



RETAIL TRADE

AUSTRALIA

EMBARGOED UNTIL 11:30AM TUES 5 JULY 1994

THIS MONTH'S KEY FIGURES

TREND ESTIMATES

	Apr 94	May 94	% change
Turnover at current prices (in \$millions)	8 588.1	8 608.2	0.2
May 93 May 94 % change	8 143.6	8 608.2	5.7

SEASONALLY ADJUSTED ESTIMATES

	Apr 94	May 94	% change
Turnover at current prices (in \$millions)	8 442.1	8 625.9	2.2
May 93 May 94 % change	8 216.6	8 625.9	5.0
	Dec 93 qtr	Mar 94 qtr	% change
Turnover at constant prices (average 1989-90 prices in \$millions)	22 470.9	22 886.6	1.8

THIS MONTH'S KEY POINTS

TREND ESTIMATES

- The growth in retail turnover has continued to slow with monthly growth for May 1994 showing 0.2 per cent.
- The monthly growth rate has fallen from 0.8 per cent in December 1993 to 0.2 per cent in May 1994.

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

INDUSTRY ANALYSIS

- The Other food stores industry declining growth rate has been the major contributor to the weakening trend growth rate.
- The strong growth rate of Department stores has offset the downturn recorded by the other household goods store industries.

STATE ANALYSIS

- Victoria has been the major contributor to the aggregate State trend growth.
- Lesser contributions were made by New South Wales, Queensland and Tasmania with the remaining States in decline.

INQUIRIES

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

SEASONALLY ADJUSTED ESTIMATES

- The seasonally adjusted estimate rose by 2.2 per cent in May 1994. This follows a fall of 3.7 per cent in April 1994.



RETAIL TRADE NOTES

FORTHCOMING ISSUES

ISSUE	RELEASE DATE
June 1994	3 August 1994
July 1994*	15 September 1994
August 1994	5 October 1994

* * * * *

CHANGES IN THIS ISSUE

Turnover figures are at current prices unless specifically indicated otherwise. As usual, these figures exclude motor vehicle dealers, petrol stations, etc.

Current price data for Domestic hardware stores, jewellers in Queensland for March and April 1994 have been revised in this issue.

*The Retail Survey has been redesigned and the first results will be incorporated in the July issue of this publication. Prior to the July release a User Information Paper will be issued setting out the changes.

* * * * *

SAMPLING ERRORS

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

DATA SERIES	STANDARD ERROR
Level of retail turnover	\$75 million
Change from April to May	\$22 million
% change from previous month	0.3%

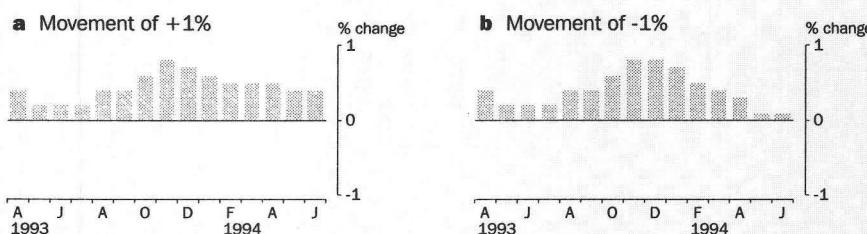
For more information see the Explanatory notes, paragraphs 8–10, or contact Chris Kervin on 06 252 6132.

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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 June 1994 will have on recent trend series movements. Graph 'b' shows what will happen if the June seasonally adjusted result is -1.0 per cent.



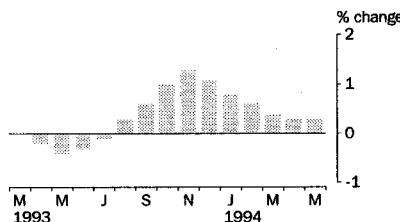
For readers information, June seasonally adjusted percentage changes over the last five years were -0.8 per cent in 1993, 0.1 per cent in 1992, -0.3 per cent in 1991, 0.8 per cent in 1990 and 1.8 per cent in 1989.

