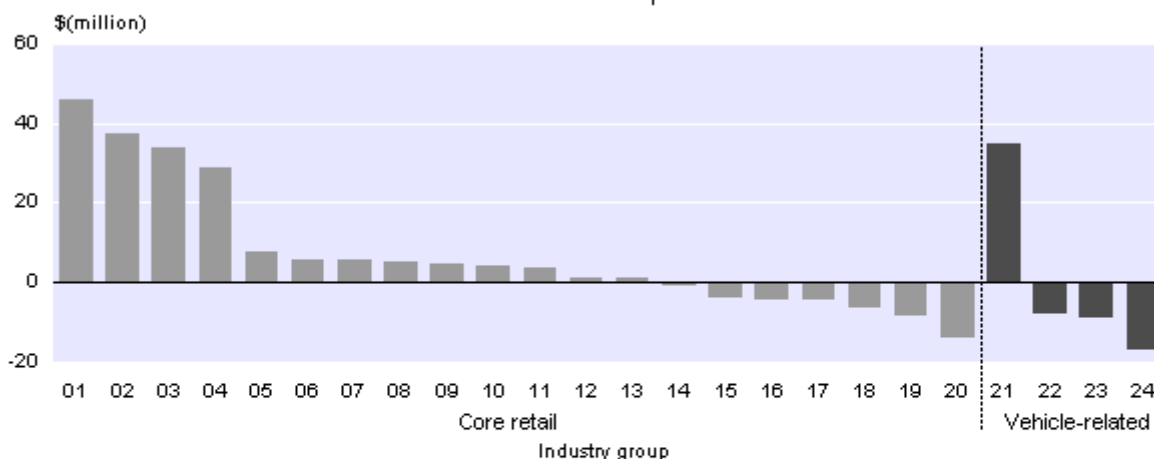
For the December 2009 quarter compared with the September 2009 quarter (seasonally adjusted):

- Total retail sales volume rose 1.0 percent.
- Total retail sales value rose 1.0 percent (\$171 million).
- Core retail sales volume rose 1.3 percent.
- Core retail sales value rose 0.6 percent (\$77 million).
- Appliance retailing had the biggest volume rise, up 3.2 percent.
- Cafes and restaurants had the second-biggest volume rise, up 5.6 percent, and the second-biggest value rise, up 6.3 percent (\$61 million).

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

Change from previous quarter

December 2009 quarter



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

(1) At September 1995 quarter prices.

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Commentary

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

December 2009 quarter sales volume summary

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

The volume of total retail sales rose for the third consecutive quarter, up 1.0 percent (\$139 million) in the December 2009 quarter. This rise was preceded by a six-quarter period of falls. This quarter's result was almost entirely due to the increase in core retail, up 1.3 percent (\$138 million).

A 1.9 percent increase in motor vehicle retailing volumes was offset by decreases in the other three vehicle-related industries, leaving the overall vehicle-related sales volumes almost unchanged from the September 2009 quarter.

Fourteen of the 24 retail industries had increased volumes in the December 2009 quarter and ten had decreases.

Appliance retailing contributed the most to the overall rise in sales volumes in the December 2009 quarter, with a rise of 3.2 percent. Appliance retailing has been the largest contributor to rises in total and core (which excludes the four vehicle-related industries) sales volumes for the last three quarters.

Other contributors to the core retail increase this quarter were:

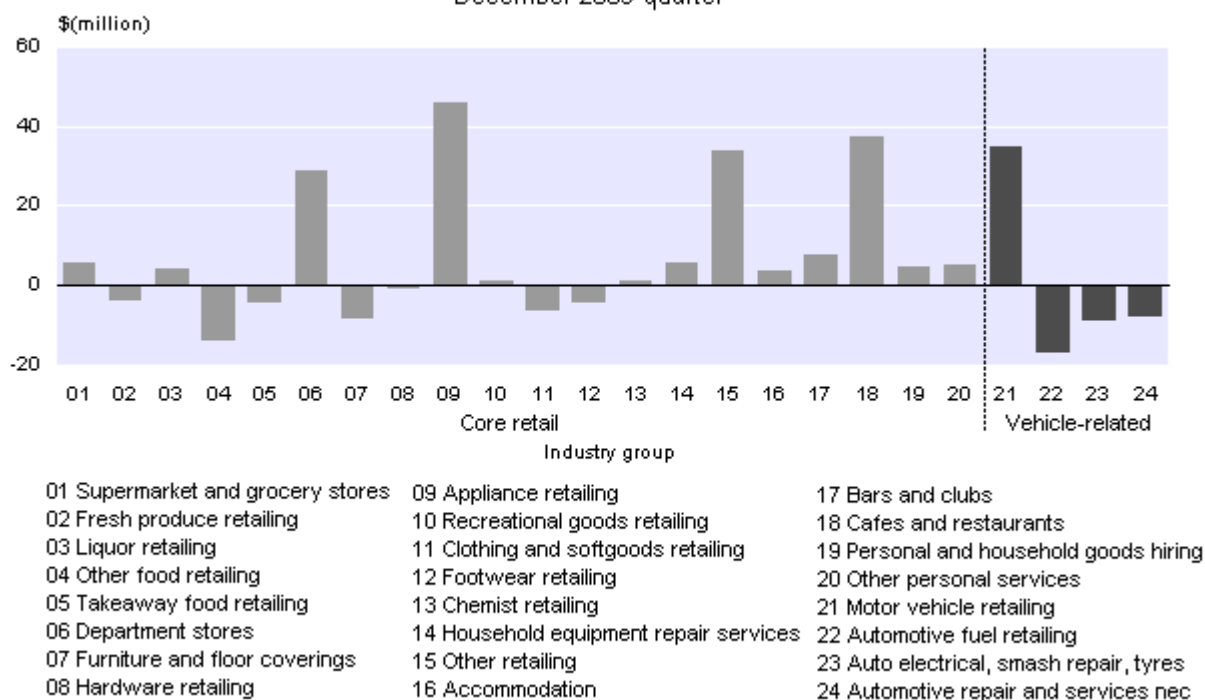
- cafes and restaurants (up 5.6 percent)
- 'other retailing' – which includes activities such as retailing antique and used goods, flowers, garden supplies, and watches and jewellery – (up 5.9 percent)
- department stores (up 3.1 percent).

