# Retail Trade Survey: June 2014 quarter

Key facts

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

- The total volume of retail sales rose 1.2 percent.
- Eleven of the 15 industries had higher sales volumes.
- Motor-vehicle and parts retailing recorded the largest volume increase, up 3.6 percent.
- The total value of retail sales rose 1.0 percent.

Retail industry contributions to the change in seasonally adjusted sales volumes

Change from March 2014 quarter
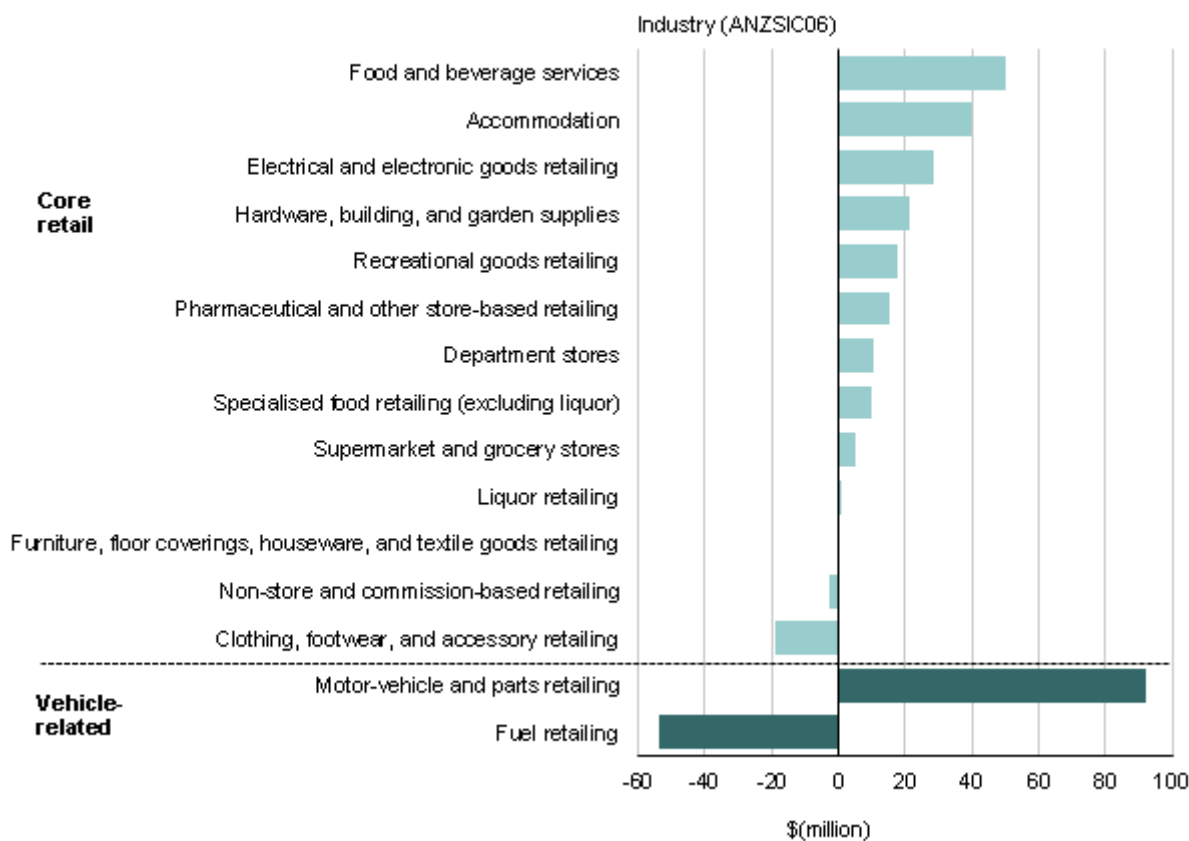
Source: Statistics New Zealand

Liz MacPherson, Government Statistician
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Commentary

- Total sales volume up
- Total sales value rise
- Trends in sales volume and value rise
- Motor-vehicles and parts drive the quarterly increase
- Growth continues for the hospitality industries
- Fuel retailing falls in June
- Sales up in the North and South Islands
- Actual sales volumes and values up on previous year
- Actual value of stock up on 2013
- Proposed changes for September 2014 quarter

All values are seasonally adjusted unless otherwise stated.

Total sales volume up

The total volume of retail sales rose 1.2 percent for the June 2014 quarter, following a 0.8 percent rise in the March 2014 quarter.

