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# Shopping Preferences

## Australian Capital Territory

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## NOTES

ABOUT THIS PUBLICATION

This publication contains results from the 1996 Australian Capital Territory (ACT) Supplementary Survey, Shopping Preferences, conducted throughout the ACT in October 1996. The major aim of the survey was to provide summary details of shopping preferences of households for purchasing food and grocery items, types of shopping centres used, type of transport used, and day of week and time of day of shopping trips. Information also included the reasons why shoppers do not shop at their local centres.

SYMBOLS AND OTHER USAGES

| | |
|---|---|
| n.p. | not available for publication but included in totals where applicable |
| * | subject to sampling variability (between 25% and 50% RSE) |
| ** | subject to sampling variability too high for most practical purposes |
| . . | not applicable |
| — | nil or rounded to zero |

INQUIRIES

For information about other ABS statistics and services, please refer to the back of this publication.

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## MAIN FINDINGS

Only 15% of households indicated that their major shopping for food and grocery items was usually undertaken at their nearest shopping centre. However just over 59% reported that their convenience shopping was usually done at these centres. The most commonly used facilities at the nearest shopping centres were supermarkets (by 74% of households), newsagents (39%), chemists (29%) and bakeries (27%) (tables 2.1 and 2.2).

Overall, 15% of households do not utilise their nearest shopping centre at all. The main reasons given for not doing major shopping at their nearest shops were that goods were too expensive and they did not like the range or quality of shops, goods and services. The main reasons given for not doing convenience shopping at these centres were that shops elsewhere were bigger or more convenient and goods were too expensive (tables 2.1 and 2.4).

Group centres were well patronised by households for both the last major and convenience shopping trips. In general, town centres were supported for major shopping and local centres for convenience shopping. Major shopping trips were undertaken to town centres by 47% of households, to group centres by 47% and to local centres by 3%. Convenience shopping trips were undertaken to group centres by 45% of households, to local centres by 41% and town centres by 13% (table 3.3).

Overall, major shopping trips were undertaken 0.8 times a week and convenience shopping trips 2.2 times a week by households. Just over 50% of households usually did major shopping once a week and 34% once a fortnight. Nearly 72% usually did convenience shopping two or more times a week and 19% once a week (tables 3.2 and 3.5).

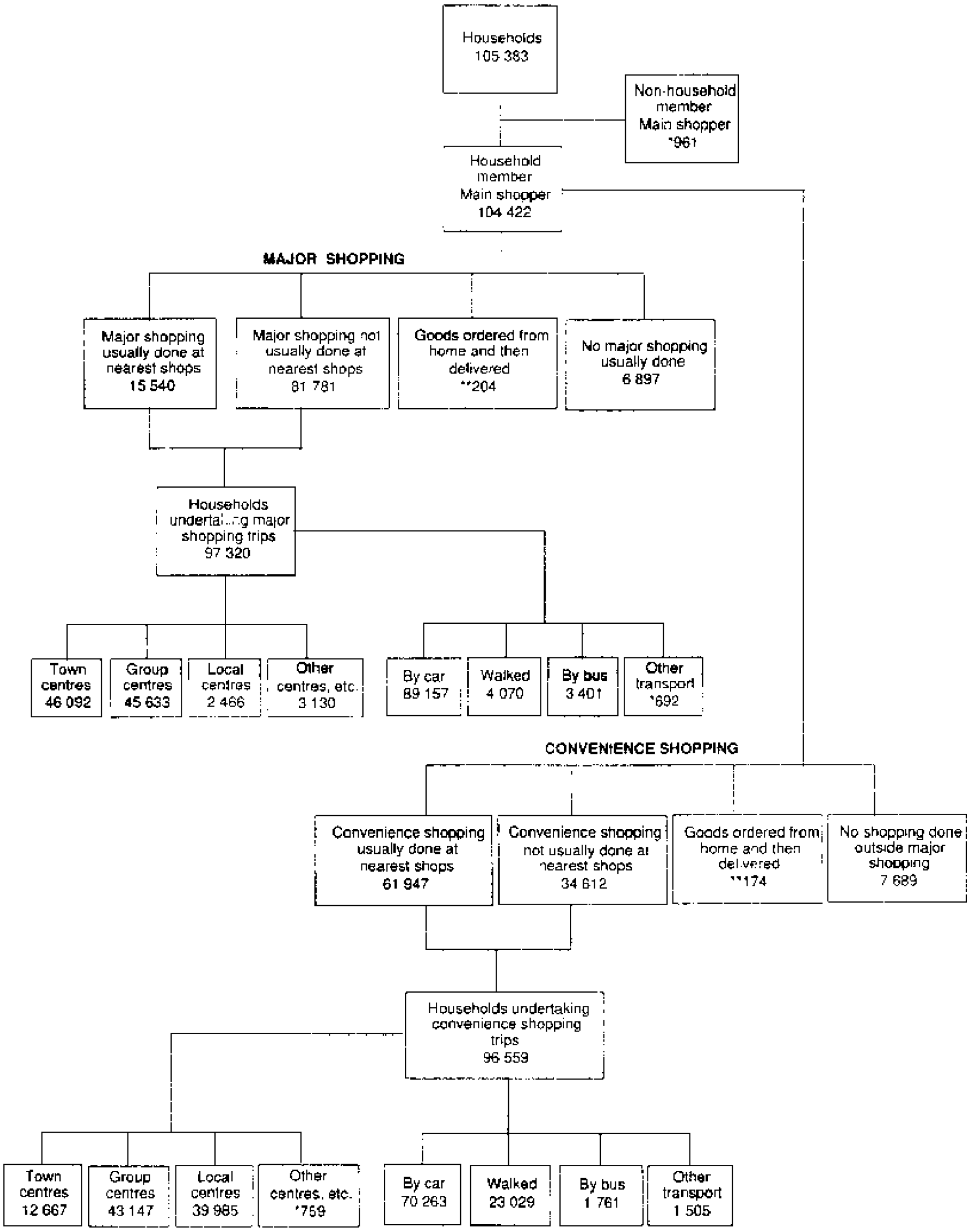
Between March 1996 and October 1996 the proportions of ACT households undertaking major shopping on Saturday and Sunday remained fairly similar. However, there appears to be a shift in the proportions doing shopping on Monday to Friday away from after 5pm (29% in March to 22% in October) to before 5pm (43% in March to 47% in October) (table 3.8).

The most popular major shopping days were Thursday, Saturday and Friday, whereas for convenience shopping, Wednesday and Tuesday were slightly favoured ahead of other days (table 3.5).

The most popular times for households' major shopping trips were 2.00pm–4.59pm (26% of households with an average of 8,300 trips per hour), 10.00am–11.59am (25% with 12,000 trips per hour) and 5.00pm–6.59pm (16% with 7,700 trips per hour), whereas for convenience shopping it was 5.00pm–6.59pm (27% of households with an average of 13,000 trips per hour), 2.00pm–4.59pm (22% with 7,200 trips per hour) and 10.00am–11.59am (20% with 9,600 trips per hour) (table 3.6).

The time to travel to shopping centres for major shopping trips took less than five minutes for 25% of trips and 5–9 minutes for 36% of trips. For convenience shopping, 44% of trips took less than five minutes and 24% took 5–9 minutes (table 3.11).

The structure of the population referred to in this survey are summarised in the following chart.



## CHAPTER 1

# SHOPPERS

In October 1996, it was estimated that there were around 105,400 private households in the ACT (as classified by the monthly population survey). The number of usual residents in the households varied from one to nine persons, with the majority of the population residing in one (16%), two (33%), three (20%) and four (19%) persons households.

Nearly all of the food and grocery shopping for ACT private households (104,400 or 99%) was undertaken by a household member. There were under 1,000 households where a non-household member undertook the majority of the food and grocery shopping for the household.

**1.1** NUMBER OF USUAL RESIDENCE IN HOUSEHOLDS

| | *Majority of shopping undertaken by* | | | |
|---|---|---|---|---|
| | | | *Total* | |
| | *Household member* | *Non-household member* | | |
| *Number of usual residents* | no. | no. | no. | % |
| 1 | 16 514 | *674 | 17 188 | 16.3 |
| 2 | 34 274 | **181 | 34 455 | 32.7 |
| 3 | 21 035 | **106 | 21 141 | 20.1 |
| 4 | 20 147 | — | 20 147 | 19.1 |
| 5 | 8 623 | — | 8 623 | 8.2 |
| 6 | 2 830 | — | 2 830 | 2.7 |
| 7–9 | *997 | — | *997 | *0.9 |
| **Total** | **104 422** | ***961** | **105 383** | **100.0** |

In households where the main food and grocery shopping was undertaken by a household member, 73,890 (71%) were female and 30,533 (29%) were male. The shopping was mainly undertaken by persons aged 35–44 years (25%), 25–34 years (23%) and 45–54 years (22%). Those aged 65 years and older undertook 12% of the food and grocery shopping.

