NOVEMBER 2004

## KEY FIGURES



I N Q U I R I E S

- For further information about these and related statistics, contact the National Information and Referral Service on 1300135070 or Jeremy Walker on Canberra
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## NOTES

FORTHCOMING ISSUES

CHANGES IN THIS ISSUE

SAMPLING ERRORS

ABBREVIATIONS

| ISSUE | RELEASE DATE |
| :--- | :--- |
| December 2004 | 4 February 2005 |
| January 2005 | 3 March 2005 |
| February 2005 | 4 April 2005 |
| March 2005 | 4 May 2005 |
| April 2005 | 31 May 2005 |

There are no changes in this issue.

Standard errors for the Australian estimates (original data) for November 2004 contained in this publication are:

|  | Estimate | Standard <br> error |
| :--- | ---: | ---: |
| Data Series | 16999.1 | 119.0 |
| Level of retail turnover (\$m) | 196.1 | 43.9 |
| Change from preceding month (\$m) | 1.2 | 0.3 |
| \% change from preceding month (\%) |  |  |
| ............................................................ |  |  |

For more information see the Explanatory Notes, paragraphs 32-36.

| ABN | Australian Business Number |
| ---: | :--- |
| ABS | Australian Bureau of Statistics |
| ANZSIC | Australian and New Zealand Standard Industrial Classification |
| ARIMA | autoregressive integrated moving average |
| ATO | Australian Taxation Office |
| n.e.c. | not elsewhere classified |
| PAYGW | pay-as-you-go withholding |
| RSE | relative standard error |
| TAU | type of activity unit |

## Dennis Trewin

Australian Statistician

## MONTHLY SEASONALLY ADJUSTED AND TREND ESTIMATES

TOTAL RETAIL

FOOD RETAILING

DEPARTMENT STORES

In the last five months, the Australian Retail and Hospitality/Services trend series has gone from weak growth to being in decline in November 2004. Household good retailing continued its moderate trend growth in November 2004 while all other industries were in decline.


November 2004 was in decline after being flat in October and September. South Australia and Tasmania continued their moderate trend growth. In the last four months, the Australian Capital Territory and Victoria had weak growth while the other states and Northern Territory were in decline.


After strong trend growth from March to July 2004, growth slowed and has been in decline over the last three months. All published states and the Australian Capital Territory were in decline in November 2004.


## MONTHLY SEASONALLY ADJUSTED AND TREND ESTIMATES

CLOTHING AND SOFT
GOOD RETAILING

HOUSEHOLD GOOD
RETAILING

RECREATIONAL GOOD RETAILING

The trend was in decline in the three months to November 2004 after a steady fall in growth rates since May 2004. Over the last five months Western Australia and the Australian Capital Territory have had strong growth. Over the last three months all the other states and the Northern Territory were in decline.


Trend growth has remained moderate to strong over the past five months after a period of weak growth from February 2004 to June 2004. Over the last five months, New South Wales and Victoria has been showing strong growth and Northern Territory has been in decline.


The trend has been in decline for the last five months. Western Australia was the only state with strong growth in this period with all other states and territories flat or in decline for at least the last three months.


## MONTHLY SEASONALLY ADJUSTED AND TREND ESTIMATES

OTHER RETAILING

TOTAL RETAIL
(EXCLUDING HOSPITALITY
AND SERVICES)

Trend growth has been slowing over the past five months with November 2004 being in decline. Queensland and Western Australia have had long periods of strong growth while South Australia had moderate growth over the last five months. New South Wales, Victoria and the Australian Capital Territory have been flat or in decline over quite a long period.


Total retail (excluding Hospitality and services) was in decline in November 2004. Over the last six months, the rate of trend growth has generally been slightly stronger than that of Total industries (including Hospitality and services).


The trend has been in decline for the last six months. New South Wales, Queensland, South Australia, Western Australia and Tasmania have been in decline for the last five months or longer. By contrast, Northern Territory has had strong trend growth over a similar period, while Victoria has had moderate growth for the last four months.