The biggest decreases were:

- automotive fuel retailing (down 2.0 percent)
- other food retailing (down 10.9 percent)
- auto electrical, smash repair, and tyres (down 3.2 percent)
- furniture and floor coverings (down 3.0 percent)
- automotive repair and services not elsewhere classified (nec) (down 2.5 percent).

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

Change from previous quarter
December 2009 quarter



(1) At September 1995 quarter prices.

December 2009 quarter sales value summary

In the December 2009 quarter, the value of total retail sales rose 1.0 percent (\$171 million), following increases of 0.7 percent and 1.1 percent in the September and June quarters, respectively. The value of core retail sales rose 0.6 percent (\$77 million). The four vehicle-related industries had a combined sales increase of \$94 million, or 2.3 percent.

Half of the 24 retail industries had increases, including ten in core retail.

The biggest increases were:

- automotive fuel retailing (up 5.7 percent or \$88 million)
- cafes and restaurants (up 6.3 percent or \$61 million)
- 'other retailing' (up 6.4 percent or \$45 million)
- motor vehicle retailing (up 1.7 percent or \$27 million)
- department stores (up 2.8 percent or \$26 million).

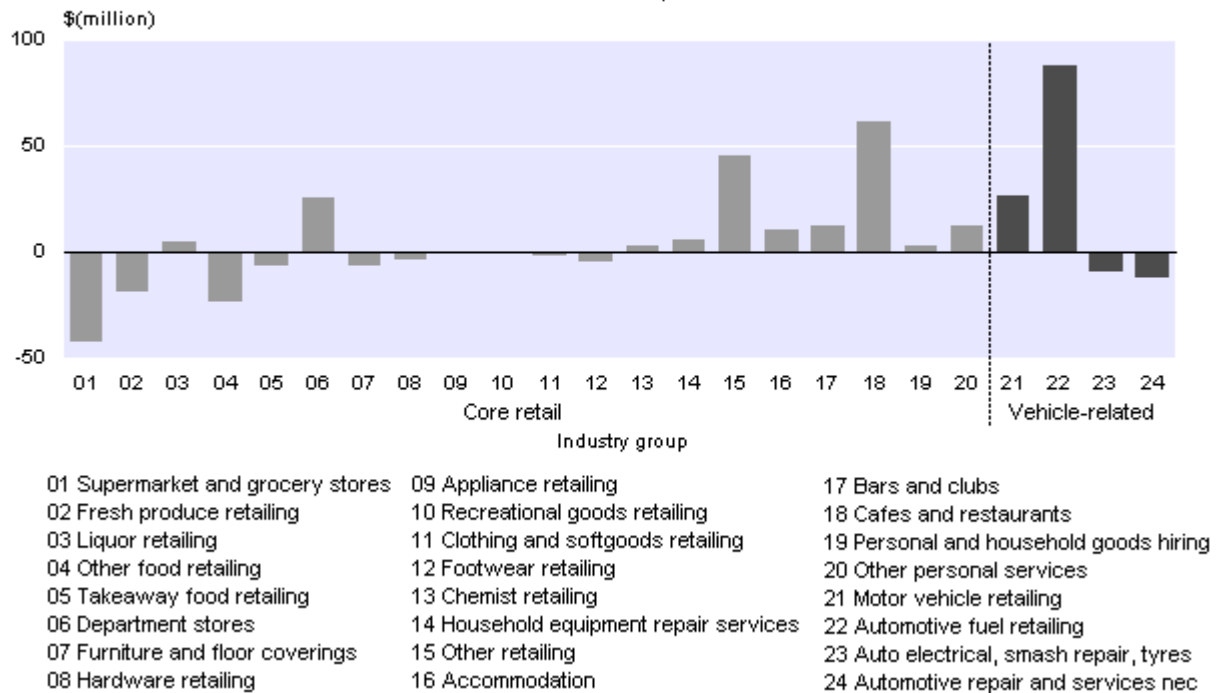
The biggest decreases were:

- supermarket and grocery stores (down 1.1 percent or \$43 million)
- other food retailing (down 11.7 percent or \$23 million)
- fresh produce retailing (down 7.3 percent or \$18 million)
- automotive repair and services nec (down 2.3 percent or \$12 million).

