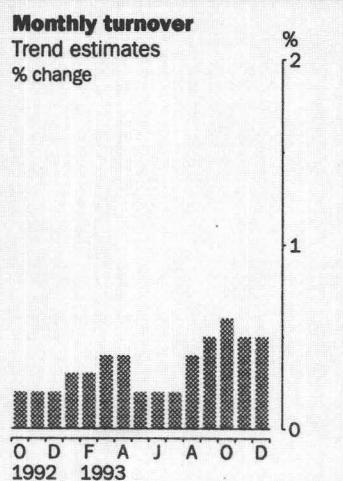
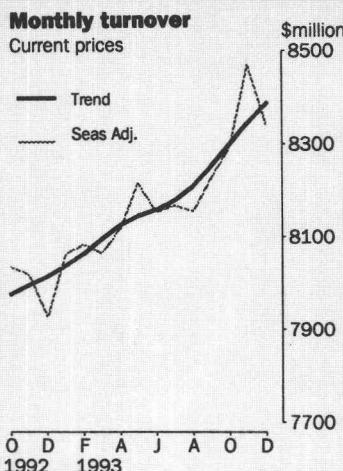


RETAIL TRADE

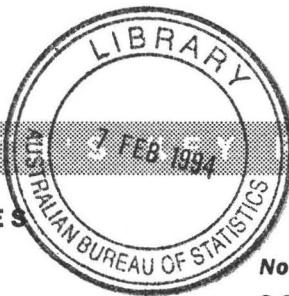
AUSTRALIA

EMBARGOED UNTIL 11:30AM MON 7TH FEBRUARY 1994



INQUIRIES

- For further information about these and related statistics, contact Bill Powell on 06 252 6132, or Paul Curran on 06 252 6801 for information about constant price estimates.



FIGURES

TREND ESTIMATES

Turnover at current prices

(in \$millions)

Nov 93 Dec 93 % change

8 344.6 8 386.8 0.5

Dec 92 Dec 93 % change

8 014.9 8 386.8 4.6

SEASONALLY ADJUSTED ESTIMATES

Turnover at current prices

(in \$millions)

Nov 93 Dec 93 % change

8 470.6 8 341.3 -1.5

Dec 92 Dec 93 % change

7 927.3 8 341.3 5.2

Turnover at constant prices

(average 1989-90 prices in \$millions)

Sep 93 qtr Dec 93 qtr % change

22 081.4 22 503.0 1.9

THIS MONTH'S KEY POINTS

TREND ESTIMATES

- The December estimates of retail turnover have confirmed the strengthening in the trend estimate growth indicated last month.
- A growth rate of 0.5 or 0.6 per cent has been recorded for each of the last four months.

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

INDUSTRY ANALYSIS

- The major contributors to the aggregate industry trend growth in recent months, have been Grocers, Other food stores, Hotels and Pharmacies.
- Electrical goods stores continue to record strong growth although the rate of growth has weakened in recent months.

STATE ANALYSIS

- New South Wales and Queensland have been the major contributors to the aggregate State trend growth.
- Estimates for Victoria have been declining for the past four months.

SEASONALLY ADJUSTED ESTIMATES

- The seasonally adjusted estimate fell by 1.5 per cent in December 1993. This follows a significant rise of 2.1 per cent in November.
- In seasonally adjusted, constant price terms the estimate of turnover for December quarter 1993 rose by 1.9 per cent.

RETAIL TRADE NOTES

FORTHCOMING ISSUES

ISSUE	RELEASE DATE
January 1994	3 March 1994
February 1994	5 April 1994
March 1994	9 May 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.

Constant price data has been revised for September quarter 1993. There have been no revisions to the monthly current price data.

