



**Australian  
Bureau of  
Statistics**

JULY 1996

8501.0

# RETAIL TRADE

AUSTRALIA

EMBARGOED UNTIL 11:30AM TUES 3 SEPTEMBER 1996

## JULY KEY FIGURES

### TREND ESTIMATES

Turnover at current prices (in \$ millions)	Jun 96	Jul 96	% change
10 260.7	10 304.2	0.4	
Jul 95	Jul 96	% change	
9 793.0	10 304.2	5.2	

### SEASONALLY ADJUSTED ESTIMATES

Turnover at current prices (in \$ millions)	Jun 96	Jul 96	% change
10 196.6	10 437.8	2.4	
Jul 95	Jul 96	% change	
9 807.3	10 437.8	6.4	

## JULY KEY POINTS

### TREND ESTIMATES

- The Australian Retail and Hospitality/Services trend estimates of turnover have remained steady at weak to moderate growth levels for each month of 1996.
- A strong seasonally adjusted result of 2.4% in July 1996 has helped to strengthen recent trend estimates to reflect a moderate growth trend pattern for both June and July 1996.

### INDUSTRY ANALYSIS

- The largest industry group, Food retailing, has consistently recorded moderate growth of around 0.5% per month in 1996.
- The Department stores and Household good retailing group have recorded strong growth in recent months.

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

### SEASONALLY ADJUSTED ESTIMATES

- The strong 14.0% seasonally adjusted result for Department stores in July 1996 accounted for about half of the 2.4% Australian seasonally adjusted result.
- Department store trading patterns in June and July appear to have been influenced by increased clearance sale activities.

### INQUIRIES

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

### ORIGINAL ESTIMATES

- In original terms, Australian retail turnover increased by 7.4% in July 1996 compared to July 1995.
- Chains and other large retailers recorded growth of 7.8% for the same period while small retailers grew by 7.0%.

## R E T A I L T R A D E N O T E S

**FORTHCOMING ISSUES**

ISSUE	RELEASE DATE
August 1996	1 October 1996
September 1996	31 October 1996
October 1996	2 December 1996

\*\*\*\*\*

**CHANGES IN THIS ISSUE**

Revisions have been made to the monthly seasonally adjusted and trend series as a result of the annual seasonal re-analysis. For more details on the seasonal adjustment process see paragraph 6, Explanatory notes or contact the Assistant Director, Time Series Analysis on 06 252 6345.

\*\*\*\*\*

**SAMPLING ERRORS**

Standard errors for the Australian estimates (original data) for July 1996 contained in this publication are:

DATA SERIES	ESTIMATE	STANDARD ERROR
Level of retail turnover (\$m)	10 148.8	92.9
Change from June to July (\$m)	495.8	52.7
% change from June to July	5.1	0.5

For more information see the Explanatory notes, paragraphs 12-15, or contact Bill Powell on 06 252 6132.

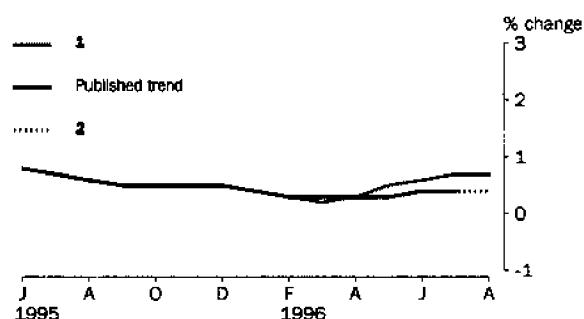
\*\*\*\*\*

**WHAT IF?**

The most recent trend estimates published in this release are likely to be revised when next month's seasonally adjusted estimates become available. To assist readers of this publication in analysing retail trends, the effect of two possible scenarios on the previous trend estimates of the percentage change in retail turnover are presented below.

- 1** The August seasonally adjusted estimate of retail turnover is 1.0% higher than the July estimate.
- 2** The August seasonally adjusted estimate of retail turnover is 1.0% lower than the July estimate.

**TAKE CARE!**  
Trend estimates are subject  
to revision as subsequent  
data become available.  
See Explanatory note 9.

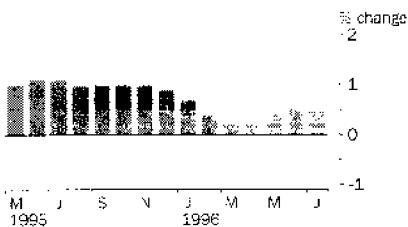


W. McLennan  
Australian Statistician

## STATE TRENDS

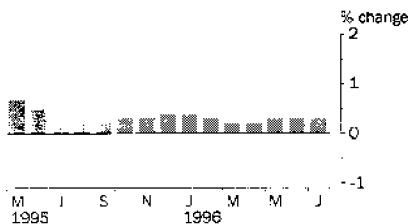
### MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

#### NEW SOUTH WALES



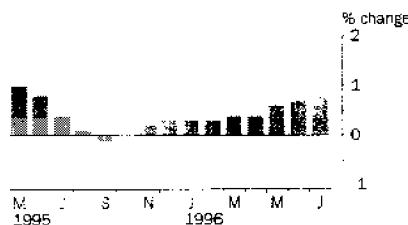
Growth in the trend estimate has been around 0.5% for each of the last three months. This has been influenced by the strong July Department store result.

#### VICTORIA



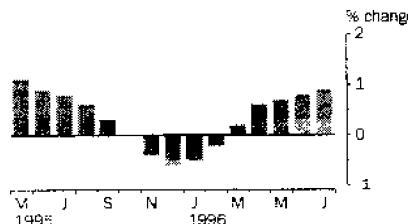
The trend estimate has grown by a weak 0.3% over each of the last three months. Department stores and Household good retailing have shown strong growth for this period.

#### QUEENSLAND



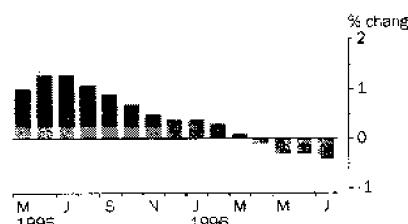
The Food retailing, Household good retailing and Hospitality and services group, as well as Department stores have contributed to the strengthening growth rate for Queensland.

#### SOUTH AUSTRALIA



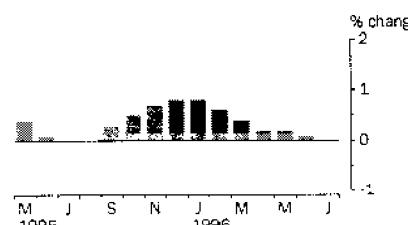
Strong growth in the Food, Recreational good and Hospitality and services groups has contributed to the strengthening growth rate recorded for South Australia.