Retail Industry Contributions to the Change in Seasonally Adjusted Sales Values

Change from previous quarter

December 2009 quarter

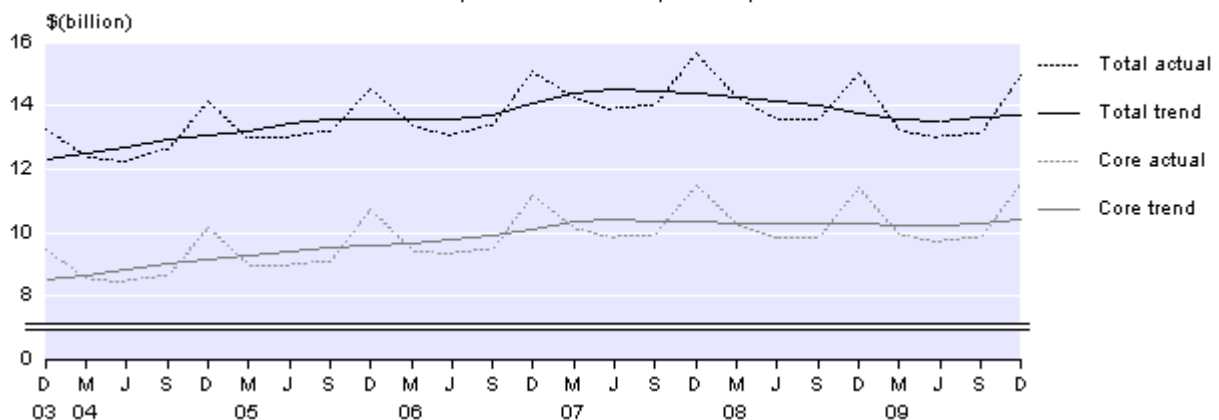


December 2009 quarter trends

Sales volume trends for both total and core retail have been rising since the June 2009 quarter, up 1.5 percent and 1.9 percent, respectively. In both cases, the upward trends followed two years of decreases. While the level of the core volume trend is now back to where it was before the two-year period of decline (less than 0.1 percent higher than in the June 2007 quarter), the level of the total volume trend is still 5.5 percent lower than it was in the June 2007 quarter.

Quarterly Retail Sales Volumes

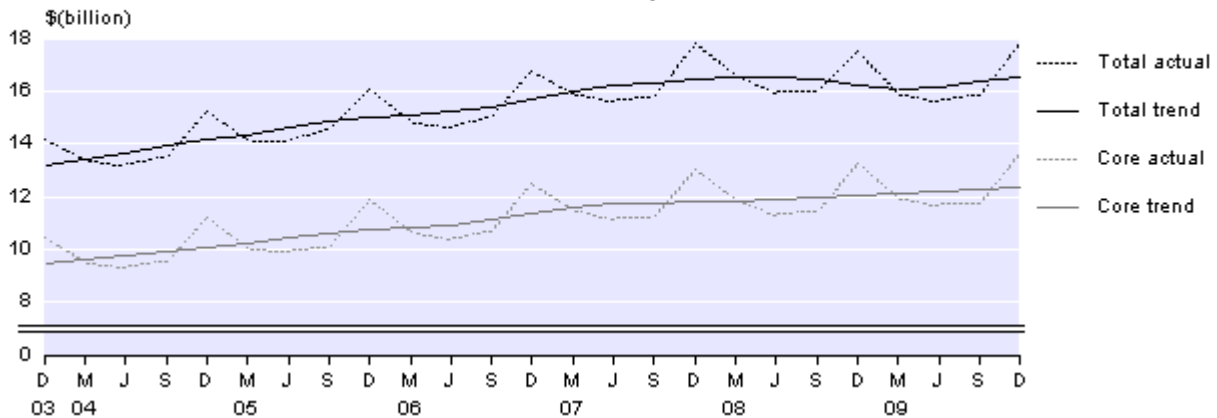
At September 1995 quarter prices



The trend in total retail sales values has been rising since the March 2009 quarter, up 2.4 percent. The trend fell 2.5 percent between the June 2008 and March 2009 quarters. The trend in core retail has been rising since the beginning of the series (in the September 1995 quarter). Until the June 2007 quarter, this trend rose at a quarterly average of 1.3 percent. However, the rate has slowed, averaging 0.5 percent since then.

Retail Sales Values

Quarterly



Appliance retailing

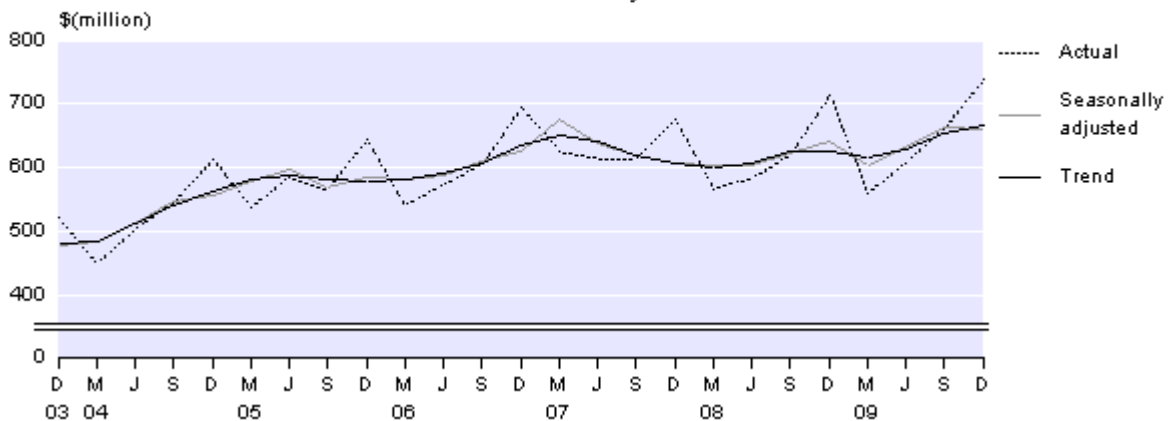
Appliance retailing contributed the most to the overall rise in sales volumes in the December 2009 quarter, with a rise of 3.2 percent. Appliance retailing has been the largest contributor to rises in total and core sales volumes for the last three quarters.

Despite an increase in volumes, the value of sales was flat (down just 0.1 percent), implying a decrease in prices (after seasonal effects are removed).

The trends for both the volume and value of sales have been rising – up 12.7 percent and 8.3 percent, respectively, since the March 2009 quarter.