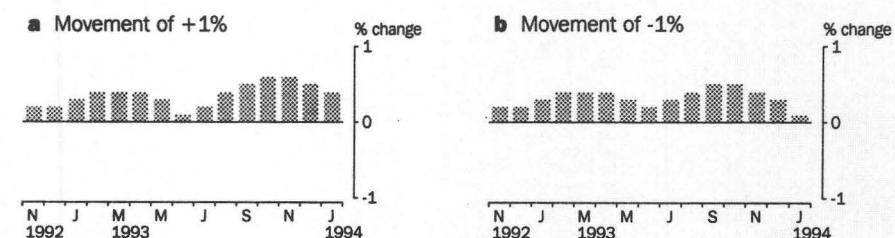
Standard errors for estimates for December 1993 contained in this publication are:

DATA SERIES	STANDARD ERROR
Level of retail turnover	\$110 million
Change from November to December	\$73 million
% change from previous month	0.8%

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

SENSITIVITY ANALYSIS

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



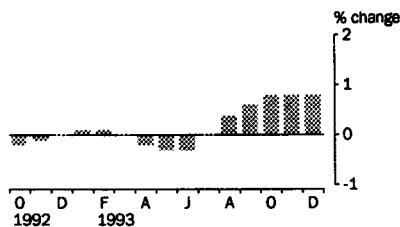
For readers information, January seasonally adjusted percentage changes over the last five years were 1.7 per cent in 1993, 0.2 per cent in 1992, 0.3 per cent in 1991, -0.1 per cent in 1990 and 1.3 per cent in 1989.

IAN CASTLES
AUSTRALIAN STATISTICIAN

STATE TRENDS

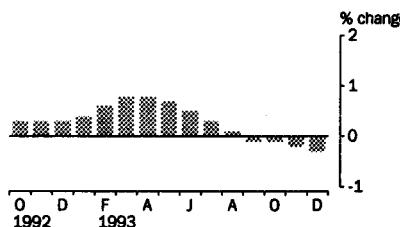
MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

NEW SOUTH WALES



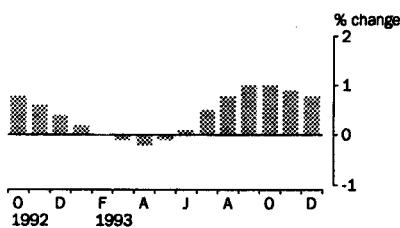
Growth in the trend estimates of turnover for New South Wales has been between 0.6 per cent and 0.8 per cent for each of the last four months.

VICTORIA



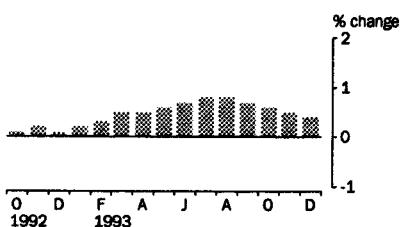
The trend estimates for Victoria have been in decline for each of the last four months.

QUEENSLAND



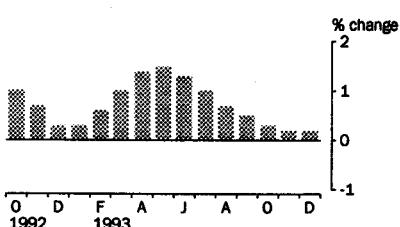
Growth over recent months has been relatively strong although there has been a slight easing in the growth rate.

SOUTH AUSTRALIA



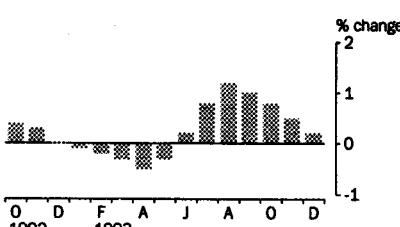
The monthly growth rate for South Australia was 0.8 per cent in July and August. There has been a gradual easing with a December growth rate of 0.4 per cent.

WESTERN AUSTRALIA



There has been weak growth of around 0.2 per cent per month over the three months ended December 1993.

