



Australian
Bureau of
Statistics

MARCH 1994

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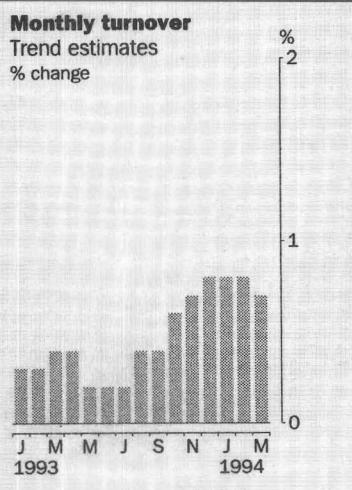
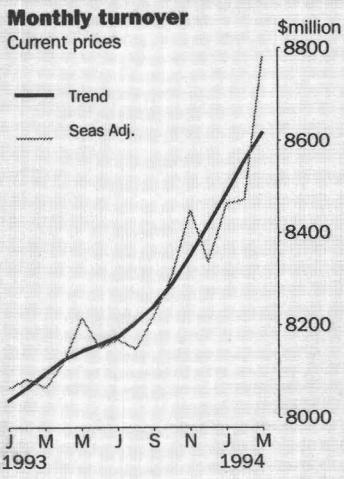
RETAIL TRADE

AUSTRALIA

EMBARGOED UNTIL 11:30AM MON 9TH MAY 1994

9 MAY 1994

THIS MONTH'S KEY FIGURES



INQUIRIES

- For further information about these and related statistics, contact Bill Powell on 06 252 6132, or Leon Ting on 06 252 6807 for information about constant price estimates.

TREND ESTIMATES

Turnover at current prices

(in \$millions)

Feb 94 Mar 94 % change

8 553.5 8 615.9 0.7

Mar 93 Mar 94 % change

8 096.8 8 615.9 6.4

SEASONALLY ADJUSTED ESTIMATES

Turnover at current prices

(in \$millions)

Feb 94 Mar 94 % change

8 471.0 8 782.1 3.7

Mar 93 Mar 94 % change

8 064.8 8 782.1 8.9

Turnover at constant prices

(average 1989-90 prices in \$millions)

Dec 93 qtr Mar 94 qtr % change

22 470.9 22 886.6 1.8

THIS MONTH'S KEY POINTS

TREND ESTIMATES

- The very strong seasonally adjusted rise in March 1994 has resulted in the continued strengthening of growth in the trend estimates of retail turnover.
- However users are urged to consult the 'Special Note' on the following page for a partial explanation of this strong seasonally adjusted result.
- Since October 1993 the monthly growth rate has been between 0.6 and 0.8 per cent.

INDUSTRY ANALYSIS

- Grocers, Other food stores, Hotels, clubs, etc, Clothing stores and Department stores are the major contributors to the aggregate industry trend growth.
- Butchers, Electrical goods stores and Furniture stores are the only industries in decline.

STATE ANALYSIS

- New South Wales remains the major contributor to the aggregate State trend growth.
- Victoria, and to a lesser extent Western Australia and Queensland, have also contributed to this growth.

TAKE CARE!
Trend estimates are revised as new monthly data become available.

SEASONALLY ADJUSTED ESTIMATES

- The seasonally adjusted estimate rose by 3.7 per cent in March 1994. This follows a small rise of 0.1 per cent in February 1994. See 'Special Note' on following page.
- In seasonally adjusted, constant price terms the estimate of turnover for March quarter 1994 rose by 1.8 per cent.

RETAIL TRADE NOTES

FORTHCOMING ISSUES

ISSUE	RELEASE DATE
April 1994	2 June 1994
May 1994	5 July 1994
June 1994	3 August 1994

* * * * *

SPECIAL NOTE

The strong March 1994 seasonally adjusted result should be viewed with caution. Analysts are advised to await the April data to better establish the real strength of the rise. For only the third time in 40 years good Friday fell on 1 April and retailing activity normally connected with Easter will have occurred in March. Because of the rarity of the Easter period, including school holidays, straddling the two months it has not been possible to reliably estimate the magnitude of this effect. However, based on the previous two occurrences, it is likely that it will account for about half the 3.7% increase published.

* * * * *

SAMPLING ERRORS

Standard errors for estimates for March 1994 contained in this publication are:

DATA SERIES	STANDARD ERROR
Level of retail turnover	\$78 million
Change from February to March	\$47 million
% change from previous month	0.6%

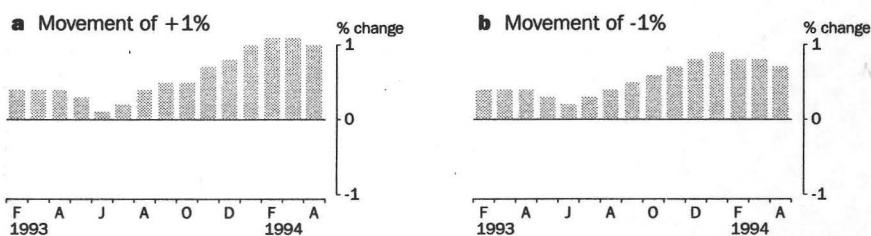
For more information see the Explanatory notes, paragraphs 8–10, or contact Bill Powell on 06 252 6132.