## MONTHLY SEASONALLY ADJUSTED AND TREND ESTIMATES

NEW SOUTH WALES

VICTORIA

The trend has been in decline for the last four months. Over this period, Household good retailing was the only industry to show growth. Recreational good retailing and Other retailing have been in decline for 13 months.


Trend growth has been weak for the last nine months. After periods of strong growth, the rates of growth in Department stores and Clothing and soft good retailing have decreased significantly to being in decline in the last three months. Food retailing has been weak or flat over this period and Recreational good retailing and Hospitality and services has been in decline. Household good retailing has had strong growth over the last five months and Hospitality and services has had moderate growth.


Trend growth was flat for September 2004 and in decline for October and November. This reflects weak seasonally adjusted growth in November 2004 preceded by a large decline in October. Over the last three months Other retailing (strong), Household good retailing (moderate) and Department stores (weak) have had trend growth while all other industries were in decline.


## MONTHLY SEASONALLY ADJUSTED AND TREND ESTIMATES

SOUTH AUSTRALIA

WESTERN AUSTRALIA

In November 2004, the trend was in decline after three months of being flat. Over the last three months Department stores, Clothing and soft good retailing, Recreational good retailing and Hospitality and services have been in decline while Household good retailing and Other retailing have had moderate growth. Food retailing has had weak growth over this period.


The rate of trend growth has been decreasing over the past six months with weak growth in the last three months. Strong growth in recent months in Clothing and soft good, Recreational good and Other retailing has been offset by a decline in Food retailing, Department stores and Hospitality and services. Household good retailing had weak trend growth in October and November 2004 after a period of strong growth.


The trend was in decline in October and November 2004 and flat in September. Food retailing has had 12 months of moderate trend growth. Over the last three months Household good retailing has had weak growth and the other published industries are in decline.


|  |  |  | Clothing and | Household | Recreational |  | Hospitality |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Month | Food | Department | soft good | good | good | Other | and |


| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 6047.2 | 1175.0 | 969.0 | 2267.1 | 615.7 | 1682.7 | 2466.7 | 15223.5 |
| October | 6486.0 | 1292.0 | 1055.4 | 2405.4 | 641.4 | 1843.5 | 2689.1 | 16412.9 |
| November | 6370.2 | 1503.5 | 1081.1 | 2431.4 | 687.2 | 1918.8 | 2670.8 | 16662.9 |
| December | 7236.4 | 2386.5 | 1497.4 | 2945.3 | 986.2 | 2575.6 | 2975.6 | 20603.2 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 6707.8 | 1162.1 | 1038.6 | 2346.4 | 642.3 | 1584.7 | 2642.6 | 16124.5 |
| February | 6158.0 | 970.8 | 844.0 | 2115.3 | 594.8 | 1543.3 | 2444.1 | 14670.3 |
| March | 6480.6 | 1107.5 | 942.6 | 2269.4 | 654.9 | 1669.1 | 2634.3 | 15758.3 |
| April | 6558.0 | 1250.3 | 1021.9 | 2118.9 | 610.2 | 1588.9 | 2628.1 | 15776.3 |
| May | 6444.5 | 1251.9 | 1089.1 | 2214.6 | 613.4 | 1665.0 | 2590.3 | 15868.6 |
| June | 6288.7 | 1355.0 | 1088.0 | 2332.4 | 619.4 | 1645.3 | 2514.0 | 15842.8 |
| July | 6640.4 | 1276.4 | 1049.6 | 2366.8 | 658.4 | 1680.6 | 2647.6 | 16319.8 |
| August | 6460.1 | 1143.5 | 989.0 | 2326.1 | 630.2 | 1705.6 | 2575.2 | 15829.7 |
| September | 6536.2 | 1288.1 | 1066.0 | 2354.4 | 643.0 | 1776.8 | 2603.3 | 16267.8 |
| October | 6704.9 | 1328.5 | 1097.5 | 2505.4 | 638.7 | 1814.9 | 2712.8 | 16803.0 |
| November | 6589.3 | 1507.0 | 1106.0 | 2628.4 | 668.1 | 1881.6 | 2618.7 | 16999.1 |