TASMANIA



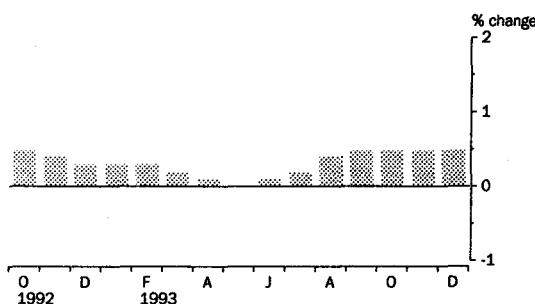
The strong growth, evident in August and September 1993, has weakened, falling to 0.5 per cent in November and 0.2 per cent in December.

INDUSTRY TRENDS

MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

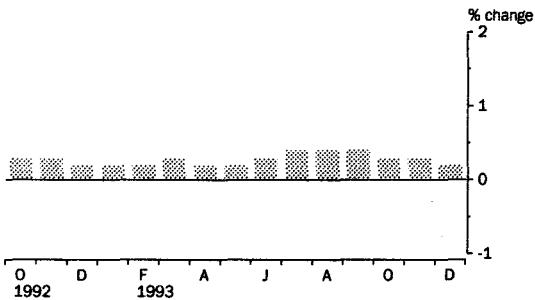
RETAIL INDUSTRIES

Total "Retail only" industries (excluding industries categorised to the Service industry grouping) have shown growth of 0.5 per cent over each of the last three months. This is similar to the "all industries" growth rate.



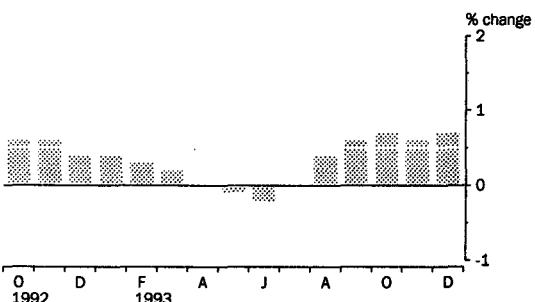
FOOD RETAILING

The growth in the trend estimates for this group has eased, showing a growth pattern similar to the Grocery industry. The growth rate for Other food stores has also eased.



NON-FOOD RETAILING

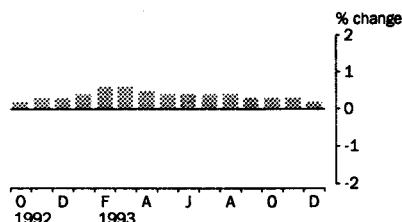
Non-food retailing, which is made up of the Household goods and Other industry groups, has recorded a growth rate of around 0.7 per cent over the last three months. Industries showing strong growth are Footwear stores, Floor covering stores, Pharmacies and Newsagents.



INDUSTRY TRENDS (continued)

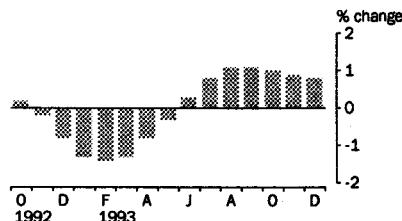
MONTHLY PERCENTAGE CHANGE IN TREND ESTIMATES

GROCERS



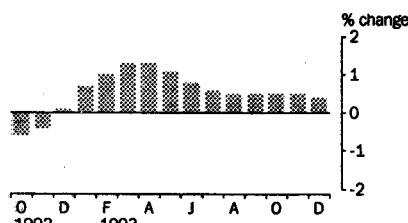
Over recent months the growth in the trend estimates has remained weak at around 0.3 per cent per month.

OTHER FOOD STORES



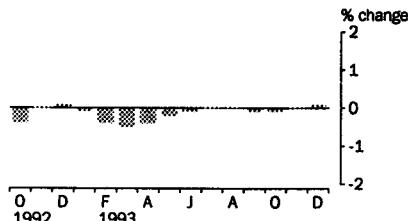
Growth in the trend estimates has remained relatively strong but has eased slightly from 1.1 per cent in August and September to 0.8 per cent in December.