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SENSITIVITY ANALYSIS

TAKE CARE
Trend estimates are subject
to revision as subsequent
data become available.
See Explanatory Note 14.

Readers should exercise care in the interpretation of the trend data as the last three observations, in particular, are likely to be revised with the addition of subsequent months' data. To illustrate this, graph 'a' below shows the effect a +1.0 per cent seasonally adjusted result in April 1994 will have on recent trend series movements. Graph 'b' shows what will happen if the April seasonally adjusted result is -1.0 per cent.



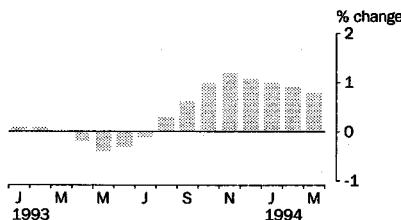
For readers information, April seasonally adjusted percentage changes over the last five years were 0.7 per cent in 1993, 1.2 per cent in 1992, -0.7 per cent in 1991, 0.8 per cent in 1990 and 0.1 per cent in 1989. Also see 'Special Note' above

IAN CASTLES
AUSTRALIAN STATISTICIAN

STATE TRENDS

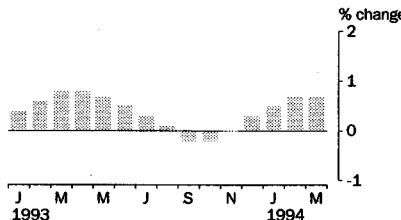
MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

NEW SOUTH WALES



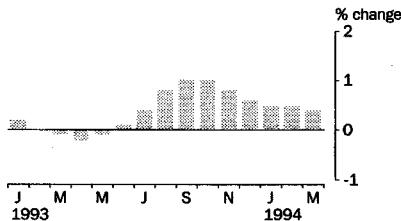
The growth rate in the trend estimate of turnover for New South Wales , while remaining relatively strong, has weakened from 1.2 per cent in November 1993 to 0.8 per cent in March

VICTORIA



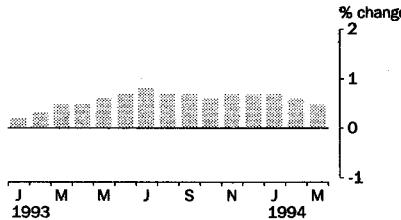
After going through a period of either decline or weak growth in the latter part of 1993, the trend estimate for Victoria has shown growth of 0.7 per cent over each of the last two months.

QUEENSLAND



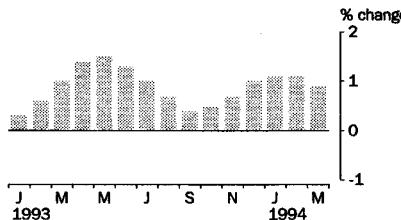
The trend estimate has shown moderate growth of around 0.5 per cent over the last four months. Prior to that there had been a short period of strong growth.

SOUTH AUSTRALIA



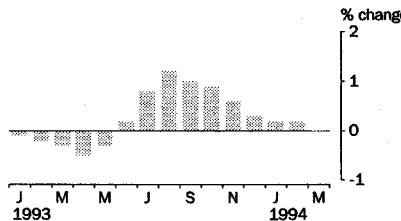
South Australia has shown a consistent growth pattern over the last twelve months. However there has been a slight easing in the growth rate over the last three months.

WESTERN AUSTRALIA



Over the last four months Western Australia has shown strong growth of around 1.0 per cent.

TASMANIA



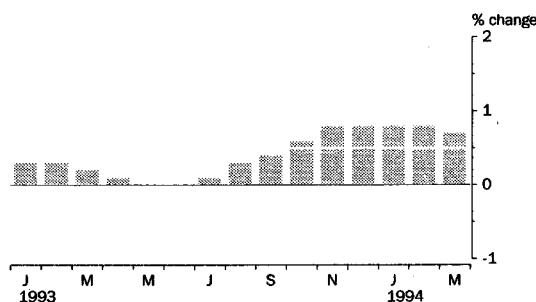
Growth in the Tasmanian trend estimate has been weak over recent months with March recording zero growth.