Appliance Retailing Sales Values

Quarterly



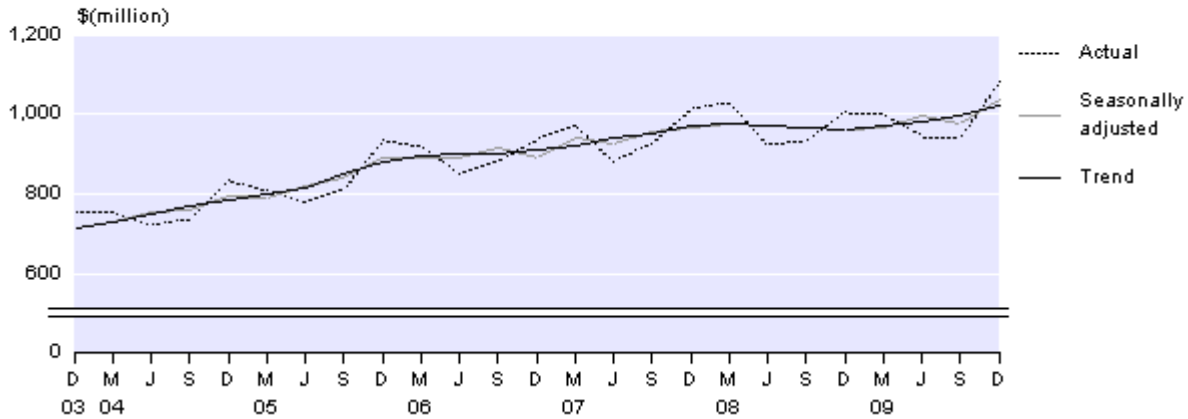
Cafes and restaurants

Cafes and restaurants had the second-largest increase in both sales volumes and sales values in the December 2009 quarter. The sales volume was up 5.6 percent, which was the main driver behind the 6.3 percent (\$61 million) increase in sales values (with a lesser rise in prices). This increase in cafe and restaurant sales is the largest since the beginning of the series.

The sales volume trend has been rising since the December 2008 quarter, up 3.1 percent since then. This upward trend followed a four-quarter period of decline, during which the level fell 6.7 percent. The trend has strengthened in the last two quarters.

The sales value trend has been rising since the December 2008 quarter, up 6.4 percent following three quarters of falls.

Cafe and Restaurant Sales Values
Quarterly



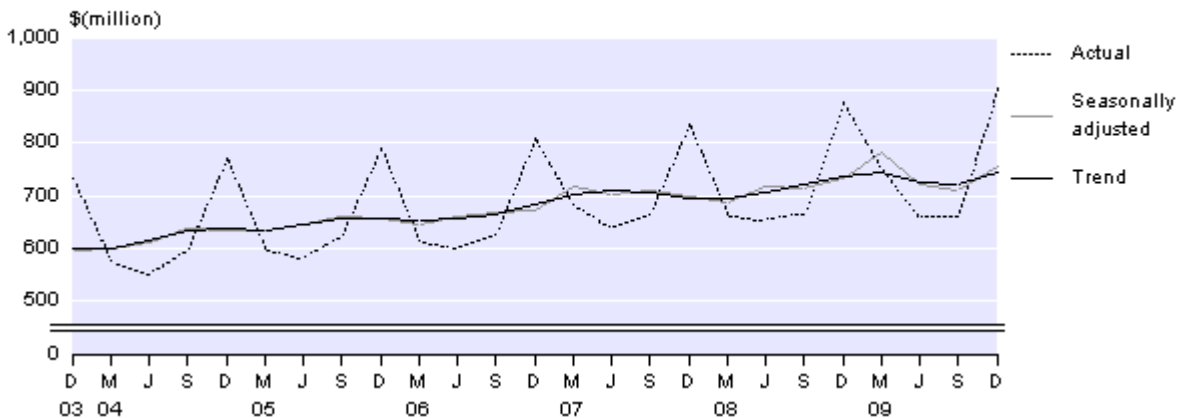
Other retailing

Other retailing includes activities such as retailing antique and used goods, flowers, garden supplies, and watches and jewellery.

Other retailing was one of the main contributors to both sales volume and sales value increases, with a 5.9 percent increase in volumes driving the majority of the 6.4 percent increase in values (\$45 million).

Both volume and value trends seem to have reached a turning point in the September 2009 quarter, as they have risen since then. However, initial trend estimates should be used with caution as they may be revised as more data points become available.

Other Retailing Sales Values
Quarterly



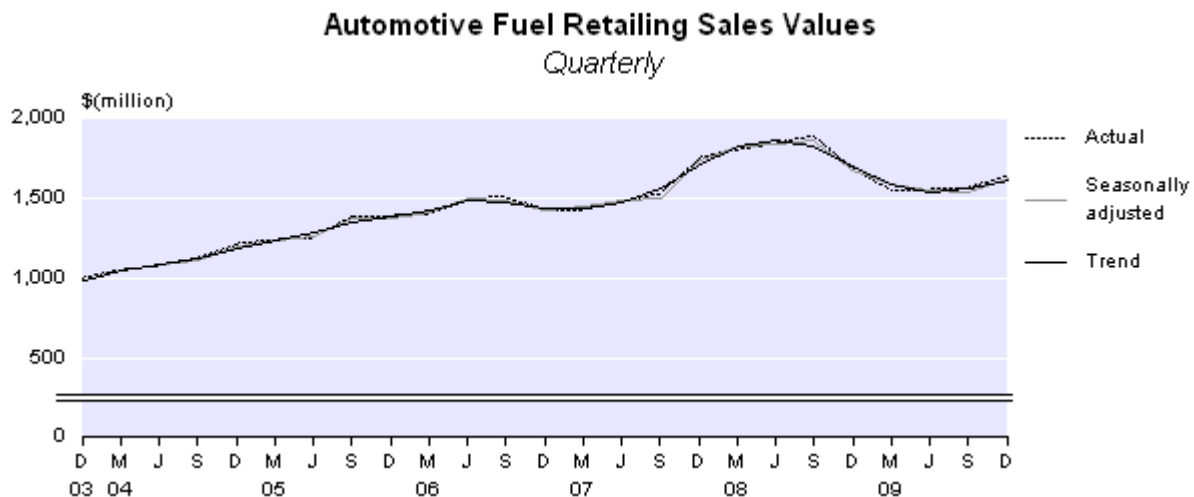
Automotive fuel retailing

Automotive fuel retailing volumes fell 2.0 percent, the largest fall in retail in the December 2009 quarter. This followed a fall of 0.8 percent in the September 2009 quarter and a rise of 2.6 percent in the June 2009 quarter.