SEASONALLY ADJUSTED (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 6257.4 | 1278.0 | 1010.9 | 2296.8 | 639.9 | 1728.5 | 2522.7 | 15734.3 |
| October | 6306.4 | 1314.5 | 1034.8 | 2310.0 | 648.5 | 1758.7 | 2581.5 | 15954.4 |
| November | 6391.7 | 1317.8 | 1041.2 | 2319.4 | 674.5 | 1804.1 | 2658.7 | 16207.4 |
| December | 6360.4 | 1255.2 | 1023.7 | 2279.6 | 671.9 | 1757.4 | 2616.9 | 15965.2 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 6448.8 | 1308.1 | 1051.4 | 2368.8 | 653.1 | 1744.9 | 2614.2 | 16189.2 |
| February | 6480.4 | 1329.4 | 1053.8 | 2343.4 | 650.6 | 1732.5 | 2597.2 | 16187.2 |
| March | 6492.5 | 1310.8 | 1023.0 | 2364.1 | 671.1 | 1762.8 | 2647.9 | 16272.2 |
| April | 6552.2 | 1320.0 | 1053.0 | 2325.6 | 660.2 | 1718.5 | 2648.5 | 16278.0 |
| May | 6584.9 | 1332.5 | 1065.7 | 2341.2 | 666.9 | 1727.3 | 2657.5 | 16376.0 |
| June | 6667.0 | 1380.8 | 1099.8 | 2375.1 | 670.4 | 1784.5 | 2689.1 | 16666.6 |
| July | 6608.0 | 1376.1 | 1087.8 | 2384.6 | 668.7 | 1767.5 | 2610.1 | 16502.8 |
| August | 6639.9 | 1375.9 | 1105.9 | 2368.3 | 654.0 | 1774.0 | 2592.4 | 16510.3 |
| September | 6672.2 | 1392.1 | 1100.5 | 2412.2 | 661.2 | 1790.0 | 2640.3 | 16668.5 |
| October | 6591.5 | 1352.5 | 1079.3 | 2430.0 | 662.3 | 1769.0 | 2610.1 | 16494.7 |
| November | 6627.2 | 1330.9 | 1070.6 | 2462.1 | 645.1 | 1761.9 | 2615.2 | 16513.1 |

TREND ESTIMATES (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 6268.7 | 1286.6 | 1014.2 | 2293.7 | 646.6 | 1736.3 | 2540.4 | 15786.5 |
| October | 6312.1 | 1292.5 | 1024.5 | 2305.1 | 655.8 | 1753.6 | 2577.9 | 15921.5 |
| November | 6354.4 | 1296.8 | 1032.8 | 2315.6 | 660.9 | 1763.8 | 2604.7 | 16029.0 |
| December | 6394.3 | 1299.4 | 1037.2 | 2325.3 | 662.7 | 1763.9 | 2619.3 | 16102.1 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 6433.8 | 1302.7 | 1039.9 | 2333.5 | 662.6 | 1756.3 | 2626.9 | 16155.7 |
| February | 6474.7 | 1308.2 | 1042.4 | 2340.5 | 662.5 | 1746.5 | 2633.8 | 16208.7 |
| March | 6514.8 | 1317.6 | 1047.7 | 2345.7 | 663.0 | 1739.9 | 2640.3 | 16269.0 |
| April | 6554.7 | 1331.5 | 1057.3 | 2349.8 | 663.9 | 1740.4 | 2646.0 | 16343.7 |
| May | 6591.0 | 1348.0 | 1070.3 | 2354.1 | 665.4 | 1748.0 | 2649.0 | 16425.8 |
| June | 6617.1 | 1361.7 | 1082.5 | 2361.6 | 666.2 | 1758.6 | 2646.0 | 16493.6 |
| July | 6631.3 | 1370.3 | 1091.0 | 2374.8 | 664.8 | 1767.5 | 2636.9 | 16536.2 |
| August | 6636.7 | 1373.4 | 1094.4 | 2392.0 | 662.1 | 1773.3 | 2626.4 | 16557.9 |
| September | 6636.8 | 1370.8 | 1093.1 | 2410.0 | 659.1 | 1776.2 | 2618.2 | 16564.2 |
| October | 6634.4 | 1364.7 | 1089.3 | 2427.8 | 656.1 | 1777.4 | 2612.2 | 16563.5 |
| November | 6628.8 | 1356.3 | 1084.2 | 2442.6 | 652.2 | 1775.5 | 2606.3 | 16549.8 |