INDUSTRY TRENDS

MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

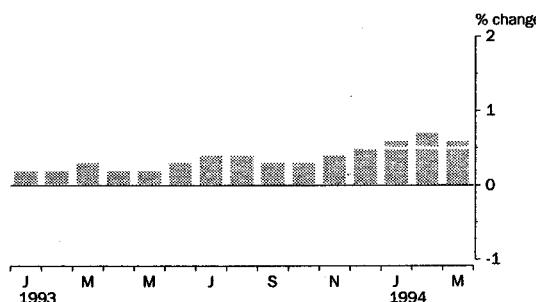
RETAIL INDUSTRIES

Total retail industries (excluding industries categorised to the Service industry grouping) have shown growth of between 0.7 and 0.8 per cent over recent months. This is a similar growth pattern to that exhibited by the "all industries" series.



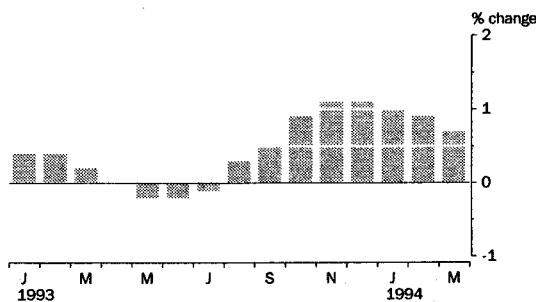
FOOD RETAILING

The monthly growth rate for the food group has been around 0.6 per cent for the last three months. Other food stores are showing the strongest growth in this group.



NON-FOOD RETAILING

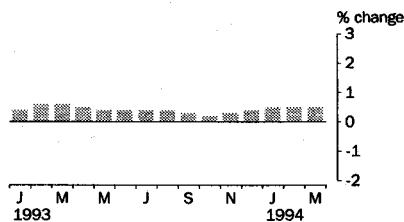
This group which is made up of the Household goods and Other industry groups has shown an easing in the growth rate over recent months. A growth rate of 1.1 per cent was recorded in November 1993. However by March 1994 the rate has fallen to 0.7 per cent.



INDUSTRY TRENDS (continued)

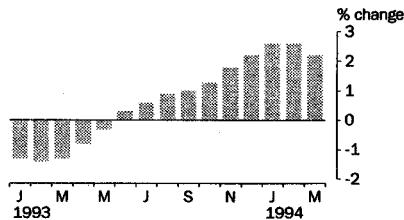
MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

GROCERS



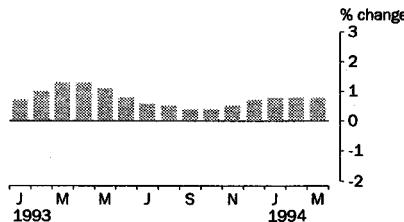
The trend estimate for the Grocery industry has shown moderate growth of 0.5 per cent over each of the last three months.

OTHER FOOD STORES



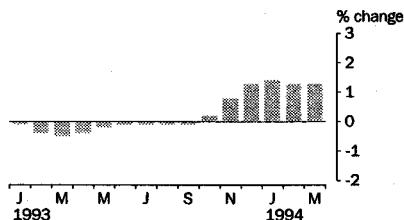
This industry is showing very strong growth over recent months with growth in excess of 2.0 per cent for each of the last three months.

HOTELS, CLUBS ETC.



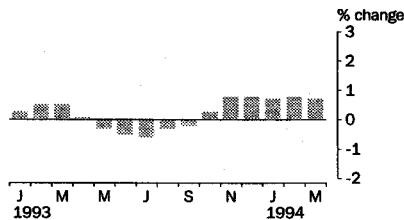
Hotels, clubs, etc are showing relatively strong growth following a period of moderate growth over the latter part of 1993.

CLOTHING AND FABRIC STORES



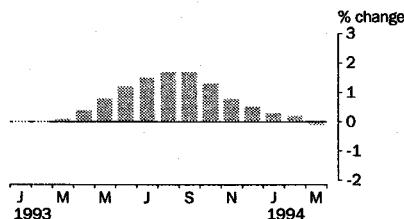
Over the last four months the Clothing industry has shown strong growth of around 1.3 per cent.

DEPARTMENT STORES



Department stores are now showing a relatively strong growth pattern of around 0.8 per cent over each of the last five months.

ELECTRICAL GOODS STORES



Electrical goods stores have shown a fairly rapid weakening of the growth rate over the last five months. For March 1994 the trend estimate fell by 0.1 per cent.