Eleven 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 March 2014 quarter
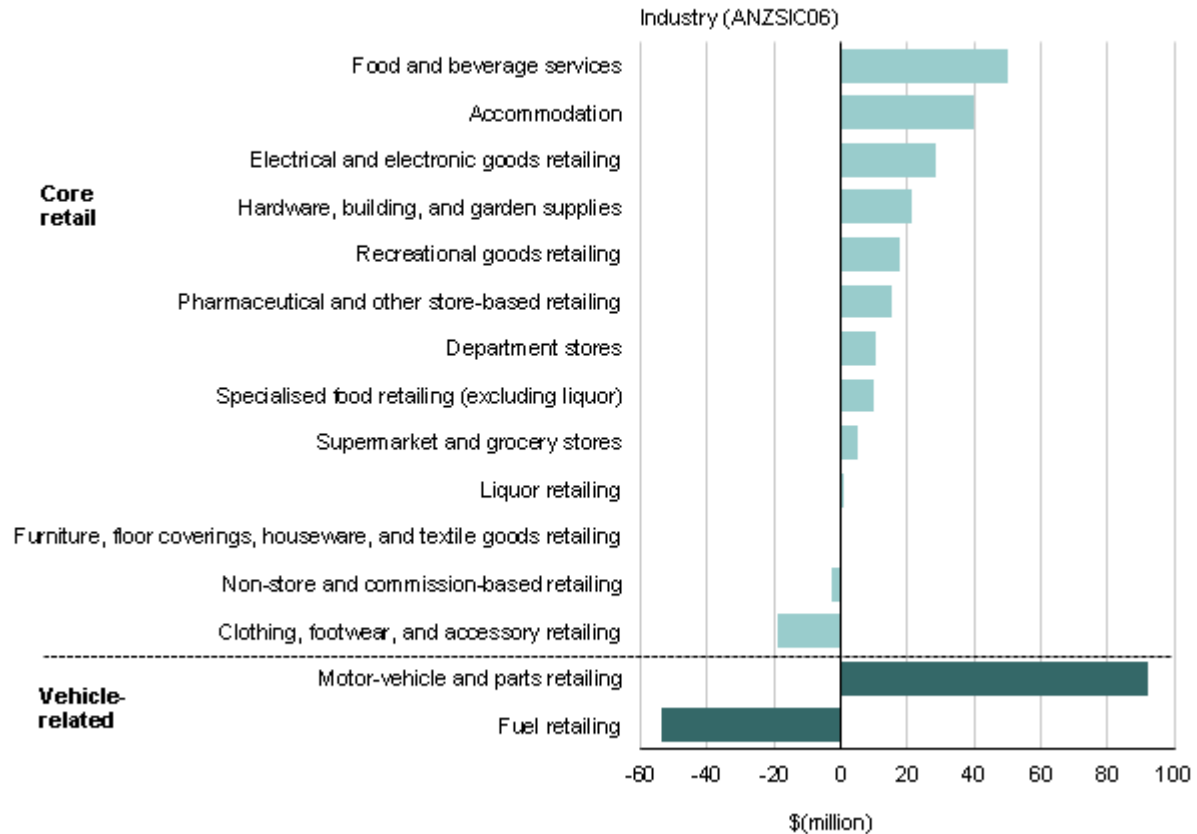
Source: Statistics New Zealand

This quarter's increase was driven by a 3.6 percent rise in motor-vehicle and parts retailing.

Other industries with large rises this quarter were:

- food and beverage services, up 2.7 percent
- accommodation, up 6.0 percent
- electrical and electronic goods retailing, up 2.9 percent.

The industries with the largest falls this quarter were:

- fuel down 3.3 percent
- clothing, footwear, and accessories retailing, down 2.2 percent.

In the core retail industries (which exclude the two vehicle-related industries) sales volume rose 1.2 percent in June, following a 1.0 percent rise in the March 2014 quarter.