#### WESTERN AUSTRALIA



July is the fourth month of decline in the Western Australian retail trend estimate. Four of the seven industry groups have shown a decline in trend estimates.

#### TASMANIA

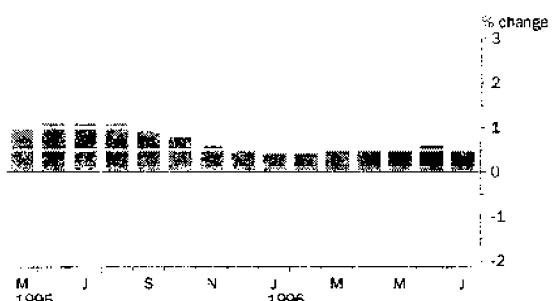


The Tasmania growth rate in the trend estimate has weakened. In July 1996 zero growth was recorded.

# INDUSTRY TRENDS

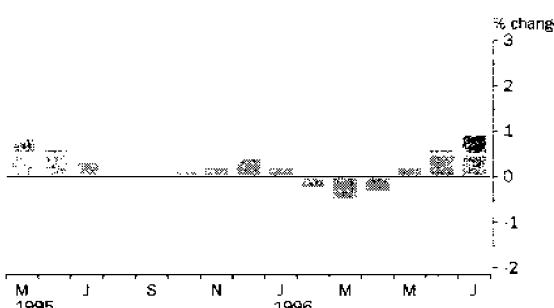
## MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

### FOOD RETAILING



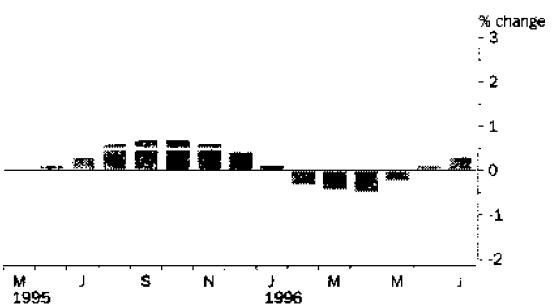
Monthly growth in the trend estimate has been steady at around 0.5% for the last ten months. Growth has been strongest in Queensland, South Australia and the Australian Capital Territory. Western Australia has been in decline for the last six months.

### DEPARTMENT STORES



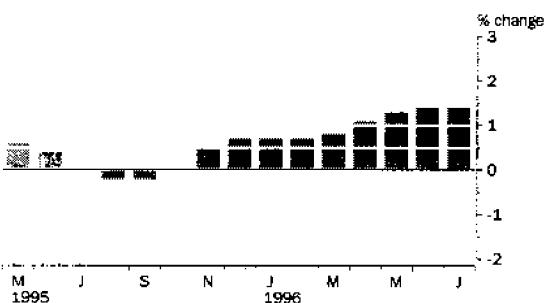
Following a short period of decline, growth has strengthened to 0.9% in July 1996. This result should be treated with caution as the reporting of "clearance sales" can overlap between June and July and cause a volatility in the seasonally adjusted and to a lesser extent the trend series.

### CLOTHING AND SOFT GOOD RETAILING



From February to May 1996, this industry group was in decline. Growth, albeit weak, was recorded for both June and July 1996. Queensland, South Australia and the Northern Territory were in decline.

### HOUSEHOLD GOOD RETAILING

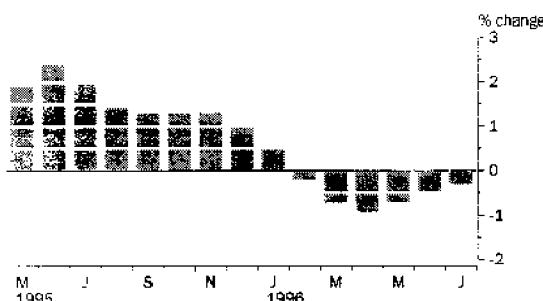


The strong growth rate in the Household good retailing group in New South Wales, Victoria, Queensland and Western Australia has contributed most to the strengthening trend observed in the Australian level trend series.

## INDUSTRY TRENDS (continued)

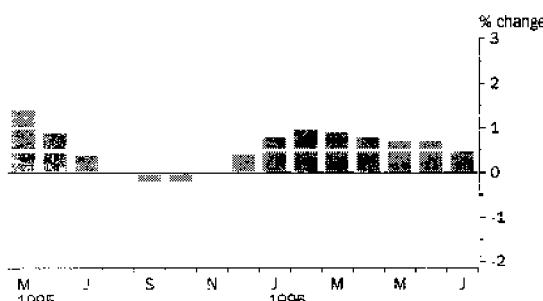
### MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

RECREATIONAL GOOD  
RETAILING



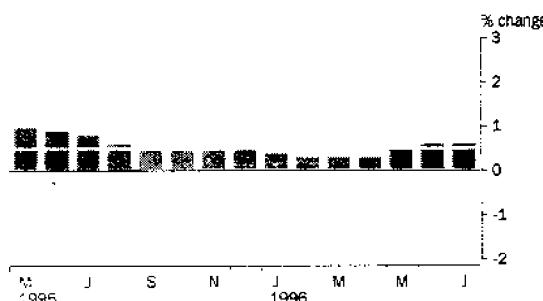
July 1996 is the sixth consecutive month that the trend estimate has been in decline. New South Wales and South Australia are the only States to record growth. All other States are either in decline or recorded zero growth.

OTHER RETAILING



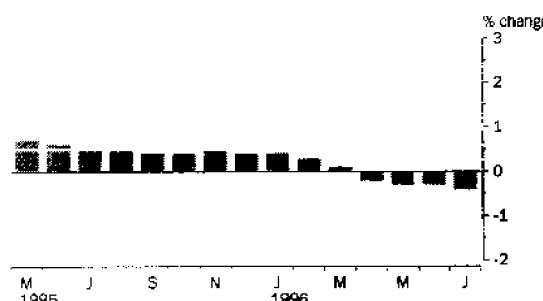
In February 1996 strong growth of 1.0% was recorded. Since then there has been a gradual easing in the monthly growth rate. In July 1996, a moderate growth of 0.5% was observed.

TOTAL RETAIL (excluding Hospitality and Services)



Growth in the trend estimate for Total retail (excluding the Hospitality and services group) is slightly stronger than that observed for Total industries (including the Hospitality and services group).

HOSPITALITY AND SERVICES



The Hospitality and services group has been in decline for the last four months. New South Wales and Western Australia are the main contributors to the decline in the trend estimates.