The sales value rose 5.7 percent (\$88 million), the largest increase in retail. This rise in value, coming despite the drop in volume, implies an increase in prices (after seasonal effects are removed).

After rising 2.0 percent between the December 2008 and June 2009 quarters, the trend in the sales volume has been falling (down 1.9 percent) since then.

The sales value trend fell 17.3 percent between the September 2008 and June 2009 quarters, at an average quarterly rate of 4.6 percent. The trend reached a turning point in June 2009, and has risen 4.3 percent since then.



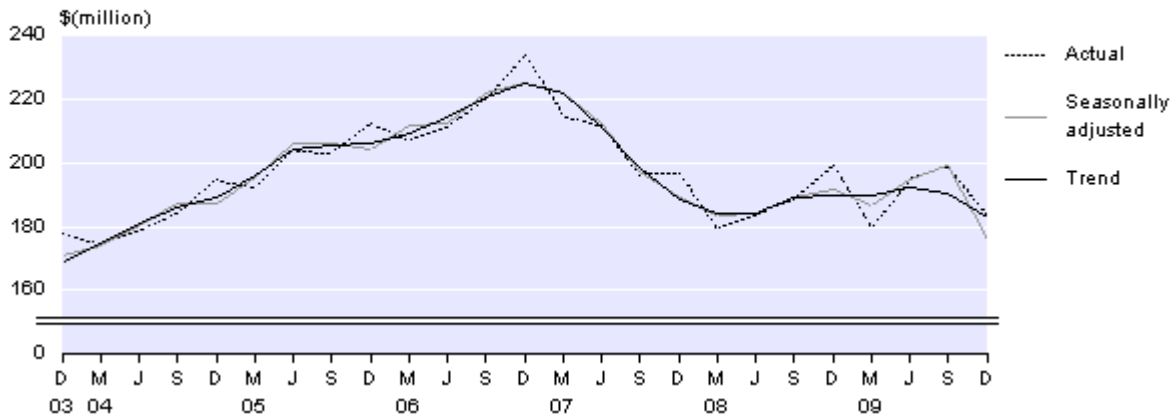
Other food retailing

Other food retailing recorded the second-largest decrease in both sales volumes and values in the December 2009 quarter. Volumes were down 10.9 percent on the last quarter, and this was the main driver behind the 11.7 percent (\$23 million) fall in values. Both falls were the largest recorded in other food retailing since the series began in the September 1995 quarter.

The sales volume trend has shown some strong declines in the last three years, and is now 33.0 percent down on the peak seen in December 2006. The trend is at its lowest level since the March 1997 quarter.

The sales value trend has fallen 4.8 percent since the June 2009 quarter, after rising 4.6 percent between the June 2008 and June 2009 quarters.

Other Food Retailing Sales Values Quarterly



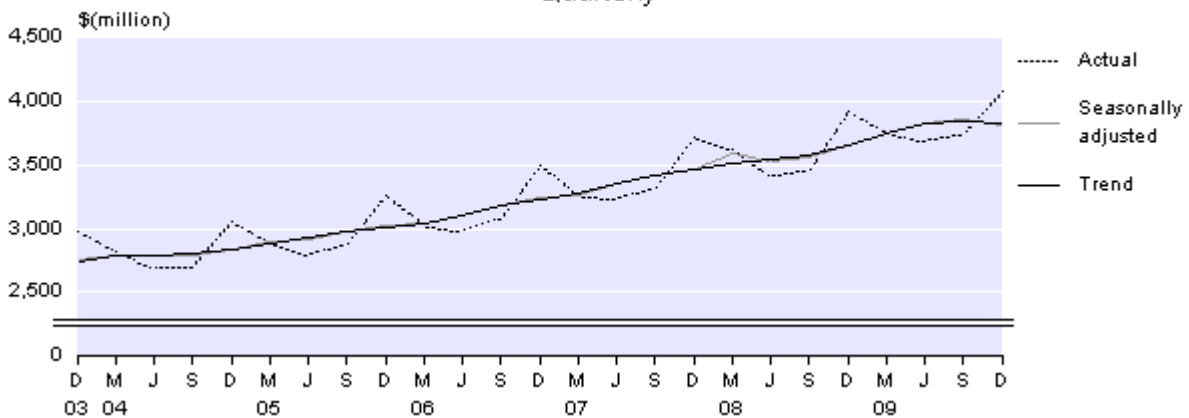
Supermarket and grocery stores

The volume of supermarket and grocery stores sales was flat in the December 2009 quarter, up just 0.2 percent. This industry had the largest value decrease this quarter, down 1.1 percent (\$43 million). The flatness in volumes implies the drop in sales values was due to decreases in prices (after seasonal effects are removed).

The sales volume trend has risen 2.8 percent since the September 2008 quarter, following a 3.3 percent fall between the March and September 2008 quarters. The rate of increase has slowed in the latest two quarters.

For the first time in the series, the sales value trend decreased in the December 2009 quarter. However, initial trend estimates should be used with caution as they may be revised as more data points become available. The sales value trend has been rising an average of 1.5 percent per quarter since the series began in the September 1995 quarter. The rate of increase flattened in the middle of 2008, but had picked up between the December 2008 and June 2009 quarters.

Supermarket and Grocery Store Sales Values Quarterly



Actual sales December 2009 quarter

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

- the volume of actual retail sales (expressed in September 1995 quarter prices) was \$14.9 billion, down 0.7 percent
- the value of actual retail sales was \$17.8 billion, up 1.6 percent.