(a) See paragraph 5 of the Explanatory Notes.

| Month | $\begin{array}{r} \text { Food } \\ \text { retailing } \end{array}$ | Department stores | Clothing and soft good retailing | Household good retailing | $\begin{array}{r} \text { Recreational } \\ \text { good } \\ \text { retailing } \end{array}$ | Other retailing | Hospitality and services | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ORIGINAL (\% change from preceding month) |  |  |  |  |  |  |  |
| 2003 |  |  |  |  |  |  |  |  |
| September | -1.7 | 8.8 | 7.0 | 1.7 | -1.5 | 2.6 | -2.7 | 0.4 |
| October | 7.3 | 10.0 | 8.9 | 6.1 | 4.2 | 9.6 | 9.0 | 7.8 |
| November | -1.8 | 16.4 | 2.4 | 1.1 | 7.1 | 4.1 | -0.7 | 1.5 |
| December | 13.6 | 58.7 | 38.5 | 21.1 | 43.5 | 34.2 | 11.4 | 23.6 |
| 2004 |  |  |  |  |  |  |  |  |
| January | -7.3 | -51.3 | -30.6 | -20.3 | -34.9 | -38.5 | -11.2 | -21.7 |
| February | -8.2 | -16.5 | -18.7 | -9.8 | -7.4 | -2.6 | -7.5 | -9.0 |
| March | 5.2 | 14.1 | 11.7 | 7.3 | 10.1 | 8.1 | 7.8 | 7.4 |
| April | 1.2 | 12.9 | 8.4 | -6.6 | -6.8 | -4.8 | -0.2 | 0.1 |
| May | -1.7 | 0.1 | 6.6 | 4.5 | 0.5 | 4.8 | -1.4 | 0.6 |
| June | -2.4 | 8.2 | -0.1 | 5.3 | 1.0 | -1.2 | -2.9 | -0.2 |
| July | 5.6 | -5.8 | -3.5 | 1.5 | 6.3 | 2.1 | 5.3 | 3.0 |
| August | -2.7 | -10.4 | -5.8 | -1.7 | -4.3 | 1.5 | -2.7 | -3.0 |
| September | 1.2 | 12.7 | 7.8 | 1.2 | 2.0 | 4.2 | 1.1 | 2.8 |
| October | 2.6 | 3.1 | 3.0 | 6.4 | -0.7 | 2.1 | 4.2 | 3.3 |
| November | -1.7 | 13.4 | 0.8 | 4.9 | 4.6 | 3.7 | -3.5 | 1.2 |

SEASONALLY ADJUSTED (\% change from preceding month)
2003

|  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| September | 0.6 | 0.0 | 1.3 | 0.9 | -0.9 | 1.6 | 0.9 | 0.7 |
| October | 0.8 | 2.9 | 2.4 | 0.6 | 1.3 | 1.7 | 2.3 | 1.4 |
| November | 1.4 | 0.2 | 0.6 | 0.4 | 4.0 | 2.6 | 3.0 | 1.6 |
| December | -0.5 | -4.8 | -1.7 | -1.7 | -0.4 | -2.6 | -1.6 | -1.5 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1.4 | 4.2 | 2.7 | 3.9 | -2.8 | -0.7 | -0.1 | 1.4 |
| February | 0.5 | 1.6 | 0.2 | -1.1 | -0.4 | -0.7 | -0.6 | 0.0 |
| March | 0.2 | -1.4 | -2.9 | 0.9 | 3.2 | 1.7 | 2.0 | 0.5 |
| April | 0.9 | 0.7 | 2.9 | -1.6 | -1.6 | -2.5 | 0.0 | 0.0 |
| May | 0.5 | 0.9 | 1.2 | 0.7 | 1.0 | 0.5 | 0.3 | 0.6 |
| June | 1.2 | 3.6 | 3.2 | 1.4 | 0.5 | 3.3 | 1.2 | 1.8 |
| July | -0.9 | -0.3 | -1.1 | 0.4 | -0.3 | -1.0 | -2.9 | -1.0 |
| August | 0.5 | 0.0 | 1.7 | -0.7 | -2.2 | 0.4 | -0.7 | 0.0 |
| September | 0.5 | 1.2 | -0.5 | 1.9 | 1.1 | 0.9 | 1.9 | 1.0 |
| October | -1.2 | -2.8 | -1.9 | 0.7 | 0.2 | -1.2 | -1.1 | -1.0 |
| November | 0.5 | -1.6 | -0.8 | 1.3 | -2.6 | -0.4 | 0.2 | 0.1 |