HOTELS, CLUBS ETC.



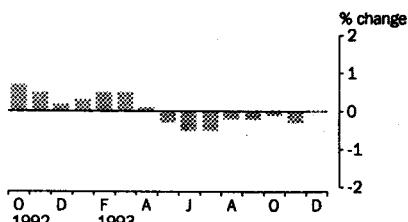
The trend estimates show steady growth in this industry with average increases of 0.5 per cent over each of the last six months.

CLOTHING AND FABRIC STORES



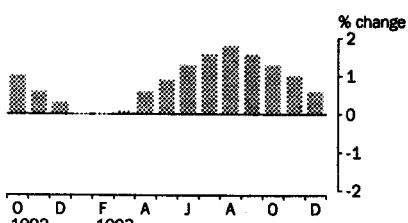
This industry has shown no growth over the last six months and was in decline prior to that.

DEPARTMENT STORES



No growth was recorded in December 1993. In the previous seven months the trend estimates were in decline.

ELECTRICAL GOODS STORES



The trend estimates showed a peak growth of 1.8 per cent in August 1993. Since then the growth rate has eased to 0.6 per cent in December.

MONTHLY TURNOVER: All series

Month	\$m	% change from preceding month	% change from corres- ponding month of prev. year
ORIGINAL			
1992			
October	8 252.3	6.5	4.8
November	8 126.9	-1.5	1.3
December	10 627.3	30.8	6.0
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	7 841.2	-1.6	3.9
July	8 020.3	2.3	2.6
August	7 659.9	-4.5	2.7
September	8 102.5	5.8	4.6
October	8 366.7	3.3	1.4
November	8 636.2	3.2	6.3
December	11 347.8	31.4	6.8
SEASONALLY ADJUSTED			
1992			
October	8 035.2	0.9	3.9
November	8 019.6	-0.2	4.0
December	7 927.3	-1.2	2.9
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	8 154.2	-0.8	2.7
July	8 167.6	0.2	3.3
August	8 155.0	-0.2	3.2
September	8 227.8	0.9	3.3
October	8 293.8	0.8	3.2
November	8 470.6	2.1	5.6
December	8 341.3	-1.5	5.2
TREND ESTIMATES			
1992			
October	7 977.6	0.2	3.7
November	7 995.9	0.2	3.9
December	8 014.9	0.2	3.9
1993			
January	8 037.4	0.3	3.7
February	8 065.3	0.3	3.4
March	8 096.8	0.4	3.2
April	8 126.0	0.4	3.1
May	8 144.9	0.2	2.9
June	8 158.8	0.2	2.9
July	8 178.6	0.2	3.0
August	8 210.9	0.4	3.3
September	8 252.5	0.5	3.7
October	8 299.7	0.6	4.0
November	8 344.6	0.5	4.4
December	8 386.8	0.5	4.6

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					
September	23 026.3	-0.1	3.7	21 303.8	-0.2
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	23 705.1	4.3	2.9	21 450.7	4.0
September	23 782.7	0.3	3.3	21 405.5	-0.2
December	28 350.7	19.2	5.0	25 419.5	18.8
SEASONALLY ADJUSTED					
1992					
September	23 776.9	-0.1	3.3	21 981.0	-0.6
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	24 490.1	1.1	2.9	22 204.7	1.1
September	24 550.4	0.2	3.3	22 081.4	-0.6
December	25 105.7	2.3	4.7	22 503.0	1.9