IAN CASTLES
AUSTRALIAN STATISTICIAN

STATE TRENDS

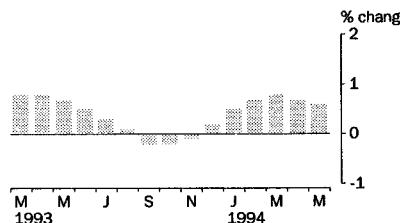
MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

NEW SOUTH WALES



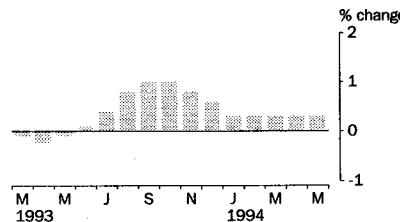
The growth rate in the trend estimate for New South Wales has weakened over the last seven months from 1.3 per cent in November 1993 to the 0.3 per cent recorded in May 1994.

VICTORIA



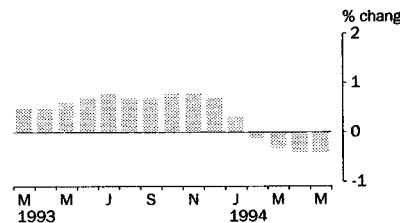
Victoria has shown moderate to strong growth over the last five months.

QUEENSLAND



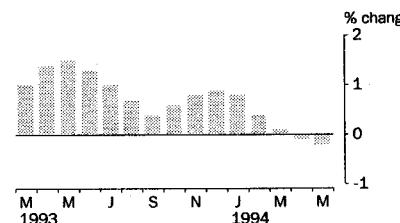
Queensland has shown consistent but weak growth of 0.3 per cent per month over the last five months.

SOUTH AUSTRALIA



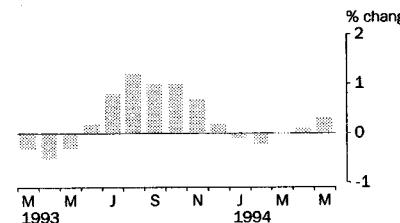
The trend estimates for South Australia have been in decline for the last four months. This follows a long period of moderate to strong growth in 1993.

WESTERN AUSTRALIA



Western Australia, following an extended period of growth, is in decline. In December the growth was 0.9 per cent while for May 1994 a decline of 0.2 per cent was recorded.

TASMANIA



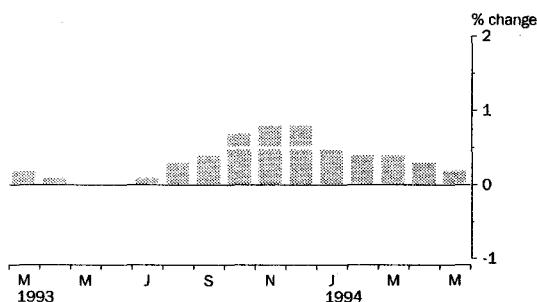
The trend estimate in Tasmania has shown weak growth over the last two months.

INDUSTRY TRENDS

MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

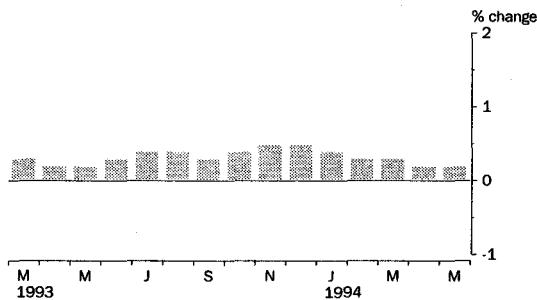
RETAIL INDUSTRIES

The retail industries group (excluding industries categorised to the Service industry groupings) has shown an easing in the growth rate over recent months. In May 1994 the increase was 0.2 per cent.