MONTHLY TURNOVER: All series

Month	\$m	% change from preceding month	% change from corres- ponding month of prev. year
ORIGINAL			
1993			
January	7 789.5	-26.7	2.3
February	7 108.0	-8.7	0.0
March	7 822.0	10.0	4.6
April	7 892.7	0.9	2.6
May	7 971.2	1.0	2.2
June	7 837.4	-1.7	3.8
July	8 020.5	2.3	2.6
August	7 653.3	-4.6	2.6
September	8 097.1	5.8	4.5
October	8 380.3	3.5	1.6
November	8 614.3	2.8	6.0
December	11 340.5	31.6	6.7
1994			
January	8 015.4	-29.3	2.9
February	7 488.9	-6.6	5.4
March	8 613.2	15.0	10.1
SEASONALLY ADJUSTED			
1993			
January	8 064.2	1.7	4.4
February	8 084.2	0.2	4.0
March	8 064.8	-0.2	2.8
April	8 119.3	0.7	2.2
May	8 216.6	1.2	3.6
June	8 150.2	-0.8	2.7
July	8 167.8	0.2	3.3
August	8 148.0	-0.2	3.1
September	8 222.3	0.9	3.2
October	8 307.3	1.0	3.4
November	8 449.1	1.7	5.4
December	8 335.9	-1.3	5.2
1994			
January	8 462.7	1.5	4.9
February	8 471.0	0.1	4.8
March	8 782.1	3.7	8.9
TREND ESTIMATES			
1993			
January	8 037.5	0.3	3.7
February	8 065.5	0.3	3.4
March	8 096.8	0.4	3.2
April	8 125.3	0.4	3.1
May	8 143.6	0.2	2.9
June	8 157.2	0.2	2.9
July	8 174.9	0.2	3.0
August	8 204.7	0.4	3.2
September	8 240.8	0.4	3.5
October	8 288.3	0.6	3.9
November	8 348.7	0.7	4.4
December	8 415.0	0.8	5.0
1994			
January	8 483.7	0.8	5.6
February	8 553.5	0.8	6.1
March	8 615.9	0.7	6.4

QUARTERLY TURNOVER AT CURRENT & CONSTANT¹ PRICES: Original and seasonally adjusted

CURRENT PRICES.....			CONSTANT PRICES.....		
Quarter	\$m	% change from preceding quarter	% change from corresponding quarter of previous year	\$m	% change from preceding quarter
ORIGINAL					
1992					
December	27 006.5	17.3	4.2	24 774.4	16.3
1993					
March	22 719.5	-15.9	2.4	20 623.6	-16.8
June	23 701.3	4.3	2.9	21 446.9	4.0
September	23 770.9	0.3	3.2	21 394.3	-0.2
December	28 335.1	19.2	4.9	25 400.5	18.7
1994					
March	24 117.5	-14.9	6.2	21 480.4	-15.4
SEASONALLY ADJUSTED					
1992					
December	23 982.1	0.9	3.6	21 991.4	0.0
1993					
March	24 213.2	1.0	3.7	21 956.5	-0.2
June	24 486.1	1.1	2.8	22 201.0	1.1
September	24 538.1	0.2	3.2	22 070.4	-0.6
December	25 092.3	2.3	4.6	22 470.9	1.8
1994					
March	25 715.8	2.5	6.2	22 886.6	1.8

¹ Average 1989-90 prices.

QUARTERLY TURNOVER AT CONSTANT¹ PRICES, By industry: Original and seasonally adjusted