## 1.2 MAIN FOOD AND GROCERY SHOPPER IN HOUSEHOLDS BY SEX AND AGE

| Age | no. | % |
|---|---|---|
| | MALE | |
| 15–19 | **160 | **0.5 |
| 20–24 | 2 828 | 9.3 |
| 25–34 | 6 485 | 21.2 |
| 35–44 | 7 321 | 24.0 |
| 45–54 | 6 374 | 20.9 |
| 55–64 | 3 750 | 12.3 |
| 65+ | 3 615 | 11.8 |
| **Total** | **30 533** | **100.0** |
| | FEMALE | |
| 15–19 | *389 | *0.5 |
| 20–24 | 5 277 | 7.1 |
| 25–34 | 17 518 | 23.7 |
| 35–44 | 19 269 | 26.1 |
| 45–54 | 16 745 | 22.7 |
| 55–64 | 6 589 | 8.9 |
| 65+ | 8 103 | 11.0 |
| **Total** | **73 890** | **100.0** |
| | PERSON | |
| 15–19 | *549 | *0.5 |
| 20–24 | 8 105 | 7.8 |
| 25–34 | 24 003 | 23.0 |
| 35–44 | 26 590 | 25.5 |
| 45–54 | 23 119 | 22.1 |
| 55–64 | 10 339 | 9.9 |
| 65+ | 11 718 | 11.2 |
| **Total** | **104 422** | **100.0** |

Of household members who did the majority of the food and grocery shopping, 67,183 (64%) were employed, 4,152 (4%) were unemployed and 33,087 (32%) were not in the labour force. The marital status of the main shoppers was 65,849 (63%) were either married or living in a de facto relationship, 13,538 (13%) were either separated or divorced, 7,219 (7%) were widowed and 17,816 (17%) had never married.

## 1.3 MAIN FOOD AND GROCERY SHOPPER IN HOUSEHOLDS BY MARITAL AND LABOUR FORCE STATUS

| | *Main shopper* | |
|---|---|---|
| | no. | % |
| Labour force status | | |
| Employed | 67 183 | 64.3 |
| Unemployed | 4 152 | 4.0 |
| Not in labour force | 33 087 | 31.7 |
| **Total** | **104 422** | **100.0** |
| Marital status | | |
| Married or de facto relationship | 65 849 | 63.1 |
| Separated or divorced | 13 538 | 13.0 |
| Widowed | 7 219 | 6.9 |
| Never married | 17 816 | 17.1 |
| **Total** | **104 422** | **100.0** |

## CHAPTER 2

## SHOPPING CENTRES

In October 1996 there were four town centres, 16 group centres 74 local centres and four other centres in the Canberra Statistical Division (see page 32 for details on the type and location of shopping centres across Canberra and page 35 for the reference map). There were about 10 local centres without a supermarket store in October 1996.

In households where the main food and grocery shopping was undertaken by a household member, the nearest shopping centre to the household was identified as a local centre for 70% (73,556), a group centre for 25% (25,625) and a town centre for 5% (5,242). Overall, 15% (15,815) of households did not utilise any shops or facilities at their nearest shopping centre over the four week period prior to the survey. However, this was mostly due to households which did not utilise their nearest local centre (21% or 15,142) for any purpose. Only **1.5% (**81) of households with town centres as their nearest shopping centre and *2.3% (*592) of households with group centres as their nearest shopping centre indicated no usage.

Overall, the most commonly used shops and facilities at the nearest shopping centre to households over the previous four weeks were supermarkets 74% (77,758 households), newsagents 39% (40,406), chemists 29% (29,765) and bakeries 27% (28,460). However the utilisation of various shops and facilities across centres varied considerably as a result of the range of shops and facilities available and the level of local patronage. The highest utilisation of facilities by households nearest to town centres were for supermarkets (97%), banks (59%), chemists (50%) and post office (45%). For households nearest to group centres it was for supermarkets (95%), newsagents (68%), chemists (51%) and bakeries (43%). For households nearest to local centres it was for supermarkets (66%), newsagents (29%), bakeries (21%) and chemists (19%).

## 2.1 NEAREST SHOPPING CENTRE TO HOUSEHOLDS AND FACILITIES USED

| | Town centre | Group centre | Local centre | All centres |
|---|---|---|---|---|
| Nearest centre | | | | |
| no. | 5 242 | 25 625 | 73 556 | 104 422 |
| per cent | 5.0 | 24.5 | 70.4 | 100.0 |
| Facilities used in previous four weeks (no. of households) | | | | |
| Bakery | 1 668 | 10 995 | 15 797 | 28 460 |
| Bank | 3 074 | 7 320 | 1 769 | 12 163 |
| Butcher | 1 235 | 5 045 | 6 729 | 13 008 |
| Chemist | 2 615 | 13 134 | 14 016 | 29 765 |
| Hairdresser/beautician | *875 | 3 123 | 4 634 | 8 632 |
| Newsagent | 1 945 | 17 529 | 20 932 | 40 406 |
| Petrol station | 2 027 | 8 987 | 7 616 | 18 629 |
| Post office | 2 334 | 8 983 | 10 356 | 21 673 |
| Supermarket | 5 066 | 24 304 | 48 388 | 77 758 |
| Takeaway/fast food outlet | 1 742 | 8 127 | 9 792 | 19 661 |
| Video outlet | 1 123 | 7 877 | 7 992 | 16 993 |
| Other facilities(a) | 5 076 | 14 108 | 6 180 | 25 363 |
| No facilities used | **81 | *592 | 15 142 | 15 815 |
| Facilities used in previous four weeks (% all households) | | | | |
| Bakery | 31.8 | 42.9 | 21.5 | 27.3 |
| Bank | 58.6 | 28.6 | 2.4 | 11.6 |
| Butcher | 23.6 | 19.7 | 9.1 | 12.5 |
| Chemist | 49.9 | 51.3 | 19.1 | 28.5 |
| Hairdresser/beautician | *16.7 | 12.2 | 6.3 | 8.3 |
| Newsagent | 37.1 | 68.4 | 28.5 | 38.7 |
| Petrol station | 38.7 | 35.1 | 10.4 | 17.8 |
| Post office | 44.5 | 35.1 | 14.1 | 20.8 |
| Supermarket | 96.6 | 94.8 | 65.8 | 74.5 |
| Takeaway/fast food outlet | 33.2 | 31.7 | 13.3 | 18.8 |
| Video outlet | 21.4 | 30.7 | 10.9 | 16.3 |
| Other facilities(a) | 96.8 | 55.1 | 8.4 | 24.3 |
| No facilities used | **1.5 | *2.3 | 20.6 | 15.1 |

(a) Details relate to 33 other types of facilities reported by 17,110 households.

Only 15% (15,540) of households indicated that their major shopping for food and grocery items was usually undertaken at their nearest shopping centre. A further 7% (6,897) reported that no major shopping was usually done and 78% (81,781) indicated that their major shopping was not usually done at their nearest shopping centre.

Around 73% of the households nearest to town centres (3,826 of 5,242) indicated that their major food and grocery shopping was usually undertaken at the nearest town centre. For households nearest to group centres, only 36% indicated that their major shopping was usually undertaken at the nearest group centre (9,152 of 25,625). However, only 3.5% of households nearest to local centres (2,561 of 73,556) indicated that their major shopping was usually undertaken at the nearest local centre.

Households patronage of their nearest shopping centre for convenience shopping is considerably higher than for their major shopping. Just over 59% (62,045) of households reported that their convenience shopping for food and grocery items was usually undertaken at their nearest shopping centre. Another 7% (7,689) indicated that no additional items were usually purchased outside of their major shopping and 33% (34,514) reported that their convenience shopping was not usually done at their nearest shopping centre.

Nearly 70% of the households nearest to town centres (3,644 of 5,242) indicated that their convenience food and grocery shopping was usually undertaken at the nearest town centre. For households nearest to group centres, 80% reported that their convenience shopping was usually done at the nearest group centre (20,542 of 25,625), in contrast with 36% for major shopping. Just over 51% of households nearest to local centres (37,859 of 73,556) indicated that their convenience shopping was usually done at the nearest local centre, in contrast with 3.5% for major shopping.

## 2.2 SHOPPING CENTRE AT WHICH MAJOR AND CONVENIENCE SHOPPING USUALLY UNDERTAKEN

| | *Major shopping* | | *Convenience shopping* | |
|---|---|---|---|---|
| | no. | % | no. | % |
| Nearest shopping centre | | | | |
| Town centre | 3 826 | . . | 3 644 | . . |
| Group centre | 9 152 | . . | 20 542 | . . |
| Local centre | 2 561 | . . | 37 859 | . . |
| *Total* | *15 540* | *14.9* | *62 045* | 59.4 |
| Not nearest shopping centre | 81 781 | 78.3 | 34 514 | 33.1 |
| Goods usually ordered from home and then delivered | **204 | **0.2 | **174 | **0.2 |
| No major or convenience shopping usually done | 6 897 | 6.6 | 7 689 | 7.4 |
| **Total** | **104 422** | **100.0** | **104 422** | **100.0** |

The age and labour force characteristics of shoppers who usually do their major shopping at the nearest shopping centre are slightly different to those for all shoppers.

The proportion of shoppers patronising their nearest centre for major shopping in the age groups 25–34 (19.5%) and 35–44 (22.4%) is less than that for all shoppers (23.0% and 25.5% respectively, see table 1.2). For age groups 45–54 (24.4%) and 65 years and older (17.2%) is greater than that for all shoppers (22.1% and 11.2% respectively). The proportion of those not in the labour force who are undertaking the major shopping at their nearest centre (36.6%) is higher than that for all shoppers (31.7%, see table 1.3).

The age and labour force characteristics of shoppers who usually do the convenience shopping at the nearest shopping centre are similar to those for all shoppers.

Just over 99% of households that usually do their major shopping at the nearest shopping centre had utilised supermarkets as compared with 74% for all households (see table 2.1). Patronage of newsagents (64%) and chemists (58%) was similarly higher than for all households (39% and 29% respectively).

Proportionally, the patronage of shops and facilities by households that usually do their shopping at the nearest shopping centre is less for convenience shopping than for major shopping, but for most facilities is still considerably greater than that for all households shopping.