TREND ESTIMATES (\% change from preceding month)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| September | 0.7 | 0.5 | 0.9 | 0.6 | 2.0 | 1.3 | 1.7 | 1.0 |
| October | 0.7 | 0.5 | 1.0 | 0.5 | 1.4 | 1.0 | 1.5 | 0.9 |
| November | 0.7 | 0.3 | 0.8 | 0.5 | 0.8 | 0.6 | 1.0 | 0.7 |
| December | 0.6 | 0.2 | 0.4 | 0.4 | 0.3 | 0.0 | 0.6 | 0.5 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 0.6 | 0.2 | 0.3 | 0.4 | 0.0 | -0.4 | 0.3 | 0.3 |
| February | 0.6 | 0.4 | 0.2 | 0.3 | 0.0 | -0.6 | 0.3 | 0.3 |
| March | 0.6 | 0.7 | 0.5 | 0.2 | 0.1 | -0.4 | 0.2 | 0.4 |
| April | 0.6 | 1.1 | 0.9 | 0.2 | 0.1 | 0.0 | 0.2 | 0.5 |
| May | 0.6 | 1.2 | 1.2 | 0.2 | 0.2 | 0.4 | 0.1 | 0.5 |
| June | 0.4 | 1.0 | 1.1 | 0.3 | 0.1 | 0.6 | -0.1 | 0.4 |
| July | 0.2 | 0.6 | 0.8 | 0.6 | -0.2 | 0.5 | -0.3 | 0.3 |
| August | 0.1 | 0.2 | 0.3 | 0.7 | -0.4 | 0.3 | -0.4 | 0.1 |
| September | 0.0 | -0.2 | -0.1 | 0.8 | -0.5 | 0.2 | -0.3 | 0.0 |
| October | 0.0 | -0.4 | -0.3 | 0.7 | -0.5 | 0.1 | -0.2 | 0.0 |
| November | -0.1 | -0.6 | -0.5 | 0.6 | -0.6 | -0.1 | -0.2 | -0.1 |

(a) See paragraph 5 of the Explanatory Notes.