Quarter	FOOD			SERVICE			HOUSEHOLD GOODS						OTHER			
	Grocers, confec- tioners, tobacco- nists	Butch- ers	Other food stores	Hotels, liquor stores, licensed clubs	Cafes, restau- rants	Clothing and fabric stores	Depart- ment and general stores	Foot- wear stores	Domestic hard- ware stores, jewellers	Elect- rical goods stores	Furni- ture stores	Floor coverings stores	Pharma- cies	News- agents	Other stores	
ORIGINAL (\$ million)																
1992	December	6 826.9	654.5	1 606.7	2 756.3	1 158.2	1 804.3	3 230.1	378.7	884.9	1 520.7	525.0	199.7	989.0	768.3	1 471.1
1993	March	6 361.9	584.8	1 414.1	2 450.0	1 017.5	1 327.3	1 981.1	322.6	676.1	1 253.9	475.6	185.2	839.2	689.4	1 044.9
	June	6 477.8	619.0	1 386.5	2 476.3	980.1	1 536.1	2 392.3	337.0	639.9	1 287.0	487.8	196.2	967.9	619.4	1 043.6
	September	6 502.2	588.9	1 420.0	2 527.2	1 005.2	1 462.2	2 133.1	323.3	608.4	1 371.9	493.7	206.5	1 032.9	602.7	1 116.1
	December	6 963.3	590.4	1 543.8	2 917.3	1 155.5	1 794.7	3 251.7	389.3	853.6	1 648.5	544.9	246.8	1 228.1	672.1	1 600.5
1994	March	6 506.4	475.4	1 599.6	2 611.7	1 053.9	1 387.9	2 030.2	330.2	630.9	1 367.4	460.0	217.1	1 044.6	654.1	1 111.0
SEASONALLY ADJUSTED ESTIMATES (\$ million)																
1992	December	6 475.7	615.4	1 526.3	2 495.0	n.p.	1 547.5	2 427.3	348.5	690.9	1 346.3	476.4	183.0	901.9	717.9	n.p.
1993	March	6 514.4	620.9	1 430.6	2 513.4	n.p.	1 550.5	2 464.6	345.5	742.2	1 341.9	508.2	209.6	912.7	691.5	n.p.
	June	6 604.5	628.2	1 414.0	2 596.0	n.p.	1 509.8	2 508.7	318.8	711.4	1 340.9	509.8	202.2	996.8	654.4	n.p.
	September	6 573.8	580.6	1 455.1	2 613.8	n.p.	1 511.6	2 362.1	346.5	668.5	1 403.3	489.6	194.4	1 015.3	609.8	n.p.
	December	6 605.7	556.8	1 459.5	2 636.5	n.p.	1 536.8	2 427.0	355.5	668.9	1 453.7	493.9	227.9	1 116.4	627.9	n.p.
1994	March	6 652.1	506.5	1 624.3	2 683.0	n.p.	1 613.1	2 521.6	357.4	687.7	1 468.7	492.5	244.2	1 135.7	656.2	n.p.
SEASONALLY ADJUSTED ESTIMATES (% change from preceding quarter)																
1992	December	-0.6	3.0	-2.3	-2.3	n.p.	-0.9	1.8	6.0	-1.9	3.4	-1.0	-3.0	3.8	0.2	n.p.
1993	March	0.6	0.9	-6.3	0.7	n.p.	0.2	1.5	-0.9	7.4	-0.3	6.7	14.5	1.2	-3.7	n.p.
	June	1.4	1.2	-1.2	3.3	n.p.	-2.6	1.8	-7.7	-4.1	-0.1	0.3	-3.5	9.2	-5.4	n.p.
	September	-0.5	-7.6	2.9	0.7	n.p.	0.1	-5.8	8.7	-6.0	4.7	-4.0	-3.9	1.9	-6.8	n.p.
	December	0.5	-4.1	0.3	0.9	n.p.	1.7	2.7	2.6	0.1	3.6	0.9	17.2	10.0	3.0	n.p.
1994	March	0.7	-9.0	11.3	1.8	n.p.	5.0	3.9	0.5	2.8	1.0	-0.3	7.2	1.7	4.5	n.p.
SEASONALLY ADJUSTED ESTIMATES (% change from corresponding quarter of previous year)																
1992	December	2.5	13.0	1.0	-3.7	n.p.	-3.7	1.5	15.3	0.4	7.6	5.4	-9.5	8.5	-2.3	n.p.
1993	March	3.0	10.5	-8.4	-3.1	n.p.	-5.3	1.9	11.6	7.8	3.2	11.4	13.1	8.6	-5.5	n.p.
	June	2.5	8.3	-10.0	1.0	n.p.	-7.5	1.9	3.3	1.7	5.6	10.5	6.1	16.2	-11.5	n.p.
	September	0.9	-2.8	-6.9	2.4	n.p.	-3.2	-1.0	5.4	-5.1	7.8	1.8	3.0	16.9	-14.9	n.p.
	December	2.0	-9.5	-4.4	5.7	n.p.	-0.7	0.0	2.0	-3.2	8.0	3.7	24.5	23.8	-12.5	n.p.
1994	March	2.1	-18.4	13.5	6.7	n.p.	4.0	2.3	3.4	-7.3	9.4	-3.1	16.5	24.4	-5.1	n.p.