Stocks

All references to stocks are in actual dollars.

The actual value of stocks held at the end of the December 2009 quarter was 2.8 percent (\$161 million) lower than at the end of the December 2008 quarter. This is the fourth consecutive quarter to show a decrease in the value of stocks held compared with the same period last year.

Compared with a year earlier, 16 of the 24 retail industries showed decreases in stock values. The biggest decreases were in:

- motor vehicle retailing, down 11.2 percent (\$117 million)
- liquor retailing, down 26.6 percent (\$64 million)
- other retailing, down 7.6 percent (\$45 million)
- department stores, down 4.7 percent (\$33 million)
- furniture and floor coverings, down 10.4 percent (\$20 million)
- hardware retailing, down 5.7 percent (\$19 million).

The other 10 industries had decreases of \$5 million or less.

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

- appliance retailing, up 17.9 percent (\$62 million)
- supermarket and grocery stores, up 8.0 percent (\$42 million)
- clothing and softgoods retailing, up 8.9 percent (\$36 million).



Regional estimates

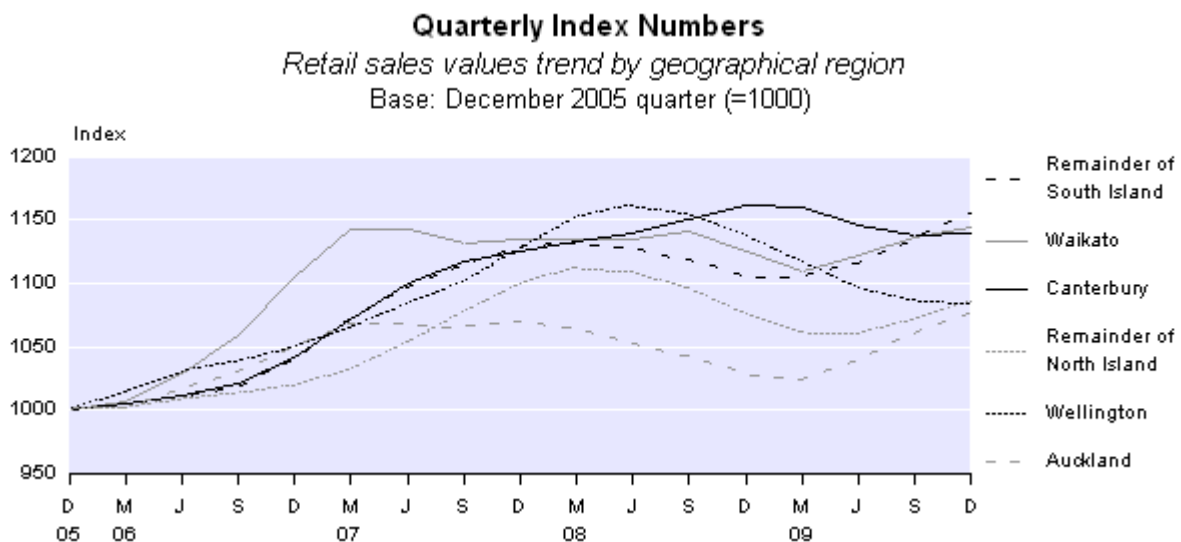
In the December 2009 quarter, the value of seasonally adjusted retail sales in both the North Island and the South Island increased. Changes in regional sales were as follows:

- Auckland, up 1.0 percent (\$54 million)
- Waikato, up 1.4 percent (\$21 million)
- Wellington, up 1.0 percent (\$17 million)
- Remainder of the North Island, up 2.1 percent (\$77 million)
- Canterbury, sales were flat, up just 0.2 percent (\$5 million)
- Remainder of the South Island, up 2.4 percent (\$47 million).

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 be the same as the sum of regional data.

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

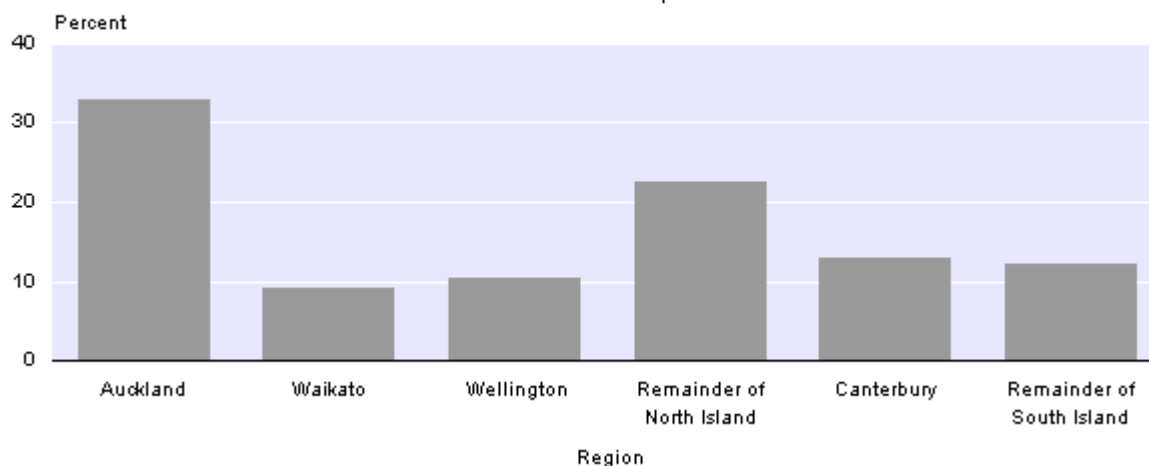
- Auckland – the trend has been rising (up 4.9 percent since the March 2009 quarter). The trend fell 4.2 percent in the five quarters from March 2008 to March 2009.
- Waikato – the trend has been rising (up 3.2 percent since the March 2009 quarter). The trend fell 2.7 percent over the December 2008 and March 2009 quarters.
- Wellington – the trend has been falling since the June 2008 quarter and is down 6.7 percent since then.
- Remainder of the North Island – the trend has been rising (up 2.4 percent since the June 2009 quarter). The trend fell 4.7 percent in the five quarters from June 2008 to June 2009.
- Canterbury – the trend has flattened in the latest quarter. The trend reached a turning point in the December 2008 quarter and its current level is 1.9 percent lower than then.
- Remainder of the South Island – the trend has been rising (up 4.7 percent since the March 2009 quarter), after falling 2.5 percent between the June 2008 and March 2009 quarters.