RETAIL TURNOVER PERCENTAGE CHANGE, By Industry Group<sup>1</sup>: All Series

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (% change from preceding month)								
<b>1995</b>								
May	0.9	2.4	-0.2	12.3	9.4	6.5	-0.8	2.8
June	-0.9	-2.2	0.4	1.1	-3.6	-4.3	-1.7	-1.3
July	2.3	-2.9	-5.5	-3.0	8.2	2.6	4.6	1.3
August	3.6	-0.8	-1.9	-1.8	1.5	6.1	0.0	1.7
September	-1.3	-2.0	2.3	0.3	-0.3	1.7	2.1	0.0
October	3.2	7.5	4.0	5.4	1.3	0.7	2.6	3.4
November	2.7	16.0	4.6	4.1	10.2	5.1	2.3	4.8
December	13.0	74.0	38.8	27.1	41.0	37.0	16.2	27.0
<b>1996</b>								
January	-13.0	-55.1	-31.2	-25.3	-29.7	-35.1	-14.8	-25.2
February	-1.9	-11.5	-15.4	-6.8	-8.4	-2.8	-8.1	-5.8
March	3.8	10.2	10.8	6.0	1.1	2.4	7.4	5.3
April	-2.5	10.2	7.1	-4.3	-4.6	0.5	-2.2	-0.8
May	3.8	7.5	5.5	9.3	3.4	7.3	-1.5	4.2
June	-5.3	-8.3	-5.7	-1.4	-3.4	-7.4	-2.2	-4.8
July	4.6	6.0	4.1	9.6	5.7	6.3	2.5	5.1
SEASONALLY ADJUSTED (% change from preceding month)								
<b>1995</b>								
May	1.1	-3.2	-5.2	0.0	3.0	1.6	-0.1	0.0
June	0.8	1.7	2.4	3.6	2.2	1.1	0.4	1.3
July	1.2	3.7	0.5	-2.6	2.7	0.8	0.5	0.9
August	1.8	3.6	1.9	-2.0	0.9	1.0	1.2	1.3
September	-0.2	-9.9	1.0	1.9	0.4	-1.2	0.6	-0.8
October	1.5	4.0	-1.8	0.0	-1.2	-0.4	-1.1	0.5
November	1.5	1.0	1.3	-0.8	0.1	-1.4	1.6	0.9
December	-1.2	2.3	0.9	1.9	8.4	0.4	0.1	0.5
<b>1996</b>								
January	0.0	0.5	1.1	1.4	1.5	3.8	0.9	0.9
February	2.0	-1.8	-0.4	-0.4	-5.7	0.8	-0.4	0.2
March	0.4	-0.8	0.5	2.0	-2.7	-1.0	1.3	0.3
April	-0.7	0.4	-4.0	-1.1	3.5	0.6	-0.9	-0.6
May	1.6	-1.7	1.0	0.6	-2.5	2.3	-0.7	0.5
June	-0.1	-3.3	-1.3	3.2	1.6	-0.6	0.7	0.1
July	1.1	14.0	6.5	4.6	-1.3	1.5	-2.0	2.4
TREND ESTIMATES (% change from preceding month)								
<b>1995</b>								
May	1.0	0.8	0.0	0.6	1.9	1.4	0.7	0.9
June	1.1	0.6	0.1	0.4	2.4	0.9	0.6	0.8
July	1.1	0.3	0.3	0.0	2.0	0.4	0.5	0.7
August	1.1	0.0	0.6	-0.2	1.4	0.0	0.5	0.6
September	0.9	0.0	0.7	-0.2	1.3	-0.2	0.4	0.5
October	0.8	0.1	0.7	0.0	1.3	-0.2	0.4	0.5
November	0.6	0.2	0.6	0.5	1.3	0.0	0.5	0.5
December	0.5	0.4	0.4	0.7	1.0	0.4	0.4	0.5
<b>1996</b>								
January	0.4	0.2	0.1	0.7	0.5	0.8	0.4	0.4
February	0.4	-0.2	-0.3	0.7	-0.2	1.0	0.3	0.3
March	0.5	-0.5	-0.4	0.8	-0.7	0.9	0.1	0.3
April	0.5	-0.3	-0.5	1.1	-0.9	0.8	-0.2	0.3
May	0.5	0.2	-0.2	1.3	-0.7	0.7	-0.3	0.3
June	0.6	0.6	0.1	1.4	-0.5	0.7	-0.3	0.4
July	0.5	0.9	0.3	1.4	-0.3	0.5	-0.4	0.4