## 2.3 SHOPPERS WHO USUALLY DO MAJOR AND CONVENIENCE SHOPPING AT NEAREST SHOPPING CENTRE BY AGE, LABOUR FORCE STATUS AND FACILITIES USED

| | *Major shopping* | | *Convenience shopping* | |
|---|---|---|---|---|
| | no. | % | no. | % |
| Age | | | | |
| 15–19 | — | — | *469 | *0.8 |
| 20–24 | 1 081 | 7.0 | 5 024 | 8.1 |
| 25–34 | 3 027 | 19.5 | 13 988 | 22.5 |
| 35–44 | 3 474 | 22.4 | 16 070 | 25.9 |
| 45–54 | 3 791 | 24.4 | 12 920 | 20.8 |
| 55–64 | 1 491 | 9.6 | 6 238 | 10.1 |
| 65+ | 2 675 | 17.2 | 7 335 | 11.8 |
| **Total** | **15 540** | **100.0** | **62 045** | **100.0** |
| Labour force status | | | | |
| Employed | 9 431 | 60.7 | 40 208 | 64.8 |
| Unemployed | *424 | *2.7 | 1 903 | 3.1 |
| Not in labour force | 5 685 | 36.6 | 19 933 | 32.1 |
| **Total** | **15 540** | **100.0** | **62 045** | **100.0** |
| Facilities used in previous four weeks | | | | |
| Bakery | 6 142 | 39.5 | 22 207 | 35.8 |
| Bank | 7 416 | 47.7 | 10 011 | 16.1 |
| Butcher | 4 115 | 26.5 | 10 875 | 17.5 |
| Chemist | 9 070 | 58.4 | 23 627 | 38.1 |
| Hairdresser/beautician | 2 724 | 17.5 | 6 336 | 10.2 |
| Newsagent | 10 014 | 64.4 | 31 301 | 50.4 |
| Petrol station | 5 457 | 35.1 | 14 673 | 23.6 |
| Post office | 6 963 | 44.8 | 18 036 | 29.1 |
| Supermarket | 15 424 | 99.3 | 58 518 | 94.3 |
| Takeaway/fast food outlet | 5 206 | 33.5 | 14 420 | 23.2 |
| Video outlet | 3 774 | 24.3 | 13 821 | 22.3 |
| Other facilities | 10 893 | 70.1 | 20 747 | 33.4 |
| No facilities used | **116 | **0.7 | 1 292 | 2.1 |

The main reasons reported by the 81,781 households which did not do their major shopping at the nearest shopping centre were 'goods are too expensive' (54%), 'don't like range/quality of shops, goods and services' (29%), 'shops elsewhere are bigger/more convenient' (10%) and 'supermarket closed' (3%). The majority of these responses related to the 67,156 households which did not patronise their nearest local centre. In addition there were 13,592 households which did not support their nearest group centre and 1,033 households which did not support their nearest town centre (i.e. households where local centres are not their nearest shopping centre).

The main reasons indicated by the 34,514 households which did not do their convenience shopping at the nearest shopping centre were 'shops elsewhere are bigger/more convenient' (31%), 'goods are too expensive' (28%) and 'don't like range/quality of shops, goods and services' (21%). Most of these responses again related to the 29,694 households which did not patronise their nearest local centre. There were also 3,660 households which did not support their nearest group centre and 1,158 households which did not support their nearest town centre (i.e. households where local centres are not their nearest shopping centre).

## 2.4 MAIN REASON WHY MAJOR AND CONVENIENCE SHOPPING IS NOT DONE AT NEAREST SHOPPING CENTRE

| | Town centre | Group centre | Local centre | All centres | |
|---|---|---|---|---|---|
| *Reason* | no. | no. | no. | no. | % |
| | MAJOR SHOPPING | | | | |
| Don't like range/quality of shops, goods and services | **110 | 3 549 | 19 883 | 23 542 | 28.8 |
| Goods are too expensive | *404 | 7 125 | 36 854 | 44 383 | 54.3 |
| Limited hours of operation | **81 | — | **273 | *354 | *0.4 |
| Shops elsewhere are bigger/more convenient | **264 | 2 071 | 6 204 | 8 539 | 10.4 |
| Staff unfriendly/shops unattractive/unwelcoming | — | **92 | *512 | *604 | *0.7 |
| Supermarket closed | — | — | 2 676 | 2 676 | 3.3 |
| Other | **174 | *755 | *754 | 1 683 | 2.1 |
| **Total** | **1 033** | **13 592** | **67 156** | **81 781** | **100.0** |
| | CONVENIENCE SHOPPING | | | | |
| Don't like range/quality of shops, goods and services | — | *368 | 6 860 | 7 227 | 20.9 |
| Goods are too expensive | — | *657 | 8 970 | 9 627 | 27.9 |
| Limited hours of operation | — | — | *649 | *649 | *1.9 |
| Shops elsewhere are bigger/more convenient | *794 | 1 728 | 8 045 | 10 567 | 30.6 |
| Staff unfriendly/shops unattractive/unwelcoming | — | **92 | *993 | 1 085 | 3.1 |
| Supermarket closed | — | — | **87 | **87 | **0.3 |
| Other | *364 | *817 | 4 090 | 5 272 | 15.3 |
| **Total** | **1 158** | **3 660** | **29 694** | **34 514** | **100.0** |

The ranking of all reasons provided by households which did not do their major shopping at the nearest shopping centre were generally consistent to those given for main reason. The proportion of households reporting particular reasons were 76% for 'goods are too expensive', 58% for 'don't like range/quality of shops, goods and services', 25% for 'shops elsewhere are bigger/more convenient', 5% for 'limited hours of operation', 4% for 'supermarket closed' and 3% for 'staff unfriendly/shops unattractive/unwelcoming'.

The ranking of all reasons provided by households which did not do their convenience shopping at the nearest shopping centre were slightly different to those given for main reason. The proportion of households reporting particular reasons were 43% for 'goods are too expensive', 38% for 'shops elsewhere are bigger/more convenient', 36% for 'don't like range/quality of shops, goods and services', 9% for 'supermarket closed', 6% for 'staff unfriendly/shops unattractive/unwelcoming' and 4% for 'limited hours of operation'.

## 2.5 ALL REASONS WHY MAJOR AND CONVENIENCE SHOPPING IS NOT DONE AT NEAREST SHOPPING CENTRE

| Reason | Town centre | Group centre | Local centre | All centres | All centres: Proportion of households reporting reason |
|---|---|---|---|---|---|
| | no. | no. | no. | no. | % |
| MAJOR SHOPPING | | | | | |
| Don't like range/quality of shops, goods and services | *315 | 6 083 | 41 130 | 47 526 | 58.1 |
| Goods are too expensive | *404 | 9 234 | 52 284 | 61 922 | 75.7 |
| Limited hours of operation | **81 | · | 3 852 | 3 932 | 4.8 |
| Shops elsewhere are bigger/more convenient | *479 | 3 080 | 16 867 | 20 425 | 25.0 |
| Staff unfriendly/shops unattractive/unwelcoming | — | *366 | 2 203 | 2 568 | 3.1 |
| Supermarket closed | .. | — | 2 953 | 2 953 | 3.6 |
| Other | **174 | *948 | 1 228 | 2 354 | 2.9 |
| CONVENIENCE SHOPPING | | | | | |
| Don't like range/quality of shops, goods and services | — | *629 | 11 911 | 12 540 | 36.3 |
| Goods are too expensive | — | *846 | 13 936 | 14 782 | 42.8 |
| Limited hours of operation | — | — | 1 305 | 1 305 | 3.8 |
| Shops elsewhere are bigger/more convenient | *794 | 2 092 | 10 092 | 12 979 | 37.6 |
| Staff unfriendly/shops unattractive/unwelcoming | — | **180 | 1 914 | 2 094 | 6.1 |
| Supermarket closed | — | — | 2 935 | 2 935 | 8.5 |
| Other | *364 | *817 | 1 178 | 2 359 | 6.8 |

The ACT 1991–92 Retail Census shopfront retailing statistics have been recompiled by type of shopping centre in order to provide an indication of relative size and market share of types of shopping centres. Since 1991–92, when the latest retail census was conducted, a number of shopping centres have been established in Canberra. In Tuggeranong, the Gordon local centre was established in 1993 and the Theodore local centre in 1994. In Gungahlin, the Palmerston local centre was established in 1994 and the Ngunnawal local centre in 1996.

At 30 June 1992, there were nearly 2,340 locations in the ACT involved in shopfront retailing, occupying 518,000 square metres of floorspace. During 1991–92 these locations recorded turnover of almost $1,800 million, while employing almost 18,700 people receiving wages and salaries of $205 million. The $1,800 million turnover represented just over $96,000 per person employed, significantly higher than the national average of $90,843. In the 12 years from 1980, the number of shopfront retailing locations in the ACT increased by about 41% and the number of people employed in those businesses increased by about 76% (from 10,590 persons in 1980).

The 1,027 retail businesses located in the four town centres contributed 52% ($923 million) of the ACT turnover in 1991–92 and 52% (9,728) of the ACT persons employed in retailing. Town centres turnover per person employed was $94,912.

The 16 group centres had 552 businesses which contributed 22% ($399 million) of the ACT turnover and 23% (4,367) of the ACT persons employed in retailing. Group centres turnover per person employed was $91,379 in 1991–92.

At the time, the 72 local centres (including Oaks Estate and Hall) had 549 businesses which contributed 15% ($276 million) of the ACT turnover and 18% (3,316) of the ACT persons employed in retailing. Local centres turnover per person employed was $83,357.

There were 208 other shops in Fyshwick (industrial suburb) which contributed 11% ($193 million) of the ACT turnover and 9% (208) of the ACT persons employed in retailing. These shops turnover per person employed was $154,614.