Regional contributions to total actual retail sales in the December 2009 quarter were as follows:

- Auckland, 32.9 percent
- Waikato, 9.1 percent
- Wellington, 10.4 percent
- Remainder of the North Island, 22.5 percent
- Canterbury, 12.9 percent
- Remainder of the South Island, 12.2 percent.

Regional Contribution to Actual Retail Sales Values
December 2009 quarter



December 2009 month

Following increases of 0.2 percent and 0.8 percent in the October and November 2009 months respectively, seasonally adjusted total retail sales showed no overall movement in the December 2009 month compared with November 2009. This flatness is the result of an unprecedented fall of 1.8 percent (\$76 million) in the core retailing industries being balanced by a 5.6 percent (\$76 million) rise in the vehicle-related industries, the largest monthly gain since April 1997.

Twelve of the 20 core retailing industries recorded lower sales in the December 2009 month. The biggest falls were in:

- supermarket and grocery stores (down 2.1 percent or \$27 million)
- department stores (down 4.7 percent or \$15 million)
- recreational goods retailing (down 5.0 percent or \$10 million)
- appliance retailing (down 3.8 percent or \$9 million).

Of the eight core industries with higher sales in December 2009, the biggest increase was in accommodation, up 2.2 percent or \$5 million. All the other increases were less than \$5 million.

Two of the vehicle-related industries recorded big increases this month – motor vehicle retailing sales rose 7.6 percent or \$41 million, while automotive fuel retailing sales rose 6.2 percent or \$33 million. Automotive repair and services nec sales rose 2.0 percent or \$3 million, while automotive electrical services, smash repairing, and tyre retailing fell 1.2 percent or \$1 million.

The monthly trend in total retail sales has been rising since February 2009, up 2.8 percent since then. This follows a period of decline between February 2008 and February 2009, when the trend fell 3.3 percent.

The core retailing trend continues to rise, but has flattened in recent months. The core trend is being influenced by a falling trend in supermarket and grocery stores, down 1.4 percent since reaching a turning point in August 2009. This fall is the biggest in the trend for supermarket and grocery stores since the series began in May 1995. Supermarket and grocery stores account for 31 percent of core retailing sales.

The sales trends for cafes and restaurants, and for department stores – the second and third largest core retail industries (after supermarket and grocery stores) – have both been rising. The sales trend in department stores has risen 3.5 percent since June 2009, after falling 5.5 percent between September 2008 and June 2009. This rate of growth (averaging 0.6 percent per month) is the strongest since the beginning of 2007. In cafes and restaurants, the sales trend has risen 6.2 percent since July 2009. This rate of growth (averaging 1.2 percent per month) is the strongest since mid-2002.

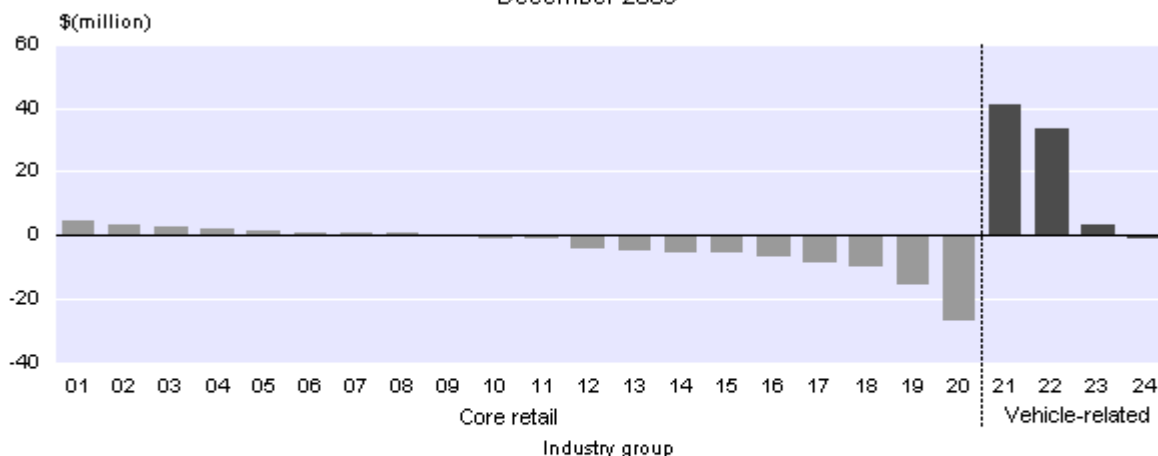
The total actual sales value for December 2009 was \$6.7 billion, 2.3 percent higher than in December 2008.

Seasonally adjusted total retail sales fell in the Wellington and Canterbury regions in the December 2009 month, and rose in the Auckland, Waikato, the Remainder of the North Island and the Remainder of the South Island regions.

Regional sales trends were as follows:

- Auckland – the sales trend has been rising since January 2009, up 5.1 percent since then, but has flattened in recent months.
- Waikato – the trend has been rising since February 2009, up 3.0 percent.
- Wellington – the trend is now flat. The sales trend fell between April 2008 and September 2009, but has since flattened.
- Remainder of the North Island – the sales trend has been rising since April 2009, up 3.1 percent.
- Canterbury – the sales trend has risen 1.4 percent since July 2009, following falls between February 2009 and July 2009.
- Remainder of the South Island – the trend is strong, rising 5.7 percent since January 2009.