<sup>1</sup> See paragraph 3 of the Explanatory Notes









RETAIL TURNOVER, By Industry Group<sup>1</sup>—New South Wales: All Series

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (\$ million)								
<b>1995</b>								
May	1 217.0	317.0	252.3	375.8	152.6	297.7	700.0	3 312.4
June	1 204.6	306.8	249.1	360.9	141.0	290.4	673.0	3 225.8
July	1 239.7	314.4	245.2	360.7	162.5	307.4	708.1	3 338.0
August	1 289.8	299.4	235.4	352.4	169.2	320.7	706.6	3 373.5
September	1 254.8	292.9	238.3	355.9	165.5	334.3	726.5	3 368.2
October	1 344.9	321.6	248.5	375.1	176.1	330.8	755.3	3 552.3
November	1 383.2	370.0	262.0	401.2	201.5	355.9	758.3	3 732.1
December	1 582.9	663.3	377.3	498.9	259.3	477.9	865.3	4 724.9
<b>1996</b>								
January	1 361.2	290.8	258.4	384.7	175.1	314.3	781.6	3 566.1
February	1 329.1	255.0	227.9	359.5	180.5	307.8	713.7	3 373.6
March	1 383.2	284.0	247.1	386.2	187.2	301.3	764.0	3 553.0
April	1 346.8	301.9	262.3	377.0	173.7	313.2	737.4	3 512.3
May	1 396.1	336.3	274.6	407.3	181.0	326.4	723.0	3 644.7
June	1 341.2	298.1	256.0	404.1	182.1	302.9	693.7	3 478.1
July	1 377.6	332.4	281.0	443.3	198.0	328.0	716.7	3 677.0
SEASONALLY ADJUSTED (\$ million)								
<b>1995</b>								
May	1 243.6	317.0	236.8	372.9	155.3	307.8	708.9	3 342.4
June	1 259.7	321.7	241.2	377.0	150.4	321.3	713.6	3 384.9
July	1 261.9	357.8	253.5	371.1	168.1	330.0	716.0	3 458.4
August	1 307.8	343.6	259.5	366.2	174.0	325.6	726.8	3 503.5
September	1 293.8	312.1	257.0	364.6	173.8	331.9	737.7	3 470.8
October	1 334.2	333.0	251.9	375.8	177.3	324.1	751.0	3 547.3
November	1 363.0	331.5	252.9	371.9	184.1	326.6	741.0	3 571.1
December	1 355.2	339.7	267.2	371.8	196.7	334.1	738.6	3 603.2
<b>1996</b>								
January	1 347.3	347.0	266.2	401.3	189.8	333.4	772.3	3 657.3
February	1 382.5	336.0	274.7	390.0	189.2	336.0	764.7	3 673.2
March	1 394.5	334.7	274.3	405.1	184.9	326.6	762.8	3 682.9
April	1 372.2	331.5	261.7	413.0	186.6	336.3	747.1	3 648.4
May	1 408.1	329.4	257.9	405.6	183.7	340.9	727.0	3 652.6
June	1 406.4	315.7	253.8	430.1	198.3	338.2	726.1	3 668.6
July	1 402.7	377.8	287.0	451.1	198.2	352.7	725.9	3 795.3
TREND ESTIMATES (\$ million)								
<b>1995</b>								
May	1 244.2	330.8	246.9	370.3	151.9	315.7	705.6	3 365.4
June	1 258.2	332.8	248.7	370.9	157.0	320.3	713.0	3 400.8
July	1 274.7	333.5	250.5	370.3	163.2	324.0	720.6	3 436.7
August	1 292.9	333.4	252.3	369.3	169.6	326.5	728.1	3 472.1
September	1 311.3	333.3	254.4	369.1	175.9	328.2	734.7	3 506.9
October	1 329.1	333.7	257.1	370.6	181.4	329.4	741.7	3 543.0
November	1 344.4	334.7	260.5	374.8	185.8	330.0	748.9	3 578.9
December	1 356.7	336.4	264.0	381.0	188.3	330.6	755.2	3 612.1
<b>1996</b>								
January	1 366.6	337.2	266.6	387.7	189.0	331.4	758.9	3 637.5
February	1 374.9	336.4	267.7	394.7	188.8	332.6	758.5	3 653.6
March	1 382.4	334.3	267.2	402.3	188.2	334.1	754.0	3 662.6
April	1 390.0	333.4	266.1	410.6	188.4	336.2	746.8	3 671.5
May	1 397.3	335.1	265.6	419.4	189.9	339.0	738.5	3 684.7
June	1 403.9	338.7	266.2	428.4	191.9	342.1	730.9	3 702.1
July	1 409.3	343.6	267.9	436.0	194.6	345.5	723.4	3 720.5

<sup>1</sup> See paragraph 3 of the Explanatory Notes

**RETAIL TURNOVER, By Industry Group<sup>1</sup>—Victoria: All Series**

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (\$ million)								
<b>1995</b>								
May	905.9	211.6	153.2	268.7	129.1	219.5	292.6	2 180.6
June	897.6	209.9	151.5	276.1	128.7	203.8	292.8	2 160.4
July	914.0	197.2	150.2	270.2	131.2	199.7	286.4	2 148.9
August	944.3	197.8	138.9	263.1	132.4	214.2	283.0	2 173.7
September	942.5	195.3	138.2	264.2	129.8	212.6	294.2	2 176.8
October	959.3	203.0	151.8	280.4	128.8	217.0	287.2	2 227.5
November	982.0	246.8	157.9	288.1	136.4	225.3	309.2	2 345.7
December	1 130.6	436.7	224.1	384.2	212.8	327.3	351.5	3 067.2
<b>1996</b>								
January	975.5	187.4	147.8	274.7	165.7	183.9	303.9	2 238.9
February	965.4	169.2	118.8	252.2	137.5	183.1	270.9	2 097.1
March	1 004.2	189.4	139.0	271.9	131.4	193.0	300.4	2 229.3
April	976.6	220.1	157.9	266.5	124.5	187.0	300.9	2 233.5
May	1 003.4	224.2	157.5	289.0	129.4	200.4	294.6	2 298.5
June	940.2	210.6	146.4	288.4	122.8	182.8	293.9	2 185.1
July	977.7	206.4	154.2	308.1	131.0	202.4	289.8	2 269.6
SEASONALLY ADJUSTED (\$ million)								
<b>1995</b>								
May	924.5	209.3	145.9	271.4	134.5	226.1	304.5	2 216.2
June	929.4	210.7	151.1	280.0	141.9	222.9	305.0	2 240.9
July	935.6	241.5	153.1	273.8	139.5	213.7	290.6	2 248.0
August	969.1	225.3	153.9	270.9	138.6	218.7	294.3	2 270.8
September	960.5	208.7	153.8	279.7	137.6	222.0	294.0	2 256.3
October	956.9	213.0	153.3	274.2	132.3	209.9	288.3	2 227.9
November	983.7	225.3	158.1	277.6	125.5	205.9	296.9	2 273.1
December	966.1	227.1	150.9	287.5	145.6	217.5	289.1	2 283.8
<b>1996</b>								
January	977.3	222.8	159.2	277.6	158.4	207.1	304.0	2 306.5
February	991.3	225.7	144.6	278.4	146.1	208.6	292.2	2 287.0
March	993.9	220.8	151.3	290.4	142.8	207.2	302.5	2 309.0
April	991.1	225.9	148.2	287.5	139.0	201.9	307.0	2 300.6
May	1 004.2	216.8	150.0	293.1	135.4	205.0	305.3	2 309.8
June	993.6	219.8	149.0	298.7	136.7	202.5	304.6	2 304.9
July	1 001.5	246.3	155.5	304.5	134.9	211.7	296.2	2 350.5
TREND ESTIMATES (\$ million)								
<b>1995</b>								
May	923.3	219.0	153.4	273.8	134.1	223.4	301.8	2 228.8
June	933.0	220.8	151.9	274.0	137.2	222.5	299.7	2 239.2
July	943.4	221.3	151.7	274.3	138.1	220.4	296.7	2 245.8
August	952.8	220.9	152.7	275.2	137.0	217.8	294.2	2 250.7
September	960.5	220.6	153.9	276.3	136.1	215.5	292.7	2 255.6
October	966.5	220.5	154.8	277.3	136.6	213.6	292.2	2 261.5
November	971.4	221.1	154.8	278.4	138.9	212.1	292.7	2 269.4
December	976.0	222.2	153.9	279.8	142.1	210.6	294.4	2 279.1
<b>1996</b>								
January	981.0	223.2	152.5	281.4	144.9	208.9	296.9	2 288.7
February	986.2	223.5	151.0	283.3	145.7	207.4	299.4	2 296.5
March	990.9	222.9	150.0	286.2	144.2	206.3	301.6	2 302.0
April	994.5	223.0	149.6	289.8	141.2	205.4	302.9	2 306.4
May	997.5	224.6	149.9	293.7	138.2	205.1	303.4	2 312.3
June	1 000.0	227.2	150.6	297.5	135.6	205.2	303.4	2 319.4
July	1 001.0	230.4	151.2	301.5	133.4	206.2	302.3	2 326.1