¹ Average 1989-90 prices

n.p. Not available for publication

MONTHLY TURNOVER, By State: Original and trend

Month	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
ORIGINAL (\$ million)									
1993									
January	2 721.9	1 899.5	1 397.2	586.4	749.7	207.7	80.9	146.1	7 789.5
February	2 530.1	1 698.8	1 249.1	527.4	697.7	189.1	77.2	138.5	7 108.0
March	2 738.1	1 894.4	1 376.9	599.7	766.7	198.7	88.9	158.6	7 822.0
April	2 744.0	1 928.5	1 377.0	605.2	781.9	205.5	88.7	161.9	7 892.7
May	2 819.6	1 922.1	1 377.7	599.7	797.0	198.1	92.2	164.9	7 971.2
June	2 717.2	1 908.4	1 379.7	597.1	788.7	197.5	91.5	157.3	7 837.4
July	2 717.7	1 961.0	1 430.9	619.2	826.7	202.0	99.9	163.1	8 020.5
August	2 634.4	1 837.7	1 380.6	586.0	774.7	190.5	95.1	154.3	7 653.3
September	2 787.2	1 927.1	1 472.0	615.6	833.1	204.8	97.0	160.4	8 097.1
October	2 914.8	2 005.5	1 500.7	639.2	844.2	212.3	94.7	169.0	8 380.3
November	2 994.6	2 076.7	1 521.8	665.9	867.1	222.3	95.0	170.8	8 614.3
December	3 933.0	2 734.3	2 008.5	868.4	1 168.0	287.2	108.7	232.5	11 340.5
1994									
January	2 826.4	1 879.4	1 429.0	612.7	824.7	206.3	81.1	155.9	8 015.4
February	2 615.3	1 778.0	1 304.2	581.7	783.8	197.6	80.0	148.2	7 488.9
March	3 010.8	2 070.7	1 518.9	657.0	871.9	217.7	92.3	173.7	8 613.2
TREND ESTIMATES (\$ million)									
1993									
January	2 838.6	1 925.8	1 434.5	604.7	779.5	207.9	n.p.	160.3	8 037.5
February	2 841.7	1 937.4	1 434.9	606.6	783.8	207.5	n.p.	161.5	8 065.5
March	2 842.7	1 952.7	1 433.8	609.4	791.5	206.8	n.p.	162.5	8 096.8
April	2 836.7	1 969.1	1 431.5	612.7	802.3	205.7	n.p.	163.2	8 125.3
May	2 826.5	1 983.0	1 430.0	616.4	814.2	205.1	n.p.	163.5	8 143.6
June	2 817.6	1 993.4	1 431.6	620.7	824.7	205.6	n.p.	163.3	8 157.2
July	2 814.4	1 999.8	1 437.8	625.5	832.7	207.2	n.p.	163.1	8 174.9
August	2 823.0	2 002.3	1 449.7	630.1	838.4	209.6	n.p.	163.4	8 204.7
September	2 841.1	1 998.3	1 463.8	634.3	842.0	211.7	n.p.	164.3	8 240.8
October	2 869.5	1 993.9	1 478.1	638.4	845.8	213.5	n.p.	166.1	8 288.3
November	2 904.9	1 993.6	1 490.3	642.8	851.9	214.8	n.p.	168.3	8 348.7
December	2 938.2	1 998.8	1 499.3	647.4	860.3	215.5	n.p.	170.4	8 415.0
1994									
January	2 967.9	2 008.5	1 506.8	651.8	869.8	216.0	n.p.	172.2	8 483.7
February	2 995.0	2 021.8	1 514.1	655.8	879.4	216.5	n.p.	173.8	8 553.5
March	3 018.0	2 035.0	1 519.5	658.9	887.0	216.5	n.p.	175.0	8 615.9
TREND ESTIMATES (% change from preceding month)									
1993									
January	0.1	0.4	0.2	0.2	0.3	-0.1	n.p.	0.7	0.3
February	0.1	0.6	0.0	0.3	0.6	-0.2	n.p.	0.7	0.3
March	0.0	0.8	-0.1	0.5	1.0	-0.3	n.p.	0.6	0.4
April	-0.2	0.8	-0.2	0.5	1.4	-0.5	n.p.	0.4	0.4
May	-0.4	0.7	-0.1	0.6	1.5	-0.3	n.p.	0.2	0.2
June	-0.3	0.5	0.1	0.7	1.3	0.2	n.p.	-0.1	0.2
July	-0.1	0.3	0.4	0.8	1.0	0.8	n.p.	-0.1	0.2
August	0.3	0.1	0.8	0.7	0.7	1.2	n.p.	0.2	0.4
September	0.6	-0.2	1.0	0.7	0.4	1.0	n.p.	0.6	0.4
October	1.0	-0.2	1.0	0.6	0.5	0.9	n.p.	1.1	0.6
November	1.2	0.0	0.8	0.7	0.7	0.6	n.p.	1.3	0.7
December	1.1	0.3	0.6	0.7	1.0	0.3	n.p.	1.2	0.8
1994									
January	1.0	0.5	0.5	0.7	1.1	0.2	n.p.	1.1	0.8
February	0.9	0.7	0.5	0.6	1.1	0.2	n.p.	0.9	0.8
March	0.8	0.7	0.4	0.5	0.9	0.0	n.p.	0.7	0.7

n.p. Not available for publication

QUARTERLY TURNOVER AT CONSTANT¹ PRICES, By State: Original and seasonally adjusted