|  | FOOD RETAILING |  |  |  | CLOTHING \& SOFT GOOD RETAILING |  |  |  | HOUSEHOLD GOOD RETAILING |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Month |  <br> grocery stores | Take- <br> away <br> food <br> retailing | $\begin{array}{r} \text { Other } \\ \text { food } \\ \text { retailing } \end{array}$ | Total | Depart- <br> ment <br> stores | Clothing retailing | Footwear, fabric \& other soft good retailing | Total | Furniture \& floor covering retailing | Domestic hardware \& houseware retailing | Domestic appliance $\square$ <br>  <br> recorded music retailing | Total |
| \$ MILLION |  |  |  |  |  |  |  |  |  |  |  |  |
| 2003 |  |  |  |  |  |  |  |  |  |  |  |  |
| November | 4546.7 | 698.6 | 1124.9 | 6370.2 | 1503.5 | 803.3 | 277.8 | 1081.1 | 580.3 | 826.7 | 1024.4 | 2431.4 |
| December | 5043.5 | 767.3 | 1425.6 | 7236.4 | 2386.5 | 1147.3 | 350.1 | 1497.4 | 593.3 | 880.7 | 1471.3 | 2945.3 |
| 2004 |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 4823.2 | 750.5 | 1134.1 | 6707.8 | 1162.1 | 758.4 | 280.2 | 1038.6 | 545.7 | 711.4 | 1089.3 | 2346.4 |
| February | 4441.5 | 674.2 | 1042.3 | 6158.0 | 970.8 | 630.4 | 213.6 | 844.0 | 496.4 | 650.8 | 968.2 | 2115.3 |
| March | 4674.3 | 696.1 | 1110.2 | 6480.6 | 1107.5 | 694.6 | 247.9 | 942.6 | 556.9 | 695.0 | 1017.5 | 2269.4 |
| April | 4675.1 | 739.8 | 1143.2 | 6558.0 | 1250.3 | 771.7 | 250.2 | 1021.9 | 510.4 | 665.5 | 942.9 | 2118.9 |
| May | 4644.7 | 721.2 | 1078.5 | 6444.5 | 1251.9 | 822.9 | 266.2 | 1089.1 | 540.2 | 671.1 | 1003.3 | 2214.6 |
| June | 4510.6 | 701.7 | 1076.4 | 6288.7 | 1355.0 | 821.4 | 266.7 | 1088.0 | 571.0 | 662.8 | 1098.6 | 2332.4 |
| July | 4776.1 | 760.8 | 1103.5 | 6640.4 | 1276.4 | 768.7 | 280.9 | 1049.6 | 583.3 | 709.5 | 1074.0 | 2366.8 |
| August | 4631.9 | 737.4 | 1090.7 | 6460.1 | 1143.5 | 719.1 | 269.9 | 989.0 | 551.9 | 727.8 | 1046.5 | 2326.1 |
| September | 4674.6 | 756.6 | 1105.0 | 6536.2 | 1288.1 | 792.3 | 273.7 | 1066.0 | 568.0 | 774.8 | 1011.5 | 2354.4 |
| October | 4788.3 | 753.7 | 1162.9 | 6704.9 | 1328.5 | 810.6 | 287.0 | 1097.5 | 607.4 | 821.4 | 1076.7 | 2505.4 |
| November | 4699.4 | 715.8 | 1174.1 | 6589.3 | 1507.0 | 823.1 | 282.9 | 1106.0 | 619.7 | 848.0 | 1160.8 | 2628.4 |

\% CHANGE FROM PRECEDING MONTH

| 2003 |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| November | -2.2 | -3.5 | 1.0 | -1.8 | 16.4 | 3.3 | -0.1 | 2.4 | 0.3 | 1.0 | 1.6 | 1.1 |
| December | 10.9 | 9.8 | 26.7 | 13.6 | 58.7 | 42.8 | 26.1 | 38.5 | 2.2 | 6.5 | 43.6 | 21.1 |
| 2004 |  |  |  |  |  |  |  |  |  |  |  |  |
| January | -4.4 | -2.2 | -20.4 | -7.3 | -51.3 | -33.9 | -20.0 | -30.6 | -8.0 | -19.2 | -26.0 | -20.3 |
| February | -7.9 | -10.2 | -8.1 | -8.2 | -16.5 | -16.9 | -23.8 | -18.7 | -9.0 | -8.5 | -11.1 | -9.8 |
| March | 5.2 | 3.2 | 6.5 | 5.2 | 14.1 | 10.2 | 16.1 | 11.7 | 12.2 | 6.8 | 5.1 | 7.3 |
| April | 0.0 | 6.3 | 3.0 | 1.2 | 12.9 | 11.1 | 0.9 | 8.4 | -8.3 | -4.2 | -7.3 | -6.6 |
| May | -0.6 | -2.5 | -5.7 | -1.7 | 0.1 | 6.6 | 6.4 | 6.6 | 5.8 | 0.8 | 6.4 | 4.5 |
| June | -2.9 | -2.7 | -0.2 | -2.4 | 8.2 | -0.2 | 0.2 | -0.1 | 5.7 | -1.2 | 9.5 | 5.3 |
| July | 5.9 | 8.4 | 2.5 | 5.6 | -5.8 | -6.4 | 5.3 | -3.5 | 2.2 | 7.0 | -2.2 | 1.5 |
| August | -3.0 | -3.1 | -1.2 | -2.7 | -10.4 | -6.5 | -3.9 | -5.8 | -5.4 | 2.6 | -2.6 | -1.7 |
| September | 0.9 | 2.6 | 1.3 | 1.2 | 12.7 | 10.2 | 1.4 | 7.8 | 2.9 | 6.5 | -3.3 | 1.2 |
| October | 2.4 | -0.4 | 5.2 | 2.6 | 3.1 | 2.3 | 4.8 | 3.0 | 6.9 | 6.0 | 6.4 | 6.4 |
| November | -1.9 | -5.0 | 1.0 | -1.7 | 13.4 | 1.5 | -1.4 | 0.8 | 2.0 | 3.2 | 7.8 | 4.9 |