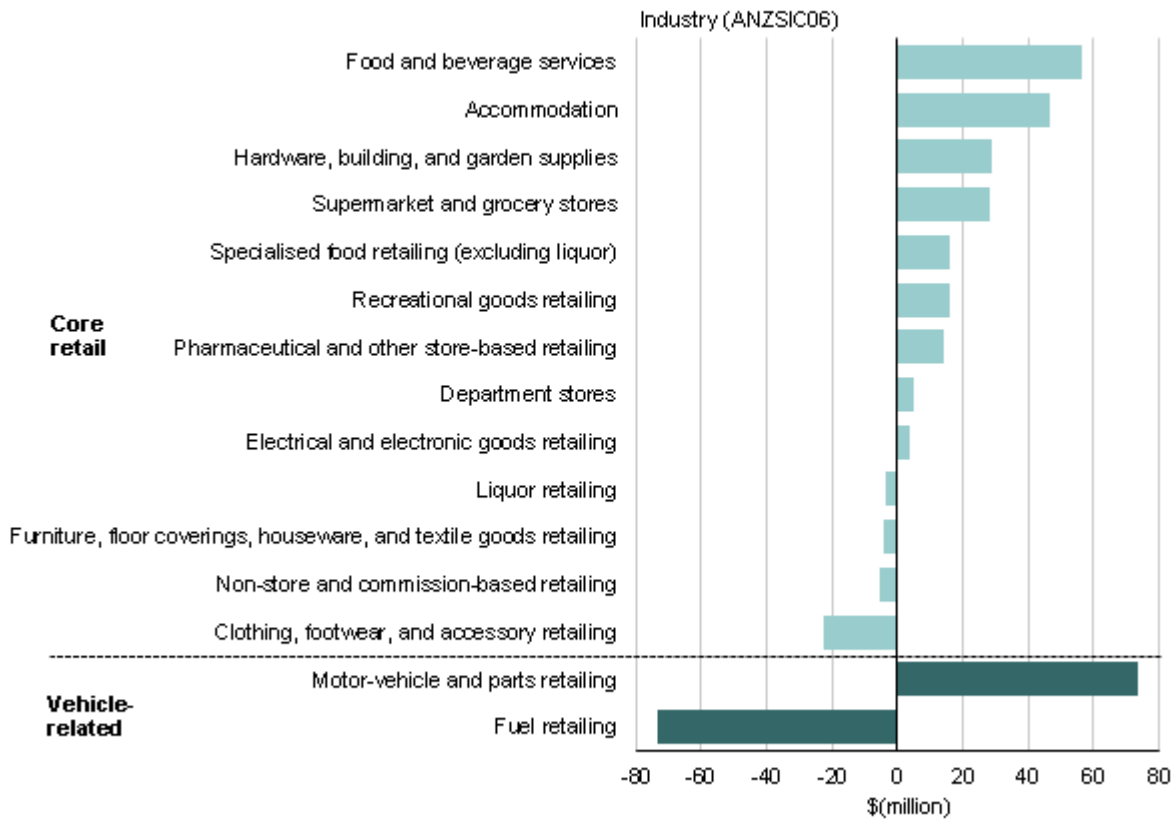**Note:** The fuel, and motor-vehicle and parts retailing industries are currently not seasonally adjusted.

Total sales value rise

The total value of retail sales rose 1.0 percent ($180 million) in the June 2014 quarter, following a 0.8 percent ($151 million) rise in the March 2014 quarter.

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

Retail industry contributions to the change in seasonally adjusted sales values
Change from March 2014 quarter

Source: Statistics New Zealand

The motor-vehicle and parts retailing industry, led the rise in total sales value, recording an increase of 2.9 percent ($73 million).

Other industries with large rises in the June quarter were:

- food and beverage services retailing, up 2.9 percent ($56 million)
- accommodation, up 6.3 percent ($46 million)
- hardware, building, and garden supplies, up 2.0 percent ($29 million).

Industries with the largest falls were:

- fuel, down 3.7 percent ($73 million)
- clothing, footwear, and accessories, down 2.7 percent ($23 million).

In the core retail industries (which exclude the two vehicle-related industries) sales value rose 1.3 percent ($180 million) in June, following a 0.9 percent ($122 million) rise in the March 2014 quarter.

Note: The fuel, and motor-vehicle and parts retailing industries are currently not seasonally adjusted.

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Trends in sales volume and value rise

The trend for the total sales volume has been generally rising since the June 2009 quarter, up 17 percent since then.

The core sales volume trend has generally been rising since the March 2009 quarter, up 17 percent since then.

Retail sales volumes
Quarterly
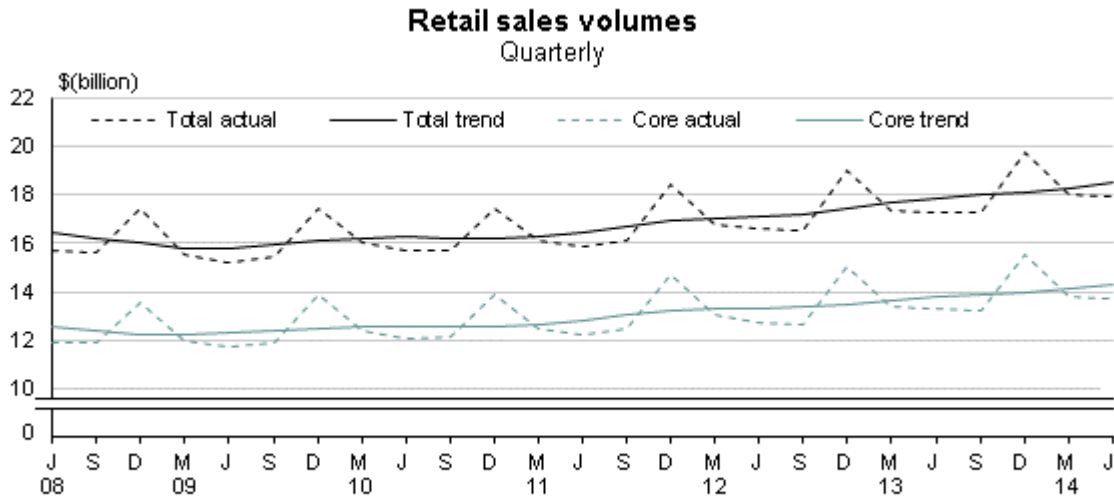
Source: Statistics New Zealand

The trend for the total sales value has increased since the March 2009 quarter, up 23 percent since then.