Quarter	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
ORIGINAL (\$ million)									
1992									
December	8 747.6	5 989.1	4 401.4	1 842.6	2 402.4	637.9	259.3	494.1	24 774.4
1993									
March	7 236.3	5 003.6	3 662.3	1 535.6	2 020.3	540.6	220.5	404.4	20 623.6
June	7 491.3	5 229.7	3 746.6	1 603.6	2 147.4	544.2	242.2	441.9	21 446.9
September	7 343.5	5 163.6	3 864.8	1 616.2	2 185.6	530.4	258.6	431.6	21 394.3
December	8 841.9	6 130.1	4 525.4	1 917.8	2 570.9	636.6	262.5	515.3	25 400.5
1994									
March	7 542.9	5 124.1	3 792.6	1 620.6	2 209.3	543.3	220.3	427.3	21 480.4
SEASONALLY ADJUSTED ESTIMATES (\$ million)									
1992									
December	7 771.0	5 269.1	3 928.6	1 636.5	2 137.2	570.3	n.p.	439.5	21 991.4
1993									
March	7 732.1	5 301.6	3 915.7	1 635.2	2 152.3	567.5	n.p.	441.0	21 956.5
June	7 752.5	5 434.3	3 910.2	1 649.5	2 216.8	561.8	n.p.	450.1	22 201.0
September	7 567.4	5 397.6	3 899.1	1 668.8	2 262.1	552.9	n.p.	440.2	22 070.4
December	7 832.0	5 372.9	4 034.2	1 704.6	2 265.1	569.4	n.p.	456.6	22 470.9
1994									
March	8 054.6	5 440.8	4 051.1	1 723.1	2 363.8	569.9	n.p.	465.8	22 886.6
SEASONALLY ADJUSTED ESTIMATES (% change from preceding quarter)									
1992									
December	-1.3	0.4	1.2	-0.8	3.2	0.5	n.p.	3.4	0.0
1993									
March	-0.5	0.6	-0.3	-0.1	0.7	-0.5	n.p.	0.3	-0.2
June	0.3	2.5	-0.1	0.9	3.0	-1.0	n.p.	2.1	1.1
September	-2.4	-0.7	-0.3	1.2	2.0	-1.6	n.p.	-2.2	-0.6
December	3.5	-0.5	3.5	2.1	0.1	3.0	n.p.	3.7	1.8
1994									
March	2.8	1.3	0.4	1.1	4.4	0.1	n.p.	2.0	1.8
SEASONALLY ADJUSTED ESTIMATES (% change from corresponding quarter of previous year)									
1992									
December	-0.5	1.3	5.1	-5.0	7.8	4.3	n.p.	4.7	1.4
1993									
March	-2.3	2.0	4.0	-3.3	6.8	1.8	n.p.	4.6	0.9
June	-3.5	3.2	1.3	-2.1	8.1	-0.3	n.p.	5.5	0.4
September	-3.9	2.9	0.4	1.2	9.3	-2.6	n.p.	3.6	0.4
December	0.8	2.0	2.7	4.2	6.0	-0.2	n.p.	3.9	2.2
1994									
March	4.2	2.6	3.5	5.4	9.8	0.4	n.p.	5.6	4.2

¹ Average 1989-90 Prices

n.p. Not available for publication

MONTHLY TURNOVER, By broad industry—Northern Territory: Original

<i>Month</i>	<i>Food</i>	<i>Service</i>	<i>Household goods</i>	<i>Other</i>
ORIGINAL (\$ million)				
1993				
January	41.9	15.2	17.0	6.9
February	40.0	13.8	16.2	7.4
March	44.4	17.2	18.6	8.8
April	43.9	17.2	18.9	8.9
May	44.0	18.2	20.6	9.2
June	43.5	18.0	21.1	8.8
July	48.4	19.2	21.6	10.8
August	46.6	17.9	21.2	9.5
September	45.4	18.0	21.8	11.7
October	45.4	17.7	21.7	9.9
November	44.4	17.4	23.4	9.8
December	48.5	17.9	30.1	12.2
1994				
January	40.9	14.2	18.0	8.1
February	40.0	14.0	17.3	8.6
March	43.9	17.1	20.1	11.3
ORIGINAL (% change from previous month)				
1993				
January	-11.2	-13.6	-43.9	-43.4
February	-4.5	-9.2	-4.7	7.2
March	11.0	24.6	14.8	18.9
April	-1.1	0.0	1.6	1.1
May	0.2	5.8	9.0	3.4
June	-1.1	-1.1	2.4	-4.3
July	11.3	6.7	2.4	22.7
August	-3.7	-6.8	-1.9	-12.0
September	-2.6	0.6	2.8	23.2
October	0.0	-1.7	-0.5	-15.4
November	-2.2	-1.7	7.8	-1.0
December	9.2	2.9	28.6	24.5
1994				
January	-15.7	-20.7	-40.2	-33.6
February	-2.2	-1.4	-3.9	6.2
March	9.8	22.1	16.2	31.4

EXPLANATORY NOTES

INTRODUCTION

- 1** This publication presents monthly estimates of the value of turnover of retail businesses classified by industry, and by State.
- 2** Estimates of turnover contained in this publication are based on a survey of 6,500 retail and selected service businesses (or over 19,000 outlets). All 'large' businesses are included in the survey, while a sample of 'smaller' businesses is selected. The 'large' businesses contribute approximately 50% of the total estimate.