\% CHANGE FROM CORRESPONDING MONTH OF PREVIOUS YEAR

| 2003 |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| November | 4.1 | 9.1 | 2.2 | 4.3 | 2.3 | 4.0 | 1.2 | 3.2 | 9.7 | 12.6 | 1.5 | 7.0 |
| December | 7.5 | 11.1 | 4.5 | 7.3 | 3.7 | 6.2 | 3.1 | 5.4 | 10.5 | 8.6 | 5.3 | 7.3 |
| 2004 |  |  |  |  |  |  |  |  |  |  |  |  |
| January | 7.1 | 10.8 | 6.6 | 7.4 | 7.7 | 10.6 | 6.0 | 9.3 | 11.8 | 7.9 | 13.2 | 11.2 |
| February | 9.5 | 18.6 | 9.0 | 10.3 | 10.0 | 13.1 | 4.0 | 10.7 | 12.1 | 10.9 | 15.9 | 13.4 |
| March | 5.9 | 10.8 | 8.2 | 6.8 | 3.4 | 3.1 | 4.1 | 3.3 | 14.1 | 5.8 | 15.2 | 11.9 |
| April | 8.5 | 11.3 | 11.7 | 9.3 | 4.4 | 5.1 | 0.2 | 3.9 | 2.1 | 6.2 | 13.3 | 8.2 |
| May | 4.0 | 5.7 | 6.6 | 4.6 | 3.4 | 9.2 | 2.3 | 7.4 | 1.1 | 4.2 | 7.2 | 4.7 |
| June | 10.5 | 5.8 | 11.4 | 10.1 | 11.6 | 14.8 | 5.7 | 12.5 | 2.1 | 3.3 | 12.0 | 6.9 |
| July | 8.1 | 8.2 | 5.4 | 7.6 | 10.4 | 9.5 | 11.1 | 9.9 | 2.4 | 3.6 | 8.4 | 5.4 |
| August | 5.0 | 5.8 | 4.1 | 5.0 | 5.9 | 7.2 | 15.0 | 9.2 | 1.3 | 0.0 | 9.4 | 4.3 |
| September | 8.7 | 11.0 | 3.8 | 8.1 | 9.6 | 10.2 | 9.6 | 10.0 | 1.9 | -1.2 | 9.3 | 3.8 |
| October | 3.0 | 4.1 | 4.4 | 3.4 | 2.8 | 4.3 | 3.2 | 4.0 | 4.9 | 0.4 | 6.8 | 4.2 |
| November | 3.4 | 2.5 | 4.4 | 3.4 | 0.2 | 2.5 | 1.9 | 2.3 | 6.8 | 2.6 | 13.3 | 8.1 |

(a) See paragraph 5 of Explanatory Notes.

RECREATIONAL

GOOD RETAILING
other retailing

| Newspaper, book \& | Other recreational |  | Pharmaceutical, cosmetic | Other |  | Hotels \& | Cafes \& |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| stationery retailing | $\begin{array}{r} \text { goods } \\ \text { retailing } \end{array}$ | Total | \& toiletry retailing | retailing n.e.c. | Total | licensed clubs | restaurants | Selected services | Total | Total al industrie |