The core sales value trend in general has continued to rise since the series began in 1995.

**Retail sales values**
Quarterly
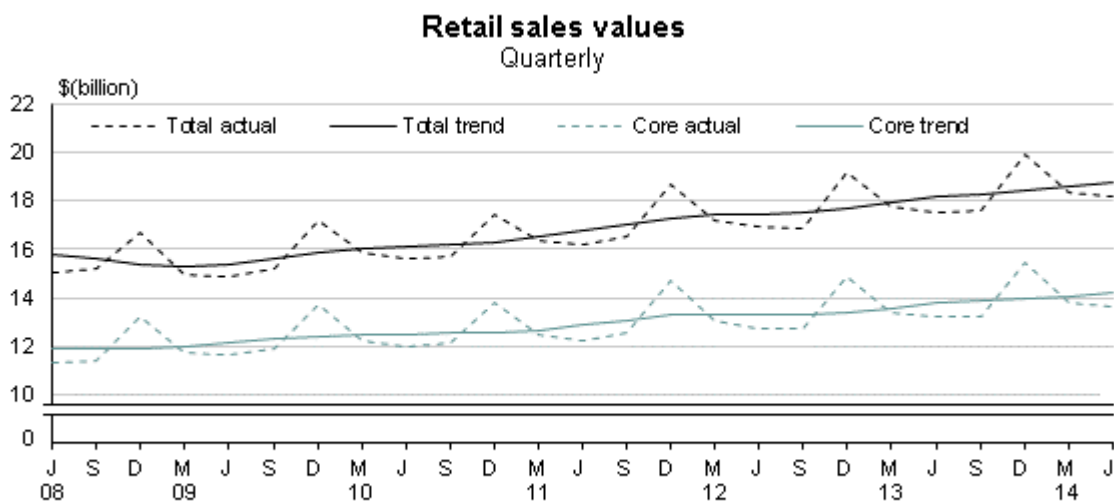
Source: Statistics New Zealand

Motor-vehicles and parts drive the quarterly increase

Sales in the motor-vehicle and parts retailing industry are currently not seasonally adjusted. The actual numbers can therefore be treated in the same way as seasonally adjusted numbers.

The volume of motor-vehicles and parts retailing sales rose 3.6 percent in the June 2014 quarter, the largest increase in this industry for two years.

The sales value for motor-vehicle and parts also recorded the largest quarterly increase in two years, up 2.9 percent ($73 million) in the June 2014 quarter. Prices (which are not seasonally adjusted) fell 0.7 percent compared with March 2014.

Motor vehicle and parts sales volumes
Quarterly
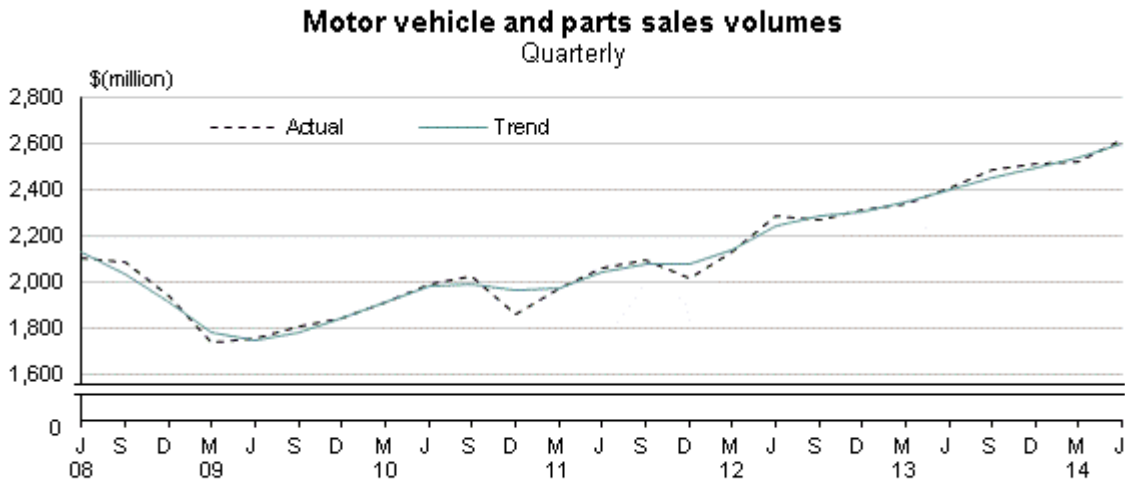
Source: Statistics New Zealand

The sales volume trend for motor-vehicle and parts retailing has grown steadily over the past three-and-a-half years, increasing 32 percent since the December 2010 quarter.

Growth continues for the hospitality industries

The volume of sales in the food and beverage services industry rose 2.7 percent in the June 2014 quarter, following an increase of 1.8 percent in the March 2014 quarter.