The turnover per person employed varied considerably across types and locations of shopping centres in Canberra. The four highest levels of turnover per person employed (excluding Fyshwick) were recorded by businesses located in the Woden Valley town centre ($127,209), Tuggeranong group centres ($107,058), Tuggeranong local centres ($104,205) and Weston Creek–Stromlo local centres ($100,204). The four lowest levels of turnover per person employed were recorded by businesses located in the Woden Valley local centres ($61,972), South Canberra local centres ($79,278), North Canberra local centres ($80,525) and South Canberra group centres ($82,671).

## 2.6 RETAIL CENSUS SHOPFRONT RETAILING BY TYPE OF SHOPPING CENTRE, 1991–92

| | Locations at 30 June | Persons employed | Wages and salaries | Turnover | Floorspace |
|---|---|---|---|---|---|
| | no. | no. | $m | $m | '000 sq.m. |
| North Canberra | | | | | |
| Town centre | 401 | 3 285 | 38.4 | 281.6 | 80 |
| Group centres | 60 | 719 | 7.4 | 59.6 | 13 |
| Local centres | 148 | 114 | 10.7 | 91.8 | 23 |
| *Total* | *609* | *5 118* | *56.5* | *433.0* | *116* |
| South Canberra | | | | | |
| Town centre | — | — | — | — | — |
| Group centres | 163 | 867 | 8.6 | 71.7 | 19 |
| Local centres(a) | 103 | 622 | 8.6 | 49.3 | 19 |
| Other shops(b) | 208 | 1 246 | 21.4 | 192.6 | 84 |
| *Total* | *474* | *2 735* | *35.6* | *313.6* | *122* |
| Belconnen | | | | | |
| Town centre | 249 | 2 569 | 28.0 | 252.3 | 71 |
| Group centres | 113 | 835 | 8.3 | 81.3 | 20 |
| Local centres | 107 | 571 | 5.8 | 52.3 | 13 |
| *Total* | *469* | *3 975* | *42.1* | *385.9* | *104* |
| Gungahlin–Hall | | | | | |
| Town centre | — | — | — | — | — |
| Group centres | — | — | — | — | — |
| Local centres(c) | 68 | 306 | 3.1 | 25.5 | 16 |
| *Total* | *68* | *306* | *3.1* | *25.5* | *16* |
| Tuggeranong | | | | | |
| Town centre | 125 | 1 659 | 17.9 | 157.6 | 48 |
| Group centres | 96 | 756 | 8.2 | 80.9 | 17 |
| Local centres | 30 | 185 | 1.6 | 19.3 | 7 |
| *Total* | *251* | *2 600* | *27.7* | *257.9* | *72* |
| Weston Creek–Stromlo | | | | | |
| Town centre | — | — | — | — | — |
| Group centres | 58 | 634 | 5.6 | 53.9 | 10 |
| Local centres | 35 | 162 | 1.1 | 16.2 | 3 |
| *Total* | *93* | *796* | *6.7* | *70.2* | *13* |
| Woden Valley | | | | | |
| Town centre | 252 | 2 215 | 26.7 | 231.8 | 58 |
| Group centres | 62 | 556 | 4.9 | 51.6 | 9 |
| Local centres | 58 | 356 | 2.2 | 22.1 | 8 |
| *Total* | *372* | *3 127* | *33.8* | *305.4* | *75* |
| Total | | | | | |
| Town centre | 1 027 | 9 728 | 111.1 | 923.3 | 257 |
| Group centres | 552 | 4 367 | 42.9 | 399.1 | 88 |
| Local centres | 549 | 3 316 | 30.0 | 276.4 | 89 |
| Other shops(b) | 208 | 1 246 | 21.4 | 192.6 | 84 |
| **Total** | **2 336** | **18 657** | **205.5** | **1 791.4** | **518** |

(a) Includes Oaks Estate.
(b) Fyshwick.
(c) Includes Hall.

CHAPTER 3

# SHOPPING TRIPS

There were 97,320 households in October 1996 which undertook major shopping trips for food and grocery items. Just over 50% (49,368) usually did major shopping once a week, 34% (32,910) once a fortnight and 9% (9,171) two or more times a week.

This is in contrast with the frequency of when the convenience shopping for food and grocery items was usually undertaken. There were 96,559 households which undertook convenience shopping trips. Nearly 72% (69,122) usually did convenience shopping two or more times a week, 19% (18,367) once a week and 5% (4,600) once a fortnight.

**3.1** NUMBER OF MAJOR AND CONVENIENCE SHOPPING TRIPS USUALLY MADE

| | Major shopping | | Convenience shopping | |
|---|---|---|---|---|
| *Frequency of shopping trips* | no. | % | no. | % |
| Two or more times per week | 9 171 | 9.4 | 69 122 | 71.6 |
| Once per week | 49 368 | 50.7 | 18 367 | 19.0 |
| Once per 10 days | 1 538 | 1.6 | *820 | *0.8 |
| Once per fortnight | 32 910 | 33.8 | 4 600 | 4.8 |
| Once per three weeks | 1 481 | 1.5 | *487 | *0.5 |
| Once per month and other | 2 852 | 2.9 | 3 163 | 3.3 |
| **Total** | **97 320** | **100.0** | **96 559** | **100.0** |

The frequency of major shopping trips by shoppers who usually patronise their nearest centres was slightly greater than that reported by all shoppers (see table 3.1). Just over 58% (9,025) of these households usually undertake major shopping once a week (compared to 51% for all shoppers) and only 28% (4,390) usually undertake major shopping once a fortnight (compared to 34% for all shoppers). The frequency of convenience shopping by households usually patronising their nearest shopping centre was similar to that for all shoppers.

**3.2** NUMBER OF MAJOR AND CONVENIENCE SHOPPING TRIPS USUALLY DONE AT NEAREST SHOPPING CENTRE

| | Major shopping | | Convenience shopping | |
|---|---|---|---|---|
| *Frequency of shopping trips* | no. | % | no. | % |
| Two or more times per week | 1 533 | 9.9 | 44 056 | 71.0 |
| Once per week | 9 025 | 58.1 | 12 071 | 19.5 |
| Once per 10 days | **92 | **0.6 | **254 | **0.4 |
| Once per fortnight | 4 390 | 28.2 | 3 488 | 5.6 |
| Once per three weeks | **201 | **1.3 | *386 | *0.6 |
| Once per month and other | **300 | **1.9 | 1790 | 2.9 |
| **Total** | **15 540** | **100.0** | **62 045** | **100.0** |

The last major shopping trip was undertaken to town centres by 46,092 (47%) households, to group centres by 45,633 (47%) households, to local centres by 2,466 (3%) households and to other centres (Fyshwick and Queanbeyan) by 2,815 (3%) households. This is in contrast with households' nearest shopping centre being town centres for 5%, group centres for 25% and local centres for 70%.

The last convenience shopping trip was undertaken to town centres by 12,667 (13%) households, to group centres by 43,147 (45%) households, to local centres by 39,985 (41%) households and to other centres by 661 (1%) households.

The survey indicated that group centres were very well patronised by households for both the last major and convenience shopping trips. In general, town centres were equally well supported for the last major shopping trip and local centres were almost as popular as group centres for the last convenience shopping trip.

**3.3** TYPE OF SHOPPING CENTRE TO WHICH THE LAST MAJOR AND CONVENIENCE SHOPPING TRIP WAS UNDERTAKEN

| | *Major shopping* | | *Convenience shopping* | |
|---|---|---|---|---|
| *Shopping centre* | no. | % | no. | % |
| Town centre | 46 092 | 47.4 | 12 667 | 13.1 |
| Group centre | 45 633 | 46.9 | 43 147 | 44.7 |
| Local centre | 2 466 | 2.5 | 39 985 | 41.4 |
| Other centres | | | | |
| Fyshwick | 1 388 | 1.4 | *423 | *0.4 |
| Queanbeyan | 1 427 | 1.5 | **238 | **0.2 |
| Not stated/don't know | *316 | *0.3 | **98 | **0.1 |
| **Total** | **97 320** | **100.0** | **96 559** | **100.0** |

There were 14,869 households whose last major shopping trip was to their nearest shopping centre. Of these households, 62% (9,267) reported that they had undertaken their major shopping at a group centre, 25% (3,636) at a town centre and 13% (1,966) at a local centre. These proportions are reasonably consistent with responses provided by all households on where their major shopping was usually undertaken (see table 2.2).

There were 55,547 households whose last convenience shopping trip was to their nearest shopping centre. Of these households, 60% (33,422) had indicated that they had undertaken their convenience shopping at a local centre, 34% (18,972) at a group centre and 6% (3,153) at a town centre. These proportions are consistent with responses provided by all households on where their convenience shopping was usually undertaken (see table 2.2).

**3.4** SHOPPERS WHOSE LAST MAJOR AND CONVENIENCE SHOPPING TRIP WAS UNDERTAKEN TO THE NEAREST SHOPPING CENTRE

| | *Major shopping* | | *Convenience shopping* | |
|---|---|---|---|---|
| *Shopping centre* | no. | % | no. | % |
| Town centre | 3 636 | 24.5 | 3 153 | 5.7 |
| Group centre | 9 267 | 62.3 | 18 972 | 34.2 |
| Local centre | 1 966 | 13.2 | 33 422 | 60.2 |
| **Total** | **14 869** | **100.0** | **55 547** | **100.0** |

A total of 287,846 shopping trips for food and grocery items were undertaken by households in the week prior to the survey. Overall, the most popular days for shopping during the previous week were Thursday (17% of shopping trips), Friday (16%), Wednesday (15%) and Saturday (15%), with the remaining days having 12% to 13% each. For households which did not shop in the previous week, the most popular days for the last shopping were Thursday (21%), Saturday (18%), Friday (15%) and Wednesday (13%).