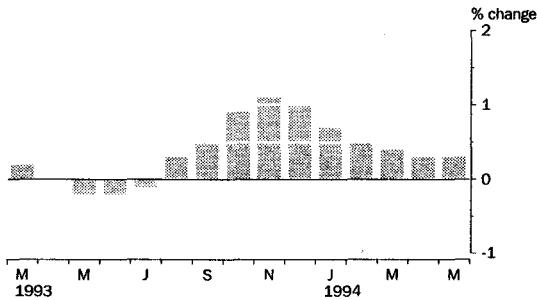
FOOD RETAILING

Growth in the trend estimate for this group is also easing with growth in December 1993 of 0.5 per cent falling to 0.2 per cent in May 1994. The Grocery industry, for which the trend growth is stable but very weak at 0.1 per cent, is a major contributor to this group.



NON-FOOD RETAILING

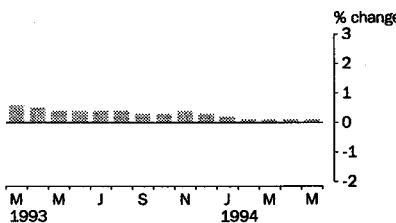
This group, consisting of the Household goods and Other industry groups, has shown an easing in the growth of trend estimates over recent months. In November 1993 the growth rate was 1.1 per cent. By May 1994 it had fallen to 0.3 per cent.



INDUSTRY TRENDS (continued)

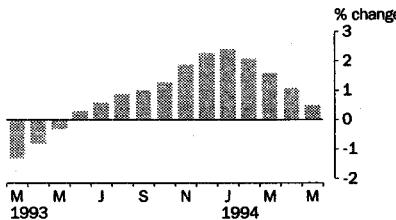
MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

GROCERS



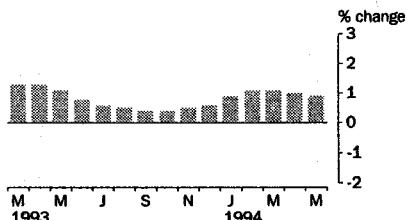
The Grocery industry has shown weak growth of 0.1 per cent for the last four months. A pattern of steadily weakening growth has been established.

OTHER FOOD STORES



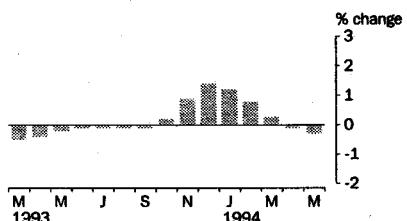
Following a long period of strong growth the Other food store industry growth rate slowed dramatically to 0.5 per cent in May 1994.

HOTELS, CLUBS ETC.



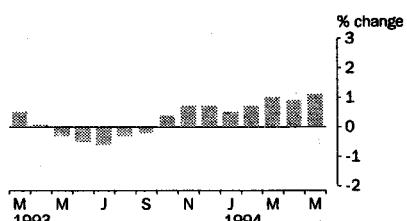
Hotels, clubs, etc have maintained a relatively strong growth pattern over the last five months with increases of around 1.0 per cent per month.

CLOTHING AND FABRIC STORES



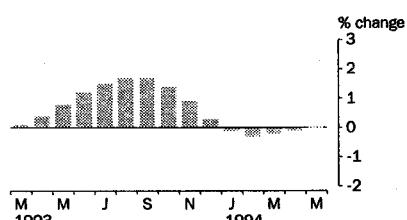
Clothing and fabric stores after a period of strong growth have gone into decline over the last two months.

DEPARTMENT STORES



Department stores have exhibited strong growth over the last three months with increases of around 1.0 per cent per month.

ELECTRICAL GOODS STORES



The trend estimates for Electrical goods stores showed no growth in May 1994 after four months of decline.