The value of sales for food and beverage services rose 2.9 percent ($56 million) for the June 2014 quarter. Prices (which are not seasonally adjusted) rose 0.3 percent in June, compared with the March 2014 quarter.

The sales volume trend for food and beverage services has generally been rising since the September 2010 quarter, up 16 percent since then.

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 of this industry's sales.

Food and beverage services sales volumes
Quarterly

Source: Statistics New Zealand

The volume of sales in the accommodation industry rose 6.0 percent in the June 2014 quarter, following a 3.4 percent rise in the March 2014 quarter.
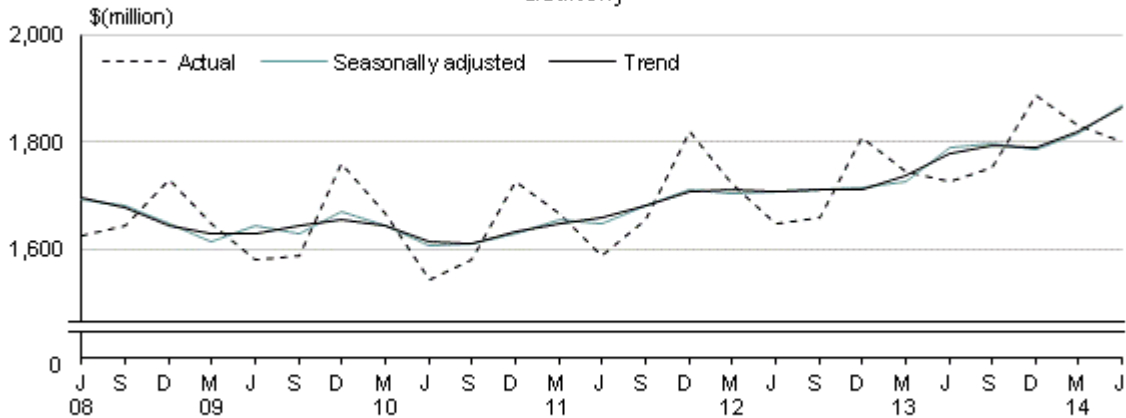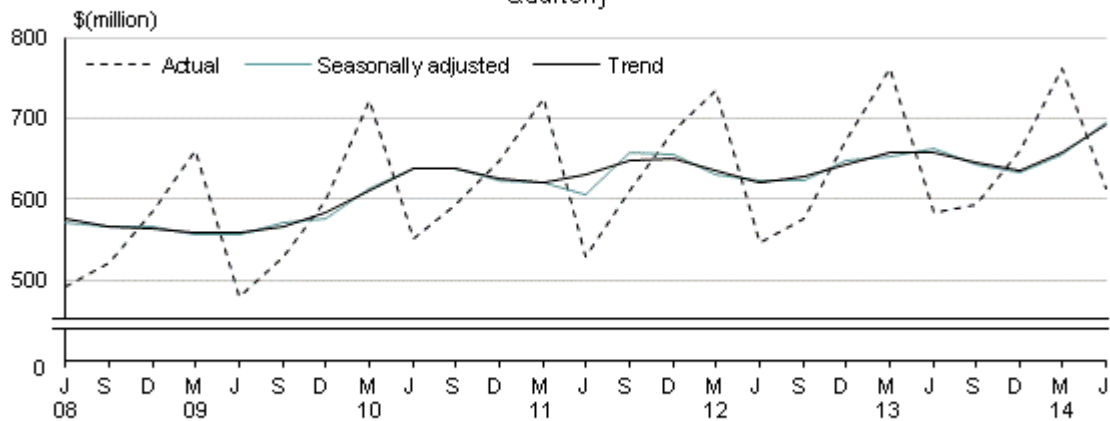
The value of sales for accommodation rose 6.3 percent ($46 million) for the June 2014 quarter. Prices (which are not seasonally adjusted) fell 3.6 percent in June, compared with the March 2014 quarter.

The sales volume trend for accommodation has increased in recent quarters, up 8.7 percent since the December 2013 quarter.

Accommodation sales volumes
Quarterly

Source: Statistics New Zealand

Fuel retailing falls in June

Sales in the fuel retailing industry are currently not seasonally adjusted. The actual numbers can therefore be treated in the same way as seasonally adjusted numbers.

The volume of sales in the fuel retailing industry fell 3.3 percent in the June 2014 quarter, following a fall of 0.6 percent in the March 2014 quarter.

The sales value for fuel retailing fell 3.7 percent ($73 million). Prices (which are not seasonally adjusted) fell 0.4 percent compared with the March 2014 quarter.