There were 78,136 major shopping trips undertaken by 68,075 households in the week prior to the survey. There were a further 29,245 households which did not undertake any major shopping during that week (but may have undertaken major shopping in another week and some convenience shopping). Overall this represents a major shopping trip by the 97,320 households every 0.8 times a week. The most popular days for major shopping during the previous week were Thursday (24% of shopping trips), Saturday (19%), Friday (18%) and Wednesday (14%). For households which did not undertake major shopping in the previous week, the most popular days for the last major shopping were Thursday (27%), Saturday (19%) and Friday (16%).

There were 209,710 convenience shopping trips undertaken by 83,388 households in the week prior to the survey. There were a further 15,630 households which did not undertake any convenience shopping during that week (but may have undertaken convenience shopping in another week and some major shopping). Overall a convenience shopping trip is undertaken by the 96,559 households every 2.2 times a week. The most popular days for convenience shopping during the previous week were Wednesday (16% of shopping trips), Tuesday (15%), Friday (15%) and Thursday (14%). For households which did not undertake convenience shopping in the previous week, the most popular days for the last convenience shopping were Tuesday (20%), Monday (17%) Wednesday (16%) and Saturday (16%).

## 3.5 DAYS ON WHICH MAJOR AND CONVENIENCE SHOPPING UNDERTAKEN

| | Major shopping trips | | Convenience shopping trips | | Total | |
|---|---|---|---|---|---|---|
| Day | no. | % | no. | % | no. | % |
| SHOPPING TRIPS UNDERTAKEN IN PRECEDING WEEK | | | | | | |
| Monday | 5 624 | 7.2 | 29 222 | 13.9 | 34 846 | 12.1 |
| Tuesday | 5 592 | 7.2 | 32 091 | 15.3 | 37 683 | 13.1 |
| Wednesday | 11 104 | 14.2 | 32 791 | 15.6 | 43 895 | 15.2 |
| Thursday | 18 835 | 24.1 | 30 109 | 14.4 | 48 944 | 17.0 |
| Friday | 14 219 | 18.2 | 30 961 | 14.8 | 45 180 | 15.7 |
| Saturday | 14 498 | 18.6 | 28 187 | 13.4 | 42 685 | 14.8 |
| Sunday | 8 264 | 10.6 | 26 266 | 12.5 | 34 530 | 12.0 |
| Not stated/don't know | — | — | **83 | **— | **83 | **— |
| Total | 78 136 | 100.0 | 209 710 | 100.0 | 287 846 | 100.0 |
| LAST DAY SHOPPING TRIP UNDERTAKEN IF NOT IN PRECEDING WEEK | | | | | | |
| Monday | 2 192 | 7.5 | 2 733 | 17.5 | 4 925 | 11.0 |
| Tuesday | 2 138 | 7.3 | 3 113 | 19.9 | 5 251 | 11.7 |
| Wednesday | 3 248 | 11.1 | 2 565 | 16.4 | 5 813 | 13.0 |
| Thursday | 7 771 | 26.6 | 1 484 | 9.5 | 9 255 | 20.6 |
| Friday | 4 698 | 16.1 | 1 833 | 11.7 | 6 531 | 14.6 |
| Saturday | 5 554 | 19.0 | 2 498 | 16.0 | 8 052 | 17.9 |
| Sunday | 3 449 | 11.8 | *818 | *5.2 | 4 267 | 9.5 |
| Not stated/don't know | **195 | **0.7 | *587 | *3.8 | *782 | *1.7 |
| Total | 29 245 | 100.0 | 15 630 | 100.0 | 44 875 | 100.0 |

For the 97,320 households undertaking their last major shopping trips, the most popular times for shopping were 2.00pm to 4.59pm (26% of households with an average of 8,300 trips per hour), 10.00am to 11.59am (25% with 12,000 trips per hour) and 5.00pm to 6.59pm (16% with 7,700 trips per hour). For the 96,559 households undertaking their last convenience shopping trips, the most popular times for shopping were 5.00pm to 6.59pm (27% of households with an average of 13,000 trips per hour), 2.00pm to 4.59pm (22% with 7,200 trips per hour) and 10.00am to 11.59am (20% with 9,600 trips per hour).

## 3.6 TIME OF DAY LAST MAJOR AND CONVENIENCE SHOPPING TRIP UNDERTAKEN BY TYPE OF CENTRE

| | | | | | Total | | |
|---|---|---|---|---|---|---|---|
| *Time* | *Town centre* | *Group centre* | *Local centre* | *Other centres, not stated/don't know* | | | *Average per hour* |
| | no. | no. | no. | no. | no. | % | no. |
| | | | LAST MAJOR SHOPPING TRIP | | | | |
| 12.00am — 7.59am | **195 | *631 | — | — | *826 | *0.8 | *103 |
| 8.00am — 9.59am | 6 559 | 4 329 | **98 | *325 | 11 311 | 11.6 | 5 656 |
| 10.00am — 11.59am | 11 683 | 11 029 | *455 | *842 | 24 008 | 24.7 | 12 004 |
| 12.00pm — 1.59pm | 6 538 | 3 827 | **181 | *348 | 10 896 | 11.2 | 5 448 |
| 2.00pm — 4.59pm(a) | 12 022 | 11 239 | *876 | *812 | 24 947 | 25.6 | 8 316 |
| 5.00pm — 6.59pm | 7 359 | 7 495 | *509 | **130 | 15 494 | 15.9 | 7 747 |
| 7.00pm — 8.59pm | 1 639 | 5 406 | **166 | *573 | 7 783 | 8.0 | 3 892 |
| 9.00pm — 11.59pm(a) | — | 1 596 | **180 | — | 1 776 | 1.8 | 592 |
| Not stated | **96 | **83 | — | **99 | **278 | **0.3 | — |
| **Total** | **46 092** | **45 633** | **2 466** | **3 130** | **97 320** | **100.0** | — |
| | | | LAST CONVENIENCE SHOPPING TRIP | | | | |
| 12.00am — 7.59am | **89 | *361 | *445 | — | *894 | *0.9 | 112 |
| 8.00am — 9.59am | *853 | 3 113 | 3 708 | **224 | 7 897 | 8.2 | 3 949 |
| 10.00am — 11.59am | 3 320 | 8 039 | 7 893 | — | 19 252 | 19.9 | 9 626 |
| 12.00pm — 1.59pm | 2 350 | 4 368 | 4 075 | — | 10 792 | 11.2 | 5 396 |
| 2.00pm — 4.59pm(a) | 2 264 | 11 534 | 7 632 | **119 | 21 548 | 22.3 | 7 183 |
| 5.00pm — 6.59pm | 3 190 | 10 953 | 11 666 | **296 | 26 104 | 27.0 | 13 052 |
| 7.00pm — 8.59pm | *503 | 3 544 | 4 389 | **119 | 8 555 | 8.9 | 4 278 |
| 9.00pm — 11.59pm(a) | — | 1 123 | — | — | 1 123 | 1.2 | 374 |
| Not stated | **100 | **113 | **180 | — | *393 | *0.4 | — |
| **Total** | **12 667** | **43 147** | **39 985** | ***759** | **96 559** | **100.0** | — |

(a) Three-hour interval, whereas most intervals are of two hours.

The findings in the following table are from the Environmental Issues: People's Views and Practices supplementary survey run in association with the March 1996 ABS Labour Force Survey. Readers should interpret these results after taking into account the different shopping hours available in each State and Territory.

While the principal time that Australian households did their major shopping was reported in the March 1996 survey as Monday to Friday before 5pm (63%), the ACT recorded the lowest proportion of any State or Territory (43%) in this time period. Conversely, the ACT recorded the highest proportion (29%) of major shopping done on Monday to Friday after 5pm. After the Northern Territory, shoppers in the ACT were the most likely to have done their major shopping on a Saturday afternoon or Sunday (21%). New South Wales at 11%, was the next State where major shopping on a Saturday afternoon or Sunday was most popular.

## 3.7 HOUSEHOLD SHOPPING DAY BY STATES AND TERRITORIES, MARCH 1996(a)

| Day | NSW | Vic. | Qld | SA | WA | Tas. | NT | ACT | Aust. |
|---|---|---|---|---|---|---|---|---|---|
| | | | NUMBER ('000) | | | | | | |
| Monday to Friday before 5.00pm | 1 322.7 | 995.1 | 814.2 | 390.3 | 407.1 | 125.8 | 20.0 | 44.2 | 4 119.5 |
| Monday to Friday after 5.00pm | 449.1 | 405.4 | 225.3 | 81.5 | 92.5 | 34.4 | 10.0 | 29.6 | 1 327.8 |
| Saturday morning | 189.7 | 141.4 | 110.6 | 63.7 | 82.7 | 10.5 | **4.9 | 8.3 | 611.7 |
| Saturday afternoon | 125.9 | 88.2 | 57.7 | 34.0 | 46.8 | **6.8 | **5.8 | 11.1 | 376.3 |
| Sunday | 111.4 | 12.8 | 11.3 | **3.2 | **5.0 | **1.1 | **4.7 | 10.3 | 159.7 |
| **Total** | **2 198.9** | **1 642.9** | **1 219.1** | **572.6** | **634.0** | **178.7** | **45.4** | **103.5** | **6 595.1** |
| | | | PROPORTION (%) | | | | | | |
| Monday to Friday before 5.00pm | 60.2 | 60.6 | 66.8 | 68.2 | 64.2 | 70.4 | 44.1 | 42.7 | 62.5 |
| Monday to Friday after 5.00pm | 20.4 | 24.7 | 18.5 | 14.2 | 14.6 | 19.3 | 22.0 | 28.6 | 20.1 |
| Saturday morning | 8.6 | 8.6 | 9.1 | 11.1 | 13.0 | 5.9 | **10.8 | 8.0 | 9.3 |
| Saturday afternoon | 5.7 | 5.4 | 4.7 | 5.9 | 7.4 | **3.8 | **12.8 | 10.7 | 5.7 |
| Sunday | 5.1 | 0.8 | 0.9 | **0.6 | **0.8 | **0.6 | **10.3 | 9.9 | 2.4 |
| **Total** | **100.0** | **100.0** | **100.0** | **100.0** | **100.0** | **100.0** | **100.0** | **100.0** | **100.0** |

(a) Results from a supplementary survey run in association with the March 1996 ABS Labour Force Survey conducted throughout Australia.