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 cover- ings stores	Pharma- cies	News- agents	Other stores
ORIGINAL (\$ million)															
1992															
September	6 427.5	606.2	1 523.4	2 461.7	1 062.7	1 507.5	2 158.5	304.8	637.5	1 275.1	481.5	199.7	881.0	708.0	1 068.7
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	1 290.8	487.8	196.2	967.9	619.4	1 043.6
September	6 502.2	588.9	1 420.0	2 526.9	1 004.8	1 462.2	2 133.1	323.3	608.4	1 383.8	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	3 252.4	389.3	853.7	1 654.9	553.6	246.8	1 231.2	672.1	1 600.5
SEASONALLY ADJUSTED ESTIMATES (\$ million)															
1992															
September	6 513.9	597.4	1 563.0	2 553.6	n.p.	1 561.7	2 384.8	328.8	704.4	1 302.2	481.1	188.7	868.7	716.5	n.p.
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	1 344.7	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	1 415.4	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	1 459.9	501.6	227.9	1 119.2	627.9	n.p.
SEASONALLY ADJUSTED ESTIMATES (% change from preceding quarter)															
1992															
September	1.1	2.9	-0.5	-0.7	n.p.	-4.3	-3.2	6.6	0.7	2.6	4.2	-0.9	1.3	-3.1	n.p.
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	0.2	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	5.3	-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	3.1	2.5	17.2	10.2	3.0	n.p.
SEASONALLY ADJUSTED ESTIMATES (% change from corresponding quarter of previous year)															
1992															
September	3.5	9.6	4.8	-3.2	n.p.	-1.8	-1.4	13.8	2.3	1.4	4.1	1.8	-3.1	-1.6	n.p.
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	5.9	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	8.7	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	8.4	5.3	24.5	24.1	-12.5	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)									
1992									
October	2 906.8	1 979.7	1 462.2	620.3	818.5	210.2	92.5	162.3	8 252.3
November	2 901.2	1 930.3	1 448.7	607.3	785.2	206.9	87.1	160.2	8 126.9
December	3 732.6	2 596.8	1 882.2	805.5	1 015.0	277.0	107.4	210.8	10 627.3
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	2 721.1	1 908.4	1 379.7	597.1	788.7	197.5	91.5	157.3	7 841.2
July	2 717.5	1 961.0	1 430.9	619.2	826.7	202.0	99.9	163.1	8 020.3
August	2 641.0	1 837.7	1 380.6	586.0	774.7	190.5	95.1	154.3	7 659.9
September	2 792.6	1 927.1	1 472.0	615.6	833.1	204.8	97.0	160.4	8 102.5
October	2 901.1	2 005.5	1 500.7	639.2	844.2	212.3	94.7	169.0	8 366.7
November	3 016.5	2 076.7	1 521.8	665.9	867.1	222.3	95.0	170.8	8 636.2
December	3 940.3	2 734.3	2 008.5	868.4	1 168.0	287.2	108.7	232.5	11 347.8
TREND ESTIMATES (\$ million)									
1992									
October	2 840.2	1 907.8	1 417.9	601.5	769.6	207.5	n.p.	156.4	7 977.6
November	2 837.4	1 913.3	1 426.4	602.8	774.8	208.1	n.p.	157.9	7 995.9
December	2 836.4	1 918.6	1 431.9	603.7	777.5	208.2	n.p.	159.2	8 014.9
1993									
January	2 838.5	1 925.8	1 434.5	604.7	779.5	207.9	n.p.	160.3	8 037.4
February	2 841.6	1 937.4	1 434.9	606.6	783.8	207.5	n.p.	161.5	8 065.3
March	2 842.6	1 952.7	1 433.8	609.4	791.5	206.8	n.p.	162.5	8 096.8
April	2 837.4	1 969.1	1 431.5	612.7	802.3	205.7	n.p.	163.2	8 126.0
May	2 827.8	1 983.0	1 430.0	616.4	814.2	205.1	n.p.	163.5	8 144.9
June	2 819.2	1 993.4	1 431.6	620.7	824.7	205.6	n.p.	163.3	8 158.8
July	2 819.1	1 999.7	1 438.1	625.5	833.0	207.3	n.p.	163.2	8 178.6
August	2 830.5	2 001.8	1 449.6	630.3	839.1	209.7	n.p.	163.5	8 210.9
September	2 848.7	2 000.1	1 464.0	634.7	842.9	211.8	n.p.	164.5	8 252.5
October	2 871.6	1 997.1	1 478.9	638.6	845.6	213.4	n.p.	166.0	8 299.7
November	2 893.7	1 992.7	1 492.0	641.9	847.6	214.4	n.p.	167.8	8 344.6
December	2 916.2	1 987.7	1 504.0	644.4	849.1	214.9	n.p.	169.7	8 386.8
TREND ESTIMATES (% change from preceding month)									
1992									
October	-0.2	0.3	0.8	0.1	1.0	0.4	n.p.	1.0	0.2
November	-0.1	0.3	0.6	0.2	0.7	0.3	n.p.	1.0	0.2
December	0.0	0.3	0.4	0.1	0.3	0.0	n.p.	0.8	0.2
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	-0.3	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	0.0	0.3	0.5	0.8	1.0	0.8	n.p.	-0.1	0.2
August	0.4	0.1	0.8	0.8	0.7	1.2	n.p.	0.2	0.4
September	0.6	-0.1	1.0	0.7	0.5	1.0	n.p.	0.6	0.5
October	0.8	-0.1	1.0	0.6	0.3	0.8	n.p.	0.9	0.6
November	0.8	-0.2	0.9	0.5	0.2	0.5	n.p.	1.1	0.5
December	0.8	-0.3	0.8	0.4	0.2	0.2	n.p.	1.1	0.5