Fuel sales volumes
Quarterly
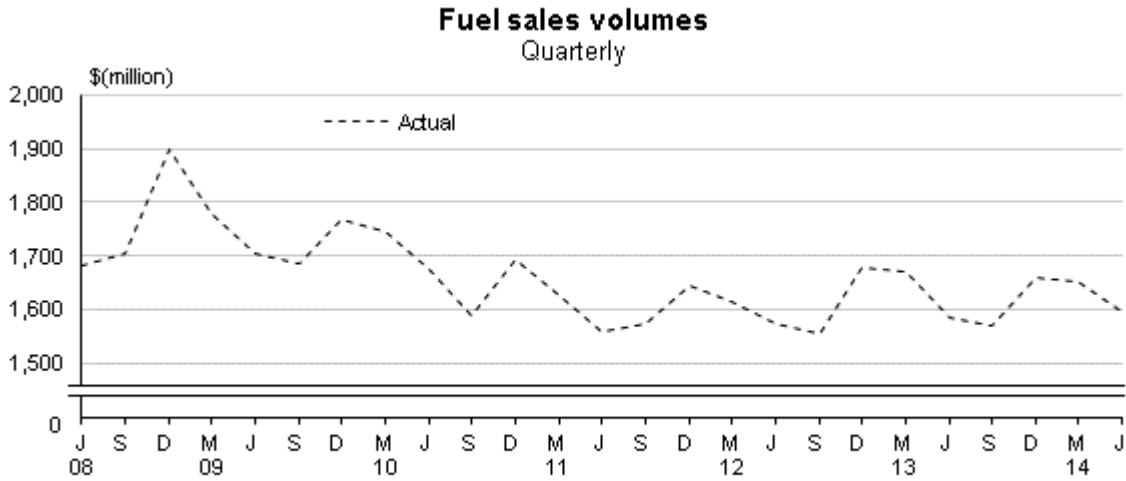
Sales up in the North and South Islands

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 0.8 percent ($108 million) in the June 2014 quarter. This follows a 1.1 percent ($158 million) rise in the March 2014 quarter.

The increase in North Island sales value is the result of:

- Auckland, **up** 1.2 percent ($78 million)
- Waikato, **up** 2.9 percent ($51 million)
- Wellington, **down** 0.6 percent ($12 million)
- remainder of the North Island, **down** 0.2 percent ($9 million).
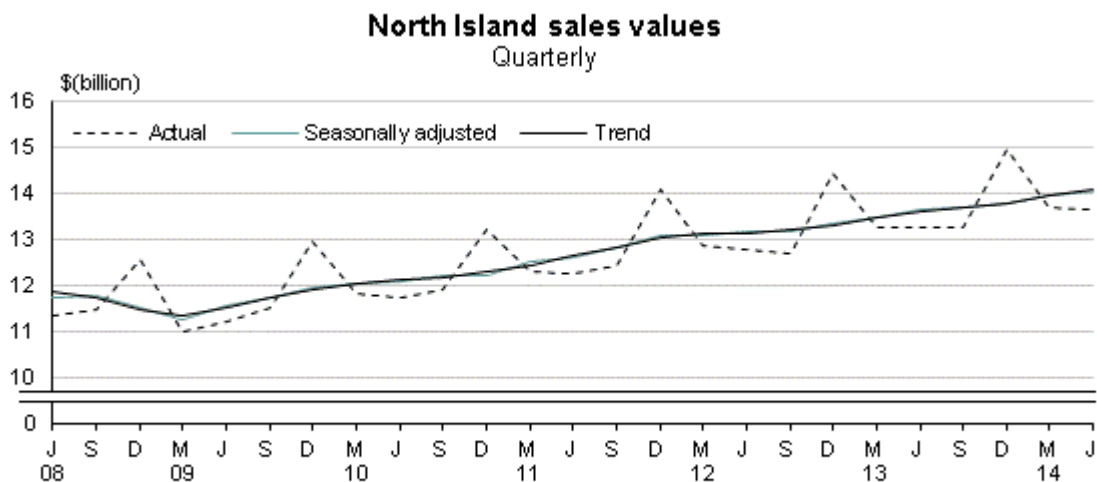
North Island sales values
Quarterly

The value of sales in the South Island rose 1.7 percent ($80 million) in the June 2014 quarter. This follows an increase of 0.6 percent ($27 million) in the March 2014 quarter.

The increase in South Island sales value is the result of:

- Canterbury, **up** 2.9 percent ($74 million)
- remainder of the South Island, **up** 0.3 percent ($6 million).