Retail Industry Contributions to the Change in Seasonally Adjusted Sales Values
Change from previous month
 December 2009



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

Revisions

There were no revisions in the December 2009 quarter.

Comparison statistics

For the December 2009 quarter compared with the September 2009 quarter:

- The consumers price index fell 0.2 percent.
- New Zealand Transport Agency figures, which are not seasonally adjusted, showed new registrations of cars and station wagons (including cars previously registered overseas) were up 6.0 percent.

Long-term comparisons:

- Credit card billings in New Zealand, including spending using New Zealand and overseas-issued cards, fell 0.4 percent in the month of December 2009 and rose 0.9 percent in the December 2009 quarter (each compared with the same period of the previous year).

Other:

- The Reserve Bank of New Zealand's Official Cash Rate remained at 2.50 percent throughout the December 2009 quarter.

Measurement errors

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

Sample errors

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

- 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: December 2009 Month Sample Errors by Industry <i>At the 95 percent confidence interval limit</i>		
Retail industry	Level (relative percent)	Movement (absolute percent)
Supermarket and grocery stores	3.4	3.1
Fresh meat, fish, poultry, fruit, and vegetables	8.4	5.9
Liquor retailing	8.2	2.3
Other food retailing	9.9	6.2
Takeaway food retailing	6.0	3.0
Department stores	0.0	0.0
Furniture and floor coverings	9.5	5.9
Hardware	6.0	5.0
Appliance retailing	7.2	10.3
Recreational goods	9.5	7.9
Clothing and softgoods	6.5	6.9
Footwear	9.3	2.1
Chemist	6.0	2.7
Household equipment repair services	12.2	5.3

Retail Trade Survey: December 2009 Month Sample Errors by Industry <i>At the 95 percent confidence interval limit</i>		
Retail industry	Level (relative percent)	Movement (absolute percent)
Other retailing	6.9	6.7
Motor vehicle retailing	8.7	3.7
Automotive fuel retailing	3.8	1.2
Automotive electrical services, smash repairing, tyre retailing	5.7	2.7
Automotive repair and services, nec	6.8	4.1
Accommodation	5.0	2.7
Bars and clubs	9.8	4.4
Cafes and restaurants	6.7	4.4
Personal and household goods hiring	14.3	11.3
Other personal services	8.7	8.3
Total retail trade	1.5	1.3
Note: nec = not elsewhere classified		

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

Retail Trade Survey: December 2009 Month Sample Errors by Region <i>At the 95 percent confidence interval limit</i>		
Region	Level (relative percent)	Movement (absolute percent)
Auckland	3.6	2.0
Waikato	9.7	3.3
Wellington	5.2	2.1
Remainder of the North Island	5.5	2.1
Canterbury	5.6	5.8
Remainder of the South Island	7.0	3.5

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 2009 Month		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Supermarket and grocery stores	5.1	5.3
Fresh meat, fish, poultry, fruit, and vegetables	8.4	16.2
Liquor retailing	10.7	14.3
Other food retailing	9.6	17.6
Takeaway food retailing	8.5	15.4
Department stores	0.0	0.0
Furniture and floor coverings	12.1	8.0
Hardware	5.6	3.9
Appliance retailing	7.0	6.5
Recreational goods	9.0	7.8
Clothing and softgoods	7.9	8.2
Footwear	8.5	5.0
Chemist	4.3	14.9
Household equipment repair services	9.7	15.2
Other retailing	14.1	14.9
Motor vehicle retailing	12.5	9.3
Automotive fuel retailing	2.4	6.3
Automotive electrical services, smash repairing, tyre retailing	9.9	12.0
Automotive repair and services, nec	10.2	13.9

Sales Imputed in the December 2009 Month		
Retail industry	Tax modelled	Non-response
	Percentage of sales	
Accommodation	8.7	15.7
Bar and clubs	10.4	12.4
Cafes and restaurants	9.7	15.5
Personal and household goods hiring	11.9	11.5
Other personal services	15.4	12.8
Total retail trade	7.4	8.8
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 December 2009 month was 90 percent.

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Next release ...

Retail Trade Survey: January 2010 will be released on 12 March 2010.

Technical notes

Background to the survey

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

Population

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

- Retail trade (ANZSIC division G)
- Accommodation, cafes and restaurants (ANZSIC division H)
- Personal services (ANZSIC subdivision 95 of division Q).

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

Industry descriptions

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

Retail Trade Survey Industry Descriptions	
Industry	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 ANZSIC-based ANZIND classification at the inter-industry level
- size (in terms of rolling-mean employment)
- turnover (annualised GST sales).

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

forecast two to three months ahead. All retailing GEOs belonging to a selected 'enterprise' are included.

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

Sample maintenance

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

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

Enterprises can also enter or leave the survey sample if they are reclassified to a different industry. Reclassifications occur when an enterprise changes its main form of activity (eg from wholesale trade to retailing). These are usually identified in the Annual Frame Update Survey 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 system – New Zealand version 1996.

ANZIND

An ANZSIC-based classification used to group industries for publication.

Business Frame

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

Deflators

Deflators are indexes that measure the rate of price change of goods and services sold by each RTS industry. Deflators are not calculated for the subtotal or all industries total. For information on how deflators are calculated follow the [link](#) from the technical notes of this release on the Statistics NZ website.

Enterprise

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

Geographic unit

A 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 for the RTS is the estimated residential population. 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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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 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
13. Seasonally adjusted retail sales by geographical region
14. Retail sales trend by geographical region
15. Retail stocks at end of quarter, by industry
16. Retail trade sales deflators by industry, percentage change from previous quarter
17. Retail trade sales deflators by industry, percentage change from same quarter previous year