*Source: Environmental Issues, People's Views and Practices, 1996* (4602.0).

From the October 1996 Shopping Preferences supplementary survey, just over 47% of households did their major shopping on Monday to Friday before 5pm, with a further 21% doing their shopping on Monday to Friday after 5pm. Comparing the results from the October 1996 Shopping Preferences survey with those from the March 1996 Environmental Issues survey, there was a fairly similar proportion of households undertaking their shopping on Saturday and Sunday. However, there was an apparent shift in shopping undertaken on Monday to Friday before and after 5pm. Whereas the March 1996 survey recorded 43% of households undertaking major shopping before 5pm, the October 1996 survey recorded 47%. For shopping after 5pm, the results were 29% (March 1996) and 22% (October 1996). New trading hours legislation came into effect in the ACT in September 1996.

## 3.8 HOUSEHOLD SHOPPING DAY FOR LAST MAJOR SHOPPING TRIP

| | *Environmental Issues Survey, March 1996* | | *Shopping Preferences Survey, October 1996* | |
|---|---|---|---|---|
| Day | no. | % | no. | % |
| Monday to Friday before 5.00pm | 44 200 | 42.7 | 45 830 | 47.1 |
| Monday to Friday 5.00pm and after | 29 600 | 28.6 | 20 908 | 21.5 |
| Saturday morning | 8 300 | 8.0 | 8 717 | 9.0 |
| Saturday afternoon | 11 100 | 10.7 | 10 051 | 10.3 |
| Sunday | 10 300 | 9.9 | 11 511 | 11.8 |
| Don't know/not stated | — | — | *303 | *0.3 |
| **Total** | **103 500** | **100.0** | **97 320** | **100.0** |

For the last major shopping trip, the main places of departure were home (79%), work (11%), other shops (3%) and friend's/relative's house (2%). For the last convenience shopping trip, the main places of departure were home (68%), work (16%), friend's/relative's house (3%) and sport/recreation/leisure facility (3%).

## 3.9 LAST MAJOR AND CONVENIENCE SHOPPING TRIP BY PLACE OF DEPARTURE AND TYPE OF SHOPPING CENTRE VISITED

| | Town centre | Group centre | Local centre | Other centres, not stated/don't know | Total | |
|---|---|---|---|---|---|---|
| *Departed from* | no. | no. | no. | no. | no. | % |
| | | | LAST MAJOR SHOPPING TRIP | | | |
| Home | 37 148 | 36 295 | 1 566 | 1 805 | 76 814 | 78.9 |
| Children's school/child-care | *351 | *437 | — | — | *788 | *0.8 |
| Educational institution | *303 | **192 | — | **86 | *581 | *0.6 |
| Friend's/relative's house | *633 | *842 | **87 | *391 | 1 954 | 2.0 |
| Medical/health facility | *453 | **161 | — | — | *615 | *0.6 |
| Other shops | 1 393 | 1 037 | **299 | **192 | 2 921 | 3.0 |
| Sport/leisure facility | *445 | *451 | — | **88 | *985 | *1.0 |
| Work | 4 702 | 5 055 | *416 | *386 | 10 558 | 10.8 |
| Other/not stated | *663 | 1 163 | **98 | **182 | 2 106 | 2.2 |
| **Total** | **46 092** | **45 633** | **2 466** | **3 130** | **97 320** | **100.0** |
| | | | LAST CONVENIENCE SHOPPING TRIP | | | |
| Home | 7 486 | 28 468 | 29 133 | **224 | 65 312 | 67.6 |
| Children's school/child-care | **170 | *629 | *634 | — | 1 433 | 1.5 |
| Educational institution | **292 | **224 | *775 | — | 1 290 | 1.3 |
| Friend's/relative's house | **130 | 1 571 | 1 348 | **119 | 3 168 | 3.3 |
| Medical/health facility | *346 | *783 | **245 | — | 1 375 | 1.4 |
| Other shops | **284 | *928 | *832 | — | 2 044 | 2.1 |
| Sport/leisure facility | *368 | 1 840 | *820 | — | 3 028 | 3.1 |
| Work | 3 216 | 7 378 | 4 864 | *318 | 15 776 | 16.3 |
| Other/not stated | *375 | 1 326 | 1 334 | **98 | 3 133 | 3.2 |
| **Total** | **12 667** | **43 147** | **39 985** | ***759** | **96 559** | **100.0** |

For the last major shopping trip, the main method of transport was by car (92%), walking (4%) and bus (4%). For the last convenience shopping trip, the main method of transport was by car (73%) and walking (24%). Considerably more shoppers walked to do their convenience shopping than they did for their major shopping.

## 3.10 MAIN METHOD OF TRANSPORT TO DO LAST MAJOR AND CONVENIENCE SHOPPING TRIP AND TYPE OF SHOPPING CENTRE VISITED

| | Town centre | Group centre | Local centre | Other centres/ not stated/don't know | Total | |
|---|---|---|---|---|---|---|
| *Method of transport* | no. | no. | no. | no. | no. | % |
| | | | LAST MAJOR SHOPPING TRIP | | | |
| Bus | 2 377 | *838 | **96 | **90 | 3 401 | 3.5 |
| Car (as driver or passenger) | 41 416 | 42 973 | 1 915 | 2 854 | 89 157 | 91.6 |
| Walking | 2 121 | 1 494 | *455 | — | 4 070 | 4.2 |
| Other/not stated | **178 | *328 | — | **185 | *692 | *0.7 |
| **Total** | **46 092** | **45 633** | **2 466** | **3 130** | **97 320** | **100.0** |
| | | | LAST CONVENIENCE SHOPPING TRIP | | | |
| Bus | *931 | *559 | *270 | — | 1 761 | 1.8 |
| Car (as driver or passenger) | 8 615 | 34 854 | 26 251 | *542 | 70 263 | 72.8 |
| Walking | 3 025 | 7 432 | 12 473 | **98 | 23 029 | 23.8 |
| Other/not stated | **95 | *302 | *991 | **119 | 1 507 | 1.6 |
| **Total** | **12 667** | **43 147** | **39 985** | ***759** | **96 559** | **100.0** |

The time to travel to shopping centres for the last major shopping trip by all methods of transport took less than five minutes for 25% of trips, 5–9 minutes for 36% of trips, 10–14 minutes for 24% of trips, 15–19 minutes for 9% of trips and greater than 20 minutes for 7% of trips. The time taken to travel by car was in similar proportions to all methods of transport.

The time to travel to shopping centres for the last convenience shopping trip by all methods of transport took less than five minutes for 44% of trips, 5–9 minutes for 24% of trips, 10–14 minutes for 13% of trips, 15–19 minutes for 8% of trips and greater than 20 minutes for 10% of trips. The time to travel by car took less than five minutes for 48% of trips, whereas only 37% of walking trips were completed within five minutes.

## 3.11 MAIN METHOD OF TRANSPORT TO DO LAST MAJOR AND CONVENIENCE SHOPPING TRIP BY TIME TAKEN TO GET TO SHOPPING CENTRE

| | *Less than 5 minutes* | *5–9 minutes* | *10–14 minutes* | *15–19 minutes* | *Greater than 20 minutes/ not stated* | *Total* |
|---|---|---|---|---|---|---|
| *Method of transport* | no. | no. | no. | no. | no. | no. |
| LAST MAJOR SHOPPING TRIP | | | | | | |
| Bus | — | *812 | *450 | 1 160 | *978 | 3 401 |
| Car (as driver or passenger) | 22 428 | 32 380 | 21 918 | 7 227 | 5 204 | 89 157 |
| Walking | 1 495 | *961 | *801 | *331 | *481 | 4 070 |
| Other/not stated | — | *415 | **178 | — | **99 | *692 |
| **Total** | **23 923** | **34 569** | **23 346** | **8 718** | **6 762** | **97 320** |
| LAST CONVENIENCE SHOPPING TRIP | | | | | | |
| Bus | — | *353 | *354 | *591 | *463 | 1 761 |
| Car (as driver or passenger) | 33 421 | 16 368 | 7 622 | 5 401 | 7 450 | 70 263 |
| Walking | 8 601 | 6 638 | 4 568 | 1 820 | 1 401 | 23 029 |
| Other/not stated | *715 | **214 | *363 | — | **215 | 1 506 |
| **Total** | **42 738** | **23 574** | **12 906** | **7 812** | **9 529** | **96 559** |

## EXPLANATORY NOTES

INTRODUCTION

**1** This publication contains results from the 1996 ACT Supplementary Survey, Shopping Preferences. The survey was conducted at the request of the ACT Government throughout the ACT during October 1996 as a supplement to the Monthly Population Survey (MPS).

**2** Information was collected from a randomly selected individual aged 15 years or more who was the main shopper from each household. The information collected included the shopping preferences for purchasing food and grocery items, methods of travel to shopping centres and the day of the week and time of shopping trips. Information was also collected on reasons for not choosing to shop at local centres.