## \$ MILLION

| 2003 |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| November | 428.8 | 258.4 | 687.2 | 734.9 | 1183.9 | 1918.8 | 1482.6 | 992.7 | 195.5 | 2670.8 | 16662.9 |
| December | 569.1 | 417.1 | 986.2 | 882.2 | 1693.5 | 2575.6 | 1624.0 | 1114.0 | 237.6 | 2975.6 | 20603.2 |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |  |  |  |
| January | 415.6 | 226.6 | 642.3 | 640.8 | 943.9 | 1584.7 | 1446.0 | 991.1 | 205.5 | 2642.6 | 16124.5 |
| February | 401.4 | 193.4 | 594.8 | 621.2 | 922.1 | 1543.3 | 1311.4 | 949.1 | 183.6 | 2444.1 | 14670.3 |
| March | 434.9 | 220.1 | 654.9 | 703.4 | 965.7 | 1669.1 | 1418.0 | 1026.1 | 190.2 | 2634.3 | 15758.3 |
| April | 404.5 | 205.6 | 610.2 | 685.6 | 903.3 | 1588.9 | 1435.6 | 986.7 | 205.8 | 2628.1 | 15776.3 |
| May | 418.9 | 194.5 | 613.4 | 715.0 | 949.9 | 1665.0 | 1407.5 | 980.0 | 202.8 | 2590.3 | 15868.6 |
| June | 409.3 | 210.1 | 619.4 | 710.4 | 934.9 | 1645.3 | 1397.2 | 919.0 | 197.8 | 2514.0 | 15842.8 |
| July | 437.5 | 220.9 | 658.4 | 723.5 | 957.1 | 1680.6 | 1466.2 | 969.0 | $\wedge 212.4$ | 2647.6 | 16319.8 |
| August | 429.2 | 201.0 | 630.2 | 731.6 | 974.0 | 1705.6 | 1415.7 | 963.8 | $\wedge 195.7$ | 2575.2 | 15829.7 |
| September | 428.0 | 215.0 | 643.0 | 747.1 | 1029.8 | 1776.8 | 1391.7 | 1010.3 | $\wedge 201.3$ | 2603.3 | 16267.8 |
| October | 415.2 | 223.5 | 638.7 | 744.8 | 1070.2 | 1814.9 | 1494.9 | 997.7 | $\wedge 220.3$ | 2712.8 | 16803.0 |
| November | 432.6 | 235.5 | 668.1 | 760.3 | 1121.3 | 1881.6 | 1439.7 | 967.1 | $\wedge 211.9$ | 2618.7 | 16999.1 |

\% CHANGE FROM PRECEDING MONTH
2003

| November | 3.7 | 13.4 | 7.1 | -0.7 | 7.3 | 4.1 | -0.3 | -1.2 | -0.8 | -0.7 | 1.5 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| December | 32.7 | 61.4 | 43.5 | 20.0 | 43.0 | 34.2 | 9.5 | 12.2 | 21.6 | 11.4 | 23.6 |
| O4 |  |  |  |  |  |  |  |  |  |  |  |
| January | -27.0 | -45.7 | -34.9 | -27.4 | -44.3 | -38.5 | -11.0 | -11.0 | -13.5 | -11.2 | -21.7 |
| February | -3.4 | -14.7 | -7.4 | -3.1 | -2.3 | -2.6 | -9.3 | -4.2 | -10.7 | -7.5 | -9.0 |
| March | 8.3 | 13.8 | 10.1 | 13.2 | 4.7 | 8.1 | 8.1 | 8.1 | 3.6 | 7.8 | 7.4 |
| April | -7.0 | -6.6 | -6.8 | -2.5 | -6.5 | -4.8 | 1.2 | -3.8 | 8.2 | -0.2 | 0.1 |
| May | 3.5 | -5.4 | 0.5 | 4.3 | 5.2 | 4.8 | -2.0 | -0.7 | -1.5 | -1.4 | 0.6 |
| June | -2.3 | 8.1 | 1.0 | -0.6 | -1.6 | -1.2 | -0.7 | -6.2 | -2.5 | -2.9 | -0.2 |
| July | 6.9 | 5.1 | 6.3 | 1.8 | 2.4 | 2.1 | 4.9 | 5.4 | 7.4 | 5.3 | 3.0 |
| August | -1.9 | -9.0 | -4.3 | 1.1 | 1.8 | 1.5 | -3.4 | -0.5 | -7.9 | -2.7 | -3.0 |
| September | -0.3 | 