<sup>1</sup> See paragraph 3 of the Explanatory Notes



RETAIL TURNOVER, By Industry Group<sup>1</sup>—South Australia: All Series

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (\$ million)								
<b>1995</b>								
May	286.6	94.8	46.4	78.4	30.6	64.7	133.9	735.4
June	282.3	86.8	43.4	80.1	28.3	64.4	132.0	717.3
July	282.2	92.0	41.9	80.2	29.4	65.0	138.9	729.6
August	297.8	86.9	42.7	78.6	30.2	69.9	138.7	744.8
September	301.0	84.0	40.8	72.4	31.0	72.9	145.4	747.5
October	305.4	92.0	45.4	81.4	32.3	70.1	147.4	774.0
November	322.2	105.0	48.0	80.7	36.1	72.0	150.7	814.7
December	360.9	174.5	67.9	100.3	51.4	92.4	177.0	1 024.4
<b>1996</b>								
January	289.6	80.2	44.7	77.9	34.4	66.2	131.5	724.5
February	288.2	73.2	37.7	71.1	32.7	65.8	122.7	691.4
March	306.7	80.8	40.0	79.1	34.1	68.4	128.2	737.3
April	300.2	90.6	42.5	73.5	32.6	64.4	134.6	738.4
May	321.5	91.9	42.4	76.1	32.1	72.4	131.7	768.1
June	300.3	86.2	41.0	73.3	30.7	65.6	129.5	726.6
July	319.4	92.0	43.4	79.0	35.8	62.5	126.6	758.7
SEASONALLY ADJUSTED (\$ million)								
<b>1995</b>								
May	289.9	94.2	44.0	79.2	32.4	66.9	144.3	750.7
June	293.9	93.0	43.4	82.5	31.1	67.1	147.0	758.1
July	289.4	101.8	43.4	79.9	31.4	68.7	148.7	763.4
August	302.9	95.1	45.9	78.9	31.9	70.6	146.5	771.7
September	310.2	90.9	41.8	76.8	32.5	72.0	150.2	774.4
October	303.9	94.8	44.9	79.1	33.7	70.0	142.1	768.7
November	316.8	92.3	47.6	75.9	35.3	67.3	140.0	775.1
December	302.8	96.1	48.3	77.7	34.9	68.7	142.3	770.8
<b>1996</b>								
January	295.7	94.1	48.2	78.9	34.8	70.7	128.2	750.7
February	301.2	94.4	47.7	79.3	34.4	72.8	125.9	755.7
March	301.1	94.6	43.1	83.2	34.2	73.3	128.3	757.8
April	306.1	95.4	39.7	79.1	34.3	68.8	137.6	761.0
May	320.7	90.6	41.0	78.1	33.1	72.7	139.3	775.6
June	317.9	92.4	41.7	77.0	34.4	69.7	144.4	777.5
July	325.0	101.0	43.8	77.9	38.5	64.5	134.7	785.3
TREND ESTIMATES (\$ million)								
<b>1995</b>								
May	290.0	95.8	44.6	78.9	30.9	66.7	144.6	751.6
June	292.9	96.0	44.1	79.8	31.3	68.1	146.5	758.6
July	297.0	95.7	43.8	79.9	31.7	69.1	147.7	764.8
August	301.5	95.1	43.9	79.3	32.3	69.7	148.0	769.7
September	305.2	94.5	44.6	78.4	33.0	69.9	146.8	772.3
October	306.9	94.1	45.7	77.7	33.7	69.8	144.0	772.0
November	306.4	93.9	46.8	77.6	34.3	69.8	140.0	769.0
December	304.3	94.1	47.3	78.2	34.7	70.1	135.7	764.5
<b>1996</b>								
January	302.2	94.3	46.9	79.0	34.7	70.6	132.5	760.3
February	302.0	94.3	45.7	79.6	34.4	71.3	131.4	758.7
March	304.4	94.0	44.1	79.8	34.2	71.6	132.3	760.4
April	308.7	94.0	42.7	79.5	34.3	71.2	134.4	764.7
May	313.7	94.3	41.8	78.9	34.6	70.3	136.7	770.3
June	318.8	94.9	41.4	78.3	35.1	69.2	138.7	776.3
July	323.6	95.9	41.3	77.8	35.8	68.1	140.9	783.4