**3** The Survey was conducted using only the private dwellings included in the MPS. The MPS was conducted during the two weeks commencing Monday 7 October 1996.

**4** Information was sought from approximately 1,146 persons, of whom about 1,130 (98.6%) responded.

SCOPE

**5** The survey was conducted for all persons aged 15 years and over who were usual residents of private dwellings except:

- members of the Australian permanent defence forces;
- certain diplomatic personnel of overseas governments customarily excluded from census and estimated populations;
- overseas visitors holidaying in Australia; and
- members of non-Australian defence forces (and their dependants) stationed in Australia.

**6** Residents of non-private dwellings such as hotels, motels, caravan parks, prisons, hospitals, boarding schools, etc. (included in MPS ) were excluded from this survey.

COVERAGE

**7** In the survey, coverage rules were applied which aimed to ensure that each person was associated with only one dwelling, and hence had only one chance of selection in the survey.

OTHER RELATED STATISTICS

**8** Some closely related statistics from the most recent Retail Census and the March–April 1996 household survey Environmental Issues: People's Views and Practices have also been included in this publication.

RETAIL CENSUS

**9** The 1991–92 Retail Census was the tenth census of the retail industry since 1948. Retail Censuses are usually undertaken every five or six years. The method of collection for the 1991–92 Census was obtained through two independent surveys:

- a census of locations or shops, known as the Retail and Services Census, where a limited range of data was collected from every in-scope retail location in Australia; and

- a sample survey of retail businesses, known as the Retail Activity Survey, providing estimates relating to business structure and performance as well as commodity sales information.

Only details from the first are included in this publication.

SCOPE OF RETAIL CENSUS

**10** The scope of the census included all shopfront locations operating at 30 June 1992 and classifies to Division G (Retail Trade) of the 1993 edition of the Australia and New Zealand Standard Industrial Classification (ANZSIC). Also, a range of services (classified to other Divisions of ANZSIC) which predominantly operate from shopfront locations were included because of their association with retailing activity. These outlets have been grouped under the heading 'Selected Personal Services' and include:

| | |
|---|---|
| ANZSIC Class | 5730 — Cafes and Restaurants |
| | 8632 — Optometry and Optical Dispensing |
| | 9511 — Video Hire Outlets |
| | 9521 — Laundries and Dry-Cleaners |
| | 9522 — Photographic Film Processing |
| | 9526 — Hairdressing and Beauty Salons. |

**11** Within certain types of retail and services activity, non-shopfront locations (classified to in-scope ANZSIC Classes) were excluded from the scope of the census. Examples of these types of locations include industrial canteens, central photo processors and commercial laundries.

**12** The scope of the census excluded home-based businesses, door-to-door sellers, direct marketers and retail locations operating from non-fixed premises such as occasional market stalls or vans.

ENVIRONMENTAL ISSUES: PEOPLE'S VIEWS AND PRACTICES (4602.0)

**13** Detail of this survey conducted by the ABS in March and April 1996 can be found in 4602.0 released on 20 February 1997. The same sample selection, scope and coverage features of the Shopping Preferences survey described above were adopted except that this survey was conducted in all States and Territories and only half the private dwelling sample was used.

RELATED PUBLICATIONS

**14** Users may wish to refer to the following publications which contain information related to the survey topic:

*Environmental Issues: People's Views and Practices, March–April 1996* (4602.0)
*Household Expenditure Survey, 1993–94, Detailed Expenditure Items* (6535.0)
*Household Expenditure Survey, 1993–94, States and Territories* (6533.0)
*Journey to Work, School and Shop, Adelaide Statistical Division, October 1991* (9201.4)
*Retailing in the Australian Capital Territory, 1991–92* (8623.8)
*Retail Trade, Australia, Monthly* (8501.0)
*Transport Patterns and Preferences, New South Wales, October 1996* (9201.1)
*Travel to Work and Educational Institutions, Australian Capital Territory, October 1995* (9201.8.40.001)
*Travel to Work, School and Shops, Victoria, October 1994* (9201.2)

## APPENDIX 1

## LOCATION OF SHOPPING CENTRES IN CANBERRA

NUMBER OF SHOPPING CENTRES IN CANBERRA

| | Type of shopping centre | | | | |
|---|---|---|---|---|---|
| *Statistical Subdivision* | *Town centre* | *Group centre* | *Local centre* | *Other centre* | *Total* |
| North Canberra | 1 | 1 | 10 | — | 12 |
| Belconnen | 1 | 5 | 23 | — | 29 |
| Woden Valley | 1 | 2 | 11 | — | 14 |
| Weston Creek–Stromlo | — | 1 | 7 | — | 8 |
| Tuggeranong | 1 | 5 | 14 | — | 20 |
| South Canberra | — | 2 | 6 | 3(a) | 11 |
| Gungahlin–Hall | — | — | 3 | 1(b) | 4 |
| **Total** | **4** | **16** | **74(c)** | **4** | **98** |

(a) Includes Oaks Estate, Fyshwick Supermarket and Fyshwick Markets.
(b) Hall.
(c) In October 1996 these were 10 local centres without a supermarket store.

### NORTH CANBERRA

| | | |
|---|---|---|
| Town centre: | Civic Centre (City Market, etc.) | |
| Group centres: | Dickson | Dickson Place, Badham Street, Woolley Street. |
| Local centres: | Ainslie | Edgar Street (Wakefield Avenue) |
| | Braddon | Lowanna Street |
| | Campbell | Blamey Place (Blamey Crescent) |
| | Downer | Frencham Place (Frencham Street) |
| | Hackett | Hackett Place (Madigan Street) |
| | Lyneham (North) | Montford Crescent (Cossington Smith Crescent) |
| | Lyneham | Wattle Street, Brigalow Street, Hall Street |
| | O'Connor | Sargood Street (Macpherson Street, David Street) |
| | Reid (Argyle Square) | Ainslie Avenue, Allambee Street |
| | Watson | Watson Place, Harvey Street (Knox Street) |

### BELCONNEN

| | | |
|---|---|---|
| Town centre: | Belconnen (Westfield Plaza, Markets, etc.) | |
| Group centres: | Charnwood | Charnwood Place (Lhotsky Street) |
| | Hawker | Hawker Place (Springvale Drive) |
| | Jamison (Macquarie) | Bowman Street (Redfern Street) |
| | Kaleen (Jewel) | Georgina Crescent (Maribyrnong Avenue) |
| | Kippax (Holt) | Hardwick Crescent |
| Local centres: | Aranda | Bandjalong Crescent |
| | Emu Ridge (Belconnen) | Hennessy Street |
| | Charnwood | Garrard Court (Tillyard Drive) |
| | Cook | Cook Place (Lyttleton Crescent) |
| | Evatt | Heydon Place (Clancy Street) |
| | Florey | Kesteven Street (John Cleland Crescent, Ratcliffe Crescent) |
| | Fraser | Daley Crescent (Tillyard Drive) |

| | | |
|---|---|---|
| | Ginninderra Heights (Belconnen) | Totterdell Street |
| | Giralang | Menkar Close, Canopus Crescent |
| | Higgins | Higgins Place (Fullagar Crescent) |
| | Holt | Holt Place (Beaurepaire Crescent) |
| | Kaleen (E) | Ashburton Circuit, Maribyrnong Avenue |
| | Kaleen (S) | Gwydir Square (Maribyrnong Avenue, Alberga Street) |
| | Latham | Wanliss Street, Onslow Street (Dalley Crescent) |
| | Macgregor | Chalmers Place (Clode Crescent) |
| | Macquarie | Macquarie Place (Lachlan Street) |
| | McKellar | Bennetts Close (Dumas Street) |
| | Melba | Melba Court (Chinner Crescent) |
| | Page | Page Place (Petterd Street) |
| | Scullin | Scullin Place (Ross Smith Crescent) |
| | Spence (NW) | Glassey Place (Clarey Crescent) |
| | Spence (SE) | Copland Drive |
| | Weetangera | Weetangera Place (Shumack Street, Gillespie Street) |

WODEN VALLEY

| | | |
|---|---|---|
| Town centre: | Woden (Woden Plaza, etc.) | |
| Group centres: | Curtin | Curtin Place (Carruthers Street, Theodore Street) |
| | Southlands (Mawson) | Mawson Place, Heard Street (Mawson Drive) |
| Local centres: | Chifley | Chifley Place (Eggleston Crescent) |
| | Curtin | Theodore Street |
| | Farrer | Farrer Place (Lambrigg Street, Marshall Street) |
| | Garran | Garran Place (Robson Street) |
| | Hughes | Hughes Place (Wisdom Street) |
| | Isaacs | Farr Place (Julia Flynn Avenue) |
| | Lyons | Lyons Place (Devonport Street) |
| | Mawson (Swinger Hill) | Ainsworth Street, Colbeck Street |
| | Pearce | Symons Street, Hodgson Crescent |
| | Phillip | Chaseling Street, Ainsworth Street |
| | Torrens | Torrens Place (Beasley Street) |

WESTON CREEK–STROMLO

| | | |
|---|---|---|
| Group centre: | Cooleman Court (Weston) | Brierly Street, Trenerry Street |
| Local centres: | Chapman | Perry Drive |
| | Duffy | Duffy Place (Burrinjuck Drive) |
| | Fisher | Fisher Square (Kalgoorlie Crescent) |
| | Holder | Holder Place (Blackwood Terrace) |
| | Rivett | Rivett Place (Bangalay Crescent) |
| | Waramanga | Waramanga Place (Damala Street) |
| | Weston | Gruner Street |