Source: Statistics New Zealand

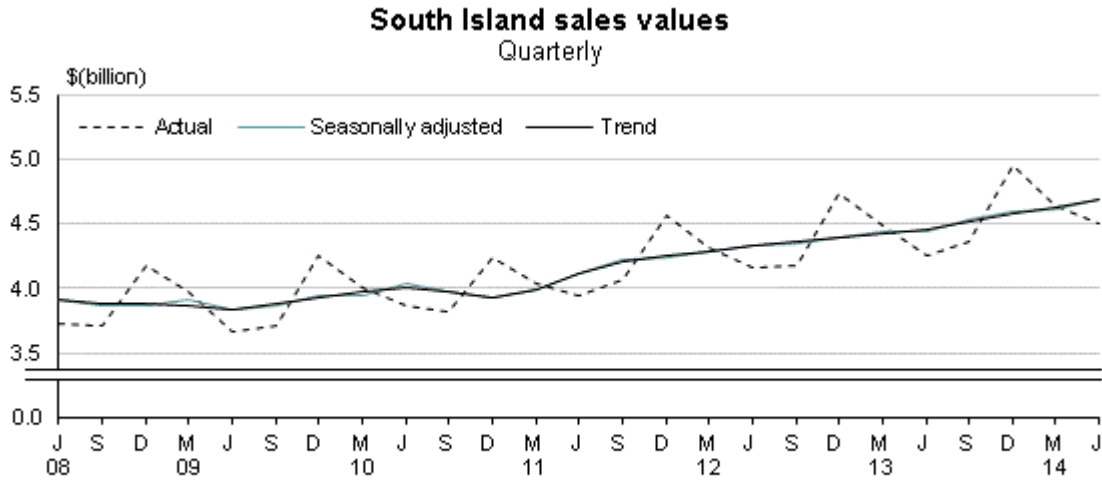## Actual sales volumes and values up on previous year

In the June 2014 quarter compared with the June 2013 quarter:

- The **volume** of total actual retail sales rose 3.6 percent.
- The **value** of total actual retail sales rose 3.8 percent to $18.2 billion.
- The **volume** of core actual retail sales rose 3.0 percent.
- The **value** of core actual retail sales rose 3.2 percent to $13.6 billion.

Actual value of stock up on 2013

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

The total value of stock held at 30 June 2014 ($6.8 billion) was 6.9 percent ($435 million) higher than at 30 June 2013.

The value of stock for the core retail industries ($5.1 billion) was 5.3 percent ($257 million) higher than at 30 June 2013.

Quarterly retail stock levels
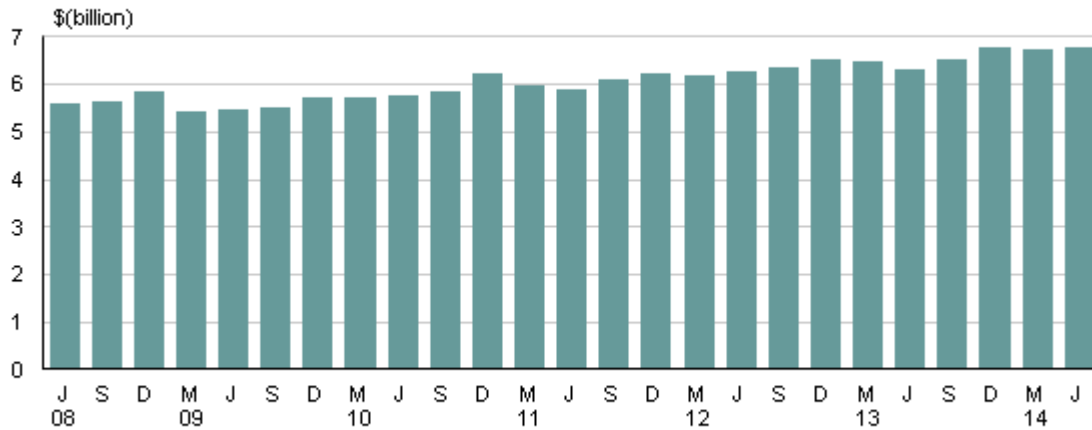
Source: Statistics New Zealand

The largest stock increases were in:

- motor-vehicle and parts retailing, up 12 percent ($171 million)
- hardware, building, and garden supplies, up 10 percent ($75 million)
- electrical and electronic goods retailing, up 19 percent ($62 million).

The largest stock decreases were in:

- supermarket and grocery stores, down 1.1 percent ($7 million)
- clothing, footwear, and accessory retailing, down 0.4 percent ($3 million).

Proposed changes for September 2014 quarter

Statistics New Zealand will introduce the X-13-Arima seasonal adjustment tool for Retail Trade Survey in the September 2014 quarter. Replacing the current X-12-Arima package with the new X-13-Arima estimates may produce different movements to the current seasonally adjusted and trend series for sales and stocks.

We are also looking to seasonally adjust the motor-vehicle and parts, and fuel retailing industries which currently only have a trend adjustment applied.

For further information on the proposed changes contact:

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Email: info@stats.govt.nz

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, the data is used for compiling the retail trade sector component of quarterly national accounts (on the production side) and in compiling household consumption expenditure (on the expenditure side).

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

Retail Trade Survey – Redesign: September 2003

Retail Trade Survey – Implementation of new survey design.

More definitions

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

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

Business Frame: a register of all economically significant businesses in New Zealand which is maintained by Statistics NZ. The population of the RTS is drawn from the Business Frame.