<sup>1</sup> See paragraph 3 of the Explanatory Notes

RETAIL TURNOVER, By Industry Group<sup>1</sup>—Western Australia: All Series

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (\$ million)								
<b>1995</b>								
May	407.6	99.7	67.8	111.7	46.5	73.4	149.2	955.9
June	403.5	91.5	63.6	111.3	43.6	65.3	149.4	928.2
July	414.4	85.9	60.9	106.3	53.0	70.6	167.9	959.0
August	431.2	89.0	59.1	105.2	53.1	77.4	163.6	978.6
September	430.0	84.7	61.1	109.4	52.5	79.9	169.9	987.5
October	436.2	93.2	64.3	122.3	54.2	79.3	174.7	1 024.2
November	452.7	107.4	66.5	129.8	58.9	80.7	170.4	1 066.4
December	509.3	182.0	86.3	163.4	88.6	123.0	191.2	1 343.8
<b>1996</b>								
January	451.4	83.3	59.3	111.5	55.5	84.8	173.7	1 019.5
February	433.9	74.8	49.5	109.8	50.3	79.6	164.2	962.1
March	445.0	82.5	55.4	101.0	53.0	80.5	175.3	992.7
April	423.7	91.6	62.5	102.1	55.9	89.6	164.6	990.0
May	436.6	99.9	69.6	108.3	57.5	98.4	162.3	1 032.6
June	400.6	90.3	67.5	108.0	50.5	92.6	158.5	968.0
July	421.4	93.6	64.5	129.2	54.0	89.9	151.3	1 003.9
SEASONALLY ADJUSTED (\$ million)								
<b>1995</b>								
May	414.9	95.7	63.8	111.1	49.3	76.6	157.1	968.5
June	426.3	95.6	62.7	110.6	49.2	71.5	162.6	978.6
July	419.9	96.9	61.9	107.1	54.1	72.9	171.7	984.3
August	438.7	105.1	62.6	112.1	55.3	79.4	171.8	1 025.0
September	436.6	92.6	63.7	113.9	54.3	77.6	166.7	1 005.5
October	445.7	95.2	63.7	120.6	54.4	78.1	170.8	1 028.5
November	442.0	96.9	64.0	121.6	55.3	74.9	162.3	1 017.0
December	432.6	99.5	60.8	127.3	58.3	82.2	164.2	1 024.7
<b>1996</b>								
January	449.7	96.6	61.9	114.4	57.4	92.3	167.8	1 040.1
February	448.7	97.3	59.1	117.7	54.0	90.9	171.8	1 039.5
March	445.6	95.4	65.8	110.5	57.1	91.2	175.1	1 040.8
April	433.9	95.5	65.2	110.4	60.5	99.3	169.6	1 034.5
May	436.8	94.7	65.6	107.9	61.1	101.4	170.2	1 037.7
June	424.1	93.8	67.1	107.9	56.4	102.7	174.3	1 026.3
July	426.4	105.7	65.0	127.4	53.3	91.6	153.6	1 022.9
TREND ESTIMATES (\$ million)								
<b>1995</b>								
May	417.0	94.9	62.7	108.2	49.5	74.3	161.4	967.9
June	422.1	96.4	62.9	108.9	50.9	74.5	164.6	980.5
July	427.7	97.5	63.0	110.6	52.5	74.8	167.2	993.2
August	432.9	97.8	63.1	113.1	53.8	75.4	168.5	1 004.5
September	437.1	97.6	63.1	116.0	54.8	76.4	168.4	1 013.5
October	440.4	97.3	62.9	118.8	55.5	78.0	167.6	1 020.5
November	442.6	97.1	62.5	120.6	55.9	80.3	167.0	1 026.0
December	444.2	97.0	62.1	120.7	56.2	83.3	167.0	1 030.5
<b>1996</b>								
January	444.8	96.7	62.1	118.6	56.8	87.1	168.4	1 034.5
February	443.9	96.4	62.6	115.4	57.5	91.2	170.2	1 037.1
March	441.7	96.0	63.5	112.7	57.9	94.7	171.3	1 037.7
April	438.2	95.9	64.6	111.4	58.1	97.1	171.1	1 036.3
May	434.1	96.4	65.5	111.7	57.9	98.4	169.6	1 033.6
June	430.0	97.4	66.2	112.9	57.4	99.0	167.4	1 030.4
July	425.6	98.7	66.5	115.2	56.8	98.8	164.7	1 026.2

<sup>1</sup> See paragraph 3 of the Explanatory Notes

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (\$ million)								
<b>1995</b>								
May	94.7	n.p.	14.9	27.4	14.0	n.p.	35.6	229.0
June	95.9	n.p.	15.6	26.4	13.4	n.p.	35.5	226.6
July	100.2	n.p.	13.6	25.2	13.6	n.p.	34.7	225.3
August	101.3	n.p.	14.7	25.2	14.9	n.p.	35.2	230.5
September	99.7	n.p.	13.4	23.9	13.5	n.p.	34.8	222.3
October	102.1	n.p.	14.4	26.2	14.7	n.p.	35.5	236.0
November	106.9	n.p.	16.0	25.2	15.7	n.p.	38.2	251.6
December	119.4	n.p.	21.2	32.4	21.9	n.p.	46.5	320.5
<b>1996</b>								
January	104.9	n.p.	14.3	23.1	16.9	n.p.	39.3	240.5
February	102.6	n.p.	13.7	21.9	16.3	n.p.	40.1	233.5
March	105.2	n.p.	14.9	24.3	14.7	n.p.	40.4	241.3
April	102.6	n.p.	16.2	24.0	13.6	n.p.	39.3	237.8
May	107.4	n.p.	15.9	26.8	13.9	n.p.	41.4	250.3
June	99.6	n.p.	16.0	24.5	12.1	n.p.	36.7	230.6
July	103.4	n.p.	14.7	23.2	13.0	n.p.	39.5	235.7
SEASONALLY ADJUSTED (\$ million)								
<b>1995</b>								
May	98.4	n.p.	14.2	26.1	14.8	n.p.	38.8	235.1
June	100.4	n.p.	15.1	26.1	14.7	n.p.	38.5	238.0
July	102.4	n.p.	14.5	25.7	15.0	n.p.	37.8	238.5
August	102.1	n.p.	15.8	24.5	15.6	n.p.	36.7	237.4
September	101.2	n.p.	15.6	25.0	14.6	n.p.	36.6	232.9
October	102.2	n.p.	15.6	26.9	15.3	n.p.	35.1	239.3
November	105.1	n.p.	15.8	24.0	15.2	n.p.	37.3	242.9
December	102.1	n.p.	14.7	24.6	14.6	n.p.	37.2	241.1
<b>1996</b>								
January	105.7	n.p.	15.4	25.5	17.6	n.p.	37.2	246.7
February	104.9	n.p.	15.2	24.7	15.6	n.p.	39.7	245.9
March	104.0	n.p.	15.6	26.3	15.1	n.p.	39.4	245.7
April	106.1	n.p.	15.2	25.0	14.9	n.p.	40.7	246.3
May	108.6	n.p.	14.9	25.1	14.4	n.p.	44.2	251.1
June	105.3	n.p.	16.2	25.6	13.6	n.p.	40.2	247.3
July	104.9	n.p.	15.0	23.1	14.1	n.p.	43.4	246.8
TREND ESTIMATES (\$ million)								
<b>1995</b>								
May	99.1	n.p.	15.1	26.0	14.6	n.p.	38.9	236.6
June	100.3	n.p.	15.2	25.9	14.8	n.p.	38.1	236.9
July	101.2	n.p.	15.2	25.8	14.9	n.p.	37.4	237.0
August	101.8	n.p.	15.3	25.5	15.0	n.p.	36.8	237.0
September	102.4	n.p.	15.4	25.2	15.1	n.p.	36.5	237.7
October	102.9	n.p.	15.5	25.1	15.2	n.p.	36.4	239.0
November	103.3	n.p.	15.5	25.1	15.4	n.p.	36.5	240.7
December	103.8	n.p.	15.4	25.1	15.7	n.p.	37.1	242.6
<b>1996</b>								
January	104.4	n.p.	15.3	25.2	15.8	n.p.	38.0	244.5
February	105.0	n.p.	15.3	25.3	15.6	n.p.	39.0	245.9
March	105.5	n.p.	15.3	25.3	15.3	n.p.	40.0	246.8
April	105.8	n.p.	15.4	25.3	14.9	n.p.	40.9	247.3
May	106.1	n.p.	15.4	25.1	14.5	n.p.	41.7	247.8
June	106.2	n.p.	15.4	24.8	14.1	n.p.	42.3	248.1
July	106.0	n.p.	15.4	24.4	13.7	n.p.	42.8	248.1