TUGGERANONG

| | | |
|---|---|---|
| Town centre: | Tuggeranong (Hyperdome, Markets, etc.) | |
| Group centres: | Calwell | Webber Crescent |
| | Chisholm | Halley Street, Bentham Street |
| | Erindale (Wanniassa) | Comrie Street, Denigan Street, Gartside Street |
| | Kambah Village | Primmer Court (Drakeford Drive, Marconi Crescent) |
| | Wanniassa | Sangster Place (Langdon Avenue) |
| Local centres: | Fadden | Hanlon Crescent (Bramston Street) |
| | Gordon | Woodcock Drive, Lewis Luxton Avenue |
| | Gowrie | Jeffries Street (Castleton Crescent) |
| | Isabella Plains | Galloway Street, Arakoon Crescent |
| | Kambah 1 | Carleton Street (Boddington Crescent) |
| | Kambah 2 | Springbett Street (O'Halloran Crescent) |
| | Kambah 3 | Marconi Crescent |
| | Kambah 4 | Mannheim Street (Summerland Circuit) |
| | Kambah 5 | Castley Circuit (Boddington Crescent) |
| | Kambah 6 | Livingston Avenue |
| | Monash | Baraclough Crescent |
| | Richardson | May Gibbs Close, Clift Crescent |
| | Theodore | Lawrence Wackett Crescent |
| | Wanniassa | Sternberg Crescent |

SOUTH CANBERRA

| | | |
|---|---|---|
| Group centres: | Kingston | Kennedy Street, Giles Street, Jardine Street, Eyre Street |
| | Manuka | Flinders Way, Franklin Street, Furneaux Street, Bougainville Street |
| Local centres: | Barton | Brisbane Avenue |
| | Deakin | Duff Place (Hopetoun Circuit) |
| | Griffith | Barker Street (Stuart Street) |
| | Narrabundah | Iluka Street, Boolimba Street, Kootara Crescent |
| | Red Hill | Duyfken Place (La Perouse Street, Monaro Crescent) |
| | Yarralumla | Bentham Street (Novar Street, Hutchins Street) |
| Other centres | Fyshwick (supermarket) | Townsville Street (Albany Street) |
| | Fyshwick Markets | Dalby Street, Mildura Street (Canberra Avenue) |
| | Oaks Estate | |

GUNGAHLIN–HALL

| | | |
|---|---|---|
| Local centres: | Palmerston | Kosciusko Avenue |
| | Ngunnawal | Wanganeen Avenue, Jabanungga Avenue |
| | Mitchell | Heffernan Street, Brookes Street |
| Other centres | Hall | |

## APPENDIX 2 MAP OF CANBERRA


*Source: ASGC 1996 edition.*

## TECHNICAL NOTES

ESTIMATION PROCEDURE

**1** Estimates derived from this survey were obtained using a complex ratio estimation procedure. This procedure ensured that the survey estimates conformed to an independently estimated distribution of population by age, sex, and part of State/Territory, rather than to age, sex and part of State/Territory distribution among respondents. The procedure also ensured that household estimates conform to an independently estimated distribution of households by certain household characteristics (number of adults and children in the household) rather than to the distribution among responding households.

RELIABILITY OF ESTIMATES

**2** Estimates in this publication are subject to non-sampling and sampling errors.

Non-sampling errors

**3** Non-sampling errors may arise as a result of errors in the reporting, recording or processing of the data and can occur even if there is a complete enumeration of the population. Non-sampling errors can be introduced through: inadequacies in the questionnaire; non-response; inaccurate reporting by respondents; errors in the application of survey procedures; inaccurate recording of answers; and errors in data entry and processing.

**4** It is difficult to measure the size of non-sampling errors and the extent of these errors could vary considerably in significance from survey to survey and from question to question. However, every effort is made in the design of the survey and development of survey procedures to minimise the effect of these errors.

Sampling errors

**5** Sampling error is the error which occurs by chance because the data were only obtained from a sample, not the entire population.

## STANDARD ERRORS

ESTIMATES OF SAMPLING ERROR

**1** One measure of the likely difference which would be expected between the estimate based on a sample and the figure that would have been obtained from a complete collection is the standard error, see the following table.

**2** There are about two chances in three (67%) that an estimate will differ by less than one standard error from that which would have been obtained if all households had been included in the survey. There are about 19 chances in 20 (95%) that the difference will be less than two standard errors.

**3** A standard error expressed as a percentage of the estimate is known as the 'relative standard error'. For example, if an estimate of 1,000 persons has a standard error of 250, then the estimate has a relative standard error of 250/1,000 x 100 = 25%. The relative standard error is a useful measure in that it provides an immediate indication of the percentage errors likely to have occurred due to sampling.

**4** Estimates below 1,000 persons that have been included in this data report are subject to high relative standard errors (more than 25%) and should be used with care as they may not be sufficiently reliable for most purposes.

**5** A more detailed explanation of standard errors can be found in the technical notes of *Labour Force, Australia* (6203.0). One measure of the variability of estimates which occurred as a result of surveying only a sample of the population is the standard error (SE) (see table below).

STANDARD ERRORS OF ESTIMATES OF PERSONS

| *Size of estimate (persons)* | *Standard error of the estimates* | *Relative standard errors* |
|---|---|---|
| *no.* | *no.* | *%* |
| 100 | 90 | 91.2 |
| 200 | 130 | 63.6 |
| 300 | 150 | 51.3 |
| 500 | 190 | 38.9 |
| 1 000 | 270 | 26.6 |
| 1 500 | 320 | 21.2 |
| 2 000 | 360 | 18.1 |
| 3 000 | 430 | 14.3 |
| 5 000 | 530 | 10.6 |
| 7 000 | 610 | 8.7 |
| 10 000 | 700 | 7.0 |
| 15 000 | 820 | 5.5 |
| 20 000 | 920 | 4.6 |
| 50 000 | 1 300 | 2.6 |
| 100 000 | 1 680 | 1.7 |
| 200 000 | 2 140 | 1.1 |
| 300 000 | 2 450 | 0.8 |

## GLOSSARY

**Convenience shopping** A shopping trip where food and grocery items are purchased outside of the major shopping trip. This includes items such as bread, cigarettes and take-away food (which is not delivered to the house).

**Employed persons** Persons aged 15 years or more who usually works 15 hours or more per week and live within the ACT.

**Floorspace (Retail Census)** Total floor area occupied by locations (whether rented, leased or owner occupied) including office space, storage space, selling space, basements and upper floors. Note that this item was not collected for the Motor Vehicle Retailing and Services industries (ANZSIC Sub-division 53).

**Home delivery** This is shopping which is ordered from home and delivered to the house. This could be major shopping or convenience shopping (e.g. milk delivery, pizza delivery). The crucial aspect of home delivery is that the respondent did not visit a shop to purchase the items.

**Locations at 30 June (Retail Census)** The number of in-scope locations in operation at 30 June 1992.

**Major shopping** The shopping trip in which the most amount of food and grocery items for the household is purchased.

**Main shopper** The person who undertakes the majority of the food and grocery shopping in the household.

**Nearest shops** The nearest shops are those shops which are geographically closest to the respondents' dwelling by road. However, if the shopper always uses another form of transport to get to shops close by, and these shops are geographically closest by that form of transport, then those shops are the nearest for the purposes of this survey.

Some shopping centres may not have a grocery store/supermarket. Even if this is the case, that set of shops is still included when identifying the nearest set of shops.

**Persons employed at 30 June (Retail Census)** Includes proprietors and partners working on a full or part-time basis; permanent, part-time, temporary and casual employees; and managerial and executive employees working for a business during the last pay period ending in June 1992. Unpaid helpers are excluded. Part-time employees are those who work less than 35 hours per week.

**Turnover (Retail Census)** Sales of goods (retail and wholesale) and takings from services provided or hiring of goods.

**Types of shopping centres** The commercial centres, defined as town, group and local, are as outlined in the ACT Territory Plan:

- Town centres provide the main focus for the district population for shopping, community and cultural facilities, entertainment and recreation and a range of business services;

- Group centres provide a convenient focus for the needs of the catchment population (3 to 4 suburbs) for major weekly shopping and a range of personal, community and business services; and
- Local centres provide a convenient focus for shopping, community and business services to meet the daily needs of the local suburban population.

**Wages and salaries (Retail Census)** Gross earnings of all employees, before taxation and other deductions. Drawings of working proprietors and partners of unincorporated businesses are excluded.

## DO YOU NEED ADDITIONAL DATA?

In addition to the statistics provided in this publication, the ABS can produce upon request customised tables presenting any of the following information included in the shopping preferences survey or the monthly retail survey. Inquiries should be made to the contact person shown at the front of this publication. Information collected in the Shopping Preferences Survey, Environmental Issues Survey, 1991 Retail Census and Monthly Retail Survey included:

DEMOGRAPHIC ITEMS

Age groups
Sex
Marital status
Relationship in household
Birthplace
Labour force status
Main language spoken at home

SHOPPERS

Number of usual residents in households
Main shopper in household

SHOPPING TRIPS

Usual major shopping trip
Usual convenience shopping trip
Last major shopping trip
Last convenience shopping trip
Day of week
Time of day
Mode of travel
Travel time to shop
Major shopping trips by States and Territories

SHOPPING CENTRES

Nearest shopping centre
Town centres
Group centres
Local centres
Facilities
All reasons shoppers do not use local centres
Main reason shoppers do not use local centres
1991–92 Retail census shopfront data:

- Town centres
- Group centres
- Local centres
- suburb
- number of establishments
- employment
- wages and salaries
- turnover
- market share

Monthly retail turnover (market share):

- monthly/quarterly from September quarter 1992
- Town and group centres combined
- Local centres

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