SCOPE AND COVERAGE

- 3** The scope of the survey:
 - includes the following retail trade businesses (Australian Standard Industrial Classification [ASIC]):
 - department and general stores (4814, 4815)
 - clothing and fabric stores (4843, 4844, 4847)
 - footwear stores (4845)
 - floor coverings stores (4848)
 - furniture stores (4849)
 - domestic hardware stores, jewellers (4853, 4854)
 - electrical goods stores (4855, 4856)
 - grocers, confectioners, tobacconists (4881)
 - butchers (4882)
 - other food stores (4883, 4885, 4886)
 - liquor stores (4884)
 - pharmacies (4891)
 - newsagents (4894)
 - other stores (4892, 4893, 4895-4897)
 - excludes the following retail trade businesses:
 - motor vehicle dealers, service stations, etc (4861-4868)
 - milk and bread vendors (4878-4879)
 - shoe repairers (4846)
 - electrical appliance repairers n.e.c. (4857)
 - includes the following selected service businesses:
 - cafes and restaurants (9231)
 - hotels, etc (mainly drinking places) (9232)
 - licensed clubs (9241-9243)
 - hairdressers (9351,9352).
 - excludes businesses which do not have employees.

DEFINITION OF TURNOVER

- 4** Turnover includes retail sales; wholesale sales; takings from repairs, meals and hiring of goods (except for rent, leasing and hiring of land and buildings); and commissions from agency activity (e.g. commissions received from collecting dry cleaning, selling lottery tickets, etc).

INDUSTRY DESCRIPTION

- 5** The description of the industries for which statistics are published in this publication align with the titles given in ASIC, except for the following groupings:
 - Other food stores: ASIC classes 4883, 4885, 4886
 - Hotels, liquor stores, licensed clubs: ASIC classes 9232, 4884, 9241,9242, 9243
 - Clothing and fabrics stores: ASIC classes 4843, 4844, 4847
 - Electrical goods stores: ASIC classes 4855, 4856
 - Other stores: ASIC classes 4892, 4893, 4895, 4896, 4897, 9351, 9352

CONSTANT PRICE STATISTICS

6 To enable analysis of the movement of retail activity in 'real' terms, estimates of retail turnover at constant (average 1989-90) prices are compiled each quarter. Constant price retail turnover series are derived by deflating the original current price series of retail turnover by specially compiled indexes of price change.

RELIABILITY OF ESTIMATES

7 The two types of error possible in an estimate based on a sample survey are: *Non sampling error* which arises from inaccuracies in collecting, recording and processing the data. The most significant of these errors are: misreporting of data items; deficiencies in coverage; non-response; and processing errors. Every effort is made to minimise reporting error by the careful design of questionnaires, intensive training and supervision of interviewers, and efficient data processing procedures. Where there is known non-sampling error — such as an approximate 1 to 2% non-response rate — it is considered that the effect is negligible.

Sampling error which occurs because a sample, rather than the entire population, is surveyed. One measure of the likely difference resulting from not including all establishments in the survey is given by the standard error, see below.

STANDARD ERRORS

8 There are about two chances in three that a sample estimate will differ by less than one standard error from the figure that would have been obtained if all in-scope units had been included, and about nineteen chances in twenty that the difference will be less than two standard errors.

9 Seasonally adjusted, trend and constant price estimates are also subject to sampling variability. For seasonally adjusted estimates, the standard errors are approximately the same percentage of the estimate as for the unadjusted series. For trend estimates, the standard errors are likely to be smaller. For constant price estimates, the standard errors may be up to 10 per cent higher than those for the corresponding current price estimates because of the sampling variability contained in the prices data used to deflate the current price estimates.

10 The standard errors for some industries in some States are relatively high and users are advised to exercise caution in interpreting movements for such series. Users interested in obtaining the standard errors for any series or further information should contact the person shown in the Inquiries box on page 1 of this publication.

SEASONAL ADJUSTMENT

11 Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences can be more clearly recognised.

12 In the seasonal adjustment of the turnover estimates, account has been taken of both normal seasonal factors and 'trading-day' effects (arising from the varying length of each month and the varying numbers of Sundays, Mondays, Tuesdays, etc. in the month). For total turnover for Australia, adjustment has also been made for the effects of change in the date of Easter and Australia Day holidays. Seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather, industrial disputes) and the seasonally adjusted estimates still reflect the sampling and non-sampling errors to which the original estimates are subject.

TREND ESTIMATES

13 The smoothing of seasonally adjusted series to create trend estimates is a means of reducing the impact of the irregular component of the series. The trend estimates are derived by applying a 13-term Henderson-weighted moving average to the respective seasonally adjusted series. These trend series are used to analyse the underlying behaviour of the series over time.

14 While this smoothing technique enables estimates of trend to be produced for the latest month, it does result in revisions to the estimates for the most recent months as data for subsequent months become available. Generally subsequent revisions become smaller and after 3 months have a negligible impact on the series. For more information see *A Guide to Interpreting Time Series — Monitoring "Trends" — An Overview* (1348.0).

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15 Current publications produced by the ABS are listed in the *Catalogue of Publications and Products, Australia* (1101.0). The ABS also issues, on Tuesdays and Fridays, a *Publications Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Publications Advice are available from any ABS office.

SYMBOLS AND OTHER USAGES

n.p.	not available for publication, but included in totals
ASIC	Australian Standard Industrial Classification
r	revised

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