<sup>1</sup> See paragraph 3 of the Explanatory Notes

RETAIL TURNOVER, By Industry Group<sup>1</sup>—Northern Territory: All Series

Month	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
ORIGINAL (\$ million)								
<b>1995</b>								
May	57.6	n.p.	6.8	9.2	6.5	n.p.	17.1	112.1
June	59.4	n.p.	7.9	9.7	7.0	n.p.	17.5	116.3
July	62.0	n.p.	8.3	9.3	7.1	n.p.	20.5	122.8
August	63.8	n.p.	9.2	9.3	7.7	n.p.	21.4	129.5
September	60.0	n.p.	7.6	9.4	6.8	n.p.	19.1	118.3
October	61.1	n.p.	8.3	8.4	8.9	n.p.	18.8	122.0
November	62.6	n.p.	8.2	7.9	6.9	n.p.	17.0	119.7
December	65.0	n.p.	11.3	8.4	7.5	n.p.	18.3	133.9
<b>1996</b>								
January	56.4	n.p.	6.3	6.6	5.4	n.p.	15.4	103.8
February	57.2	n.p.	5.8	6.7	5.6	n.p.	14.9	103.9
March	61.3	n.p.	6.6	7.6	5.3	n.p.	16.7	112.1
April	60.2	n.p.	6.6	7.1	6.3	n.p.	16.4	110.8
May	62.3	n.p.	6.9	8.2	6.4	n.p.	17.2	117.3
June	63.6	n.p.	7.3	7.9	6.4	n.p.	17.9	117.4
July	67.1	n.p.	7.2	8.4	7.0	n.p.	21.1	125.6
SEASONALLY ADJUSTED (\$ million)								
<b>1995</b>								
May	57.8	n.p.	6.9	9.2	6.6	n.p.	17.1	112.4
June	59.8	n.p.	7.3	9.2	7.0	n.p.	17.1	115.9
July	57.3	n.p.	6.9	9.1	6.6	n.p.	18.7	113.5
August	59.5	n.p.	8.2	9.2	6.8	n.p.	19.9	120.4
September	59.5	n.p.	7.6	9.4	6.4	n.p.	17.8	115.7
October	59.7	n.p.	7.9	8.3	8.3	n.p.	17.4	117.7
November	61.6	n.p.	8.1	7.5	6.6	n.p.	17.3	117.3
December	61.5	n.p.	8.7	6.8	6.7	n.p.	17.2	117.1
<b>1996</b>								
January	60.7	n.p.	7.4	7.5	6.6	n.p.	17.6	117.1
February	61.7	n.p.	7.7	7.4	6.6	n.p.	17.6	117.9
March	63.4	n.p.	8.0	7.5	6.0	n.p.	17.2	118.8
April	63.3	n.p.	7.5	7.9	6.6	n.p.	17.5	118.6
May	62.1	n.p.	7.1	8.3	6.5	n.p.	17.3	117.5
June	64.6	n.p.	7.0	7.5	6.3	n.p.	17.8	118.3
July	61.4	n.p.	5.8	8.2	6.4	n.p.	19.0	114.9
TREND ESTIMATES (\$ million)								
<b>1995</b>								
May	57.7	n.p.	6.9	9.2	6.6	n.p.	17.1	112.7
June	58.3	n.p.	7.2	9.2	6.7	n.p.	17.7	114.4
July	58.8	n.p.	7.4	9.2	6.8	n.p.	18.2	115.8
August	59.2	n.p.	7.7	9.1	6.9	n.p.	18.3	116.8
September	59.7	n.p.	7.9	8.7	7.0	n.p.	18.2	117.3
October	60.1	n.p.	8.0	8.3	7.0	n.p.	17.9	117.4
November	60.7	n.p.	8.1	7.8	6.9	n.p.	17.6	117.4
December	61.2	n.p.	8.1	7.5	6.8	n.p.	17.4	117.4
<b>1996</b>								
January	61.7	n.p.	8.0	7.3	6.6	n.p.	17.3	117.7
February	62.2	n.p.	7.9	7.4	6.5	n.p.	17.3	117.9
March	62.6	n.p.	7.7	7.6	6.4	n.p.	17.4	118.1
April	62.8	n.p.	7.4	7.8	6.4	n.p.	17.5	118.0
May	63.0	n.p.	7.1	7.9	6.4	n.p.	17.7	117.7
June	63.1	n.p.	6.8	8.0	6.4	n.p.	17.9	117.3
July	63.0	n.p.	6.5	8.0	6.4	n.p.	18.1	116.8

<sup>1</sup> See paragraph 3 of the Explanatory Notes



## **EXPLANATORY NOTES**

### **INTRODUCTION**

**1** This publication presents monthly estimates of the value of turnover of retail businesses classified by industry, and by State. The principal objective of the Retail Trade survey is to show month to month movement of retail turnover.

**2** Estimates of turnover contained in this publication are based on a survey of about 7,000 retail and selected service businesses (covering 20,000 outlets). All 'large' businesses are included in the survey, while a sample of about 4,400 'smaller' businesses is selected. The 'large' business' contribution of approximately 54 per cent of the total estimate ensures a highly reliable Australian total turnover estimate.

### **SCOPE AND COVERAGE**

**3** The Retail Trade survey covers all employing businesses, with at least one retail establishment. The scope of the survey (classified according to the Australian and New Zealand Standard Industrial Classification [ANZSIC]) is detailed below:

- Food Retailing
  - Supermarkets and grocery stores (5110)
    - and non-petrol sales of identified convenience stores of petrol stations
  - Takeaway food retailing (5125)
  - Other food retailing
    - Fresh meat, fish and poultry retailing (5121)
    - Fruit and vegetable retailing (5122)
    - Liquor retailing (5123)
    - Bread and cake retailing (5124)
    - Specialised food retailing n.e.c. (5129)
- Department Stores (5210)
- Clothing and Soft Good Retailing
  - Clothing retailing (5221)
    - Other clothing related retailing
      - Footwear retailing (5222)
      - Fabric and other soft good retailing (5223)
- Household Good Retailing
  - Furniture and floorcovering retailing
    - Furniture retailing (5231)
    - Floor covering retailing (5232)
  - Domestic hardware and houseware retailing (5233)
  - Domestic appliance retailing
    - Domestic appliance retailing (5234)
    - Recorded music retailing (5235)
- Recreational Good Retailing
  - Newspaper, book and stationery retailing (5243)
  - Other recreational good retailing
    - Sport and camping equipment retailing (5241)
    - Toy and game retailing (5242)
    - Photographic equipment retailing (5244)
- Other Retailing
  - Pharmaceutical, cosmetic and toiletry retailing (5251)
  - Other retailing
    - Antique and used good retailing (5252)
    - Garden supplies retailing (5253)
    - Flower retailing (5254)
    - Watch and jewellery retailing (5255)
    - Retailing n.e.c. (5259)

SCOPE AND COVERAGE (continued)	<ul style="list-style-type: none"> <li>• Hospitality and Services           <ul style="list-style-type: none"> <li>Hotels and licensed clubs               <ul style="list-style-type: none"> <li>Pubs, taverns and bars (5720)</li> <li>Clubs (Hospitality) (5740)</li> <li>Cafes and restaurants (5730)</li> </ul> </li> <li>Selected services               <ul style="list-style-type: none"> <li>Video hire outlets (9511)</li> <li>Hairdressing and beauty salons (9526)</li> </ul> </li> </ul> </li> </ul>
DEFINITION OF TURNOVER	<p><b>4</b> 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.) and net takings from gaming machines etc.</p>
SEASONAL ADJUSTMENT	<p><b>5</b> 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.</p> <p><b>6</b> 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). There is some evidence suggesting possible changes in retail trading patterns, including increased activity on weekends and public holidays. The impact of these changes on the seasonal pattern and trading day component of the data is being investigated and can only be confirmed once sufficient data becomes available. While these changes may impact on the unadjusted and seasonally adjusted data, the trend estimate is less likely to be affected. Further, the seasonal adjustment does not remove from the series the effect of irregular influences (e.g. abnormal weather, industrial disputes). The seasonally adjusted estimates still reflect the sampling and non-sampling errors to which the original estimates are subject.</p> <p><b>7</b> The State component series have been seasonally adjusted independently. Therefore, the adjusted components may not add to the Australian Group totals.</p> <p><b>8</b> As happens with all seasonally adjusted series, the seasonal factors are reviewed annually to take account of each additional year's data. For Retail Trade, the results of the latest review are shown in this issue.</p>
TREND ESTIMATES	<p><b>9</b> Most monthly trend estimates in this publication have been obtained by smoothing the seasonally adjusted series using a centred 13-term Henderson weighted moving average (7-term for quarterly series). However, to estimate the last six monthly trend values (or the last three quarters) a set of asymmetric moving averages have been designed to reduce a small bias associated with estimating these recent values when the trend growth is increasing or decreasing. Overall, revision to the estimates should be reduced, however, there may be a greater revision to the estimates whenever there are large irregular movements in the seasonally adjusted series.</p> <p><b>10</b> For further information, see <i>A Guide to Interpreting Time Series — Monitoring 'Trends': an Overview</i> (1348.0) or contact the Assistant Director, Time Series Analysis on (06) 252 6345.</p>
CONSTANT PRICE STATISTICS	<p><b>11</b> To enable analysis of the movement of retail activity in 'real' terms, estimates of retail turnover at constant (average 1989-90) prices are compiled and published 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.</p>

**12** There are two types of error possible in estimates of retail turnover:

*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.

*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.

## STANDARD ERRORS

**13** Seasonally adjusted, trend and constant price estimates are also subject to sampling variability. For seasonally adjusted estimates, the standard errors are approximately the same as for the original estimates. 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.

**14** To assist users in assessing the reliability of estimates, each data series has been given a grading of A to D. Where:

- A represents a relative standard error on level of less than 2 per cent. The published estimates are highly reliable for movement analysis;
- B represents a relative standard error on level between 2 and 5 per cent, meaning the estimate is reliable for movement analysis purposes;
- C represents a relative standard error on level between 5 and 10 per cent, meaning users are advised to exercise some caution in interpreting movements for such series; and
- D represents a relative standard error on level greater than 10 per cent (mainly affects unpublished state by industry series).

**15** The table below provides an indicator of reliability for key retail turnover estimates.

	Food retailing	Department stores	Clothing and soft good retailing	Household good retailing	Recreational good retailing	Other retailing	Hospitality and services	Total
NSW	B	A	B	C	C	C	C	A
Vic	B	A	B	C	C	C	C	A
Qld	B	A	B	C	C	C	C	A
SA	B	A	B	C	C	C	C	A
WA	B	A	B	C	C	C	C	A
Tas	B	—	B	C	C	—	C	B
NT	B	—	B	C	C	—	C	B
ACT	B	A	B	C	C	C	C	A
Australia	A	A	A	B	B	B	B	A

\*\*\*\*\*  
UNPUBLISHED DATA

**16** The Retail Survey Special Data Service provides additional retail trade statistics which include further State industry dissections through to 'top ten' industry reports. For more information, contact the Retail Trade Special Data Services manager on (06) 252 5220.

RELATED PUBLICATIONS

**17** 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 *Release Advice* (1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS office.

SYMBOLS AND OTHER USAGES

n.p.	not available for publication, but included in totals
r	revised



## FOR MORE INFORMATION . . .

The ABS publishes a wide range of information on Australia's economic and social conditions. A catalogue of publications and products is available from any of our offices (see below).

### INFORMATION CONSULTANCY SERVICES

Information tailored to special needs of clients can be obtained from the Information Consultancy Service available at ABS Offices (see below).

### ABS PRODUCTS

A large number of ABS products is available from the ABS Bookshops (see below). The ABS also provides a subscription service – you can telephone the ABS Subscription Service Australia wide toll free on 1800 0206 08.

### ELECTRONIC SERVICES

A large range of data is available via on-line services, diskette, magnetic tape, tape cartridge and CD ROM. For more details about our electronic data services, contact any ABS office (see below) or e-mail us at:

X.400 (C:Australia,PUB:Telememo,O:ABS,FN:STAT,SN:INFO)  
Internet Stat.info@abs.telememo.au  
Keylink STAT.INFO/ABS

You can visit us on the Internet at: <http://www.statistics.gov.au>

### GENERAL SALES AND INQUIRIES

- Sydney 02 9268 4611      ■ Adelaide 08 8237 7100
- Melbourne 03 9615 7755      ■ Hobart 002 20 5800
- Brisbane 07 3222 6351      ■ Darwin 08 8943 2111
- Perth 09 360 5140      ■ Canberra 06 252 6627
  
- Information Services, ABS  
PO Box 10, Belconnen ACT 2616



2850100007960  
ISSN 1032-3651

RRP \$14.50

© Commonwealth of Australia 1996

Produced by the Australian Government Publishing Service