MONTHLY TURNOVER: All series

Month	\$m	% change from preceding month	% change from corres- ponding month of prev. year
ORIGINAL			
1993			
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	8 599.4	14.8	9.9
April	8 146.0	-5.3	3.2
May	8 325.5	2.2	4.4
SEASONALLY ADJUSTED			
1993			
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	8 768.0	3.5	8.7
April	8 442.1	-3.7	4.0
May	8 625.9	2.2	5.0
TREND ESTIMATES			
1993			
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	8 241.1	0.4	3.5
October	8 292.0	0.6	3.9
November	8 354.3	0.8	4.5
December	8 417.6	0.8	5.0
1994			
January	8 472.4	0.7	5.4
February	8 518.1	0.5	5.6
March	8 557.0	0.5	5.7
April	8 588.1	0.4	5.7
May	8 608.2	0.2	5.7

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	% change from corresponding quarter of previous year
ORIGINAL						
1992						
December	27 006.5	17.3	4.2	24 774.4	16.3	1.9
1993						
March	22 719.5	-15.9	2.4	20 623.6	-16.8	-0.4
June	23 701.3	4.3	2.9	21 446.9	4.0	0.5
September	23 770.9	0.3	3.2	21 394.3	-0.2	0.4
December	28 335.1	19.2	4.9	25 400.5	18.7	2.5
1994						
March	24 117.5	-14.9	6.2	21 480.4	-15.4	4.2
SEASONALLY ADJUSTED						
1992						
December	23 982.1	0.9	3.6	21 991.4	0.0	1.4
1993						
March	24 213.2	1.0	3.7	21 956.5	-0.2	0.9
June	24 486.1	1.1	2.8	22 201.0	1.1	0.4
September	24 538.1	0.2	3.2	22 070.4	-0.6	0.4
December	25 092.3	2.3	4.6	22 470.9	1.8	2.2
1994						
March	25 715.8	2.5	6.2	22 886.6	1.8	4.2

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	Furn- iture stores	Floor cover- ings 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									
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	1 505.2	657.0	871.9	217.7	92.3	173.7	8 599.4
April	2 841.1	1 977.3	1 430.8	617.8	824.6	203.5	86.5	164.5	8 146.0
May	2 926.5	2 008.0	1 451.2	623.2	842.3	212.9	96.0	165.5	8 325.5
TREND ESTIMATES (\$ million)									
1993									
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	1 464.1	634.3	842.0	211.7	n.p.	164.3	8 241.1
October	2 870.6	1 994.1	1 478.6	639.1	846.8	213.8	n.p.	166.2	8 292.0
November	2 907.3	1 992.9	1 491.1	644.3	853.7	215.2	n.p.	168.6	8 354.3
December	2 940.6	1 997.4	1 499.7	648.5	861.4	215.6	n.p.	170.8	8 417.6
1994									
January	2 964.1	2 007.2	1 504.7	650.4	867.9	215.3	n.p.	172.0	8 472.4
February	2 980.9	2 020.6	1 508.9	650.0	871.8	214.9	n.p.	172.2	8 518.1
March	2 993.5	2 036.1	1 513.6	648.3	873.1	215.0	n.p.	171.6	8 557.0
April	3 001.4	2 051.1	1 517.8	645.5	872.5	215.3	n.p.	170.7	8 588.1
May	3 009.5	2 063.4	1 521.6	642.9	870.4	216.0	n.p.	169.7	8 608.2
TREND ESTIMATES (% change from preceding month)									
1993									
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	0.8	0.6	1.0	n.p.	1.2	0.6
November	1.3	-0.1	0.8	0.8	0.8	0.7	n.p.	1.4	0.8
December	1.1	0.2	0.6	0.7	0.9	0.2	n.p.	1.3	0.8
1994									
January	0.8	0.5	0.3	0.3	0.8	-0.1	n.p.	0.7	0.7
February	0.6	0.7	0.3	-0.1	0.4	-0.2	n.p.	0.1	0.5
March	0.4	0.8	0.3	-0.3	0.1	0.0	n.p.	-0.3	0.5
April	0.3	0.7	0.3	-0.4	-0.1	0.1	n.p.	-0.5	0.4
May	0.3	0.6	0.3	-0.4	-0.2	0.3	n.p.	-0.6	0.2

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

Month	Food	Service	Household goods	Other
***** ORIGINAL (\$ million) *****				
1993				
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
April	41.3	16.2	18.1	10.8
May	44.7	17.8	20.9	12.7
***** ORIGINAL (% change from previous month) *****				
1993				
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
April	-5.9	-5.3	-10.0	-4.4
May	8.2	9.9	15.5	17.6

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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