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

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

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

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

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

Related links

Upcoming releases

The *Retail Trade Survey: September 2014 quarter* will be released on 17 November 2014.

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: June 2014 quarter rose 0.3 percent from the March 2014 quarter. The annual price changes in the year to June 2014 rose 1.6 percent. The main downward contribution for the year came from cheaper audio-visual and computing equipment (down 9.8 percent) and vehicles (down 2.9) reflecting lower prices for new and used cars. The strong New Zealand dollar has had a downward influence on the retail prices of internationally traded goods, including cars and appliances.

On Infoshare, New Zealand Transport Agency figures show that new registrations of cars and station wagons (including cars previously registered overseas) were up 2.4 percent in the June 2014 quarter from the March 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 for example, 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 5.2 percent in the June 2014 quarter from the same period of the previous year. Note the credit card billings data has been revised following increases to the official cash rate.

The Reserve Bank of New Zealand's Official Cash Rate changed twice over the June quarterly period:

- from 2.75 percent to 3.0 percent on 24 April 2014
- from 3.0 percent to 3.25 percent on 12 June 2014.

The Accommodation Survey has recorded strong growth in guest nights, particularly in the April and May 2014 months.

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 results from the survey.

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: June 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	6.3	4.1
Fuel	5.0	2.2
Supermarket and grocery stores	7.0	2.0
Specialised food	5.8	5.2
Liquor	6.6	1.7
Furniture, floor coverings, houseware, textiles	6.3	4.3
Electrical and electronic goods	8.4	9.0
Hardware, building, and garden supplies	5.4	0.3
Recreational goods	10.5	1.0
Clothing, footwear, and accessories	4.0	3.2
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	10.2	0.8
Non-store and commission-based retailing	9.8	13.0
Accommodation	4.8	3.3
Food and beverage services	4.6	3.3
Total retail trade	**2.2**	**2.1**

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: June 2014 quarter sample errors by region
At the 95 percent confidence interval limit

Region	Level (relative percent)	Movement (absolute percent)
Auckland	5.3	1.5
Waikato	12.6	1.3
Wellington	11.9	1.2
Remainder of the North Island	7.3	1.9
Canterbury	9.0	1.1
Remainder of the South Island	9.3	2.7

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 calculated from the postal sample units are applied to the administrative data to provide an estimate of their variables.

Non-response imputation

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

- regression imputation
- historic imputation
- mean imputation.

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

Sales imputed in the June 2014 quarter		
Retail industry	**Tax modelled**	**Non-response**
	Percentage of sales	
Motor-vehicle and parts	7.0	13.1
Fuel	1.9	17.1
Supermarket and grocery stores	3.5	10.6
Specialised food	8.6	15.8
Liquor	11.3	14.2
Furniture, floor coverings, houseware, textiles	11.2	10.1
Electrical and electronic goods	10.1	9.8
Hardware, building, and garden supplies	9.6	9.0
Recreational goods	7.8	17.2
Clothing, footwear, and accessories	7.9	12.5
Department stores	0.0	0.0
Pharmaceutical and other store-based retailing	9.0	12.3
Non-store and commission-based retailing	14.6	13.6
Accommodation	9.6	14.0
Food and beverage services	7.9	15.9
Total retail trade	**6.3**	**12.2**

Postal response rate

The Retail Trade Survey has a target response rate of 85 percent. We achieved an 87 percent response rate for the June 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. The store will be classified to the fuel retailing industry if most of its sales income comes from the sale of fuel. Data are published for 15 industries, which are defined as follows:

ANZSIC06 industries, class codes, and descriptions for the Retail Trade Survey (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 X-12-ARIMA package is used to produce the seasonally adjusted estimates and trend estimates for sales in all subdivisions. Seasonal adjustment aims to eliminate the impact of regular seasonal events (such as annual cycles in agricultural production, winter, or annual holidays) on time series. This makes the data for adjacent quarters more comparable.

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

Estimated trend

For any series, the survey estimates can be broken down into three components: trend, seasonal, and irregular. While seasonally adjusted series have 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-12-ARIMA seasonal adjustment package. They are based on a five-term or seven-term moving average of the quarterly seasonally adjusted series, with an adjustment for outlying values.

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

Retail Trade Survey deflators

The RTS deflators that appear in tables 13 and 14 measure change in the prices of goods and services sold by businesses in the 15 retail industries. 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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Unsubscribe to all if you change your mind.

Tables

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

If you have problems viewing the files, see opening files and PDFs.

1. Actual retail sales, by quarter by industry
2. Actual retail sales volumes expressed in September 2010 quarter prices, by quarter by industry
3. Seasonally adjusted retail sales, by quarter by industry
4. Seasonally adjusted sales volumes expressed in September 2010 quarter prices, by quarter by industry
5. Retail sales trend, by quarter by industry
6. Retail sales trend expressed in September 2010 quarter prices, by quarter by industry
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