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									
September	7 662.2	5 006.6	3 837.1	1 586.7	1 999.8	541.7	255.0	414.7	21 303.8
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	7 495.1	5 229.7	3 746.6	1 603.6	2 147.4	544.2	242.2	441.9	21 450.7
September	7 355.4	5 163.6	3 864.8	1 616.2	2 184.9	530.4	258.6	431.6	21 405.5
December	8 858.5	6 131.2	4 525.9	1 918.0	2 571.2	636.8	262.5	515.4	25 419.5
SEASONALLY ADJUSTED ESTIMATES (\$ million)									
1992									
September	7 877.0	5 246.4	3 883.3	1 649.5	2 070.5	567.5	n.p.	424.9	21 981.0
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	7 756.2	5 434.3	3 910.2	1 649.5	2 216.8	561.8	n.p.	450.1	22 204.7
September	7 578.5	5 397.6	3 899.1	1 668.8	2 262.1	552.9	n.p.	440.2	22 081.4
December	7 843.4	5 372.9	4 034.2	1 704.6	2 265.1	569.9	n.p.	457.0	22 503.0
SEASONALLY ADJUSTED ESTIMATES (% change from preceding quarter)									
1992									
September	-1.9	-0.3	0.6	-2.1	0.9	0.7	n.p.	-0.4	-0.6
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	-2.3	-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	3.1	n.p.	3.8	1.9
SEASONALLY ADJUSTED ESTIMATES (% change from corresponding quarter of previous year)									
1992									
September	0.2	0.6	6.0	-5.4	5.2	2.5	n.p.	3.4	1.4
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	-3.4	3.2	1.3	-2.1	8.1	-0.3	n.p.	5.5	0.4
September	-3.8	2.9	0.4	1.2	9.3	-2.6	n.p.	3.6	0.5
December	0.9	2.0	2.7	4.2	6.0	-0.1	n.p.	4.0	2.3

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)				
1992				
October	44.9	18.4	20.3	8.8
November	41.8	16.2	20.3	8.8
December	47.2	17.6	30.3	12.2
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
ORIGINAL (% change from previous month)				
1992				
October	1.1	8.2	2.0	-8.3
November	-6.9	-12.0	0.0	0.0
December	12.9	8.6	49.3	38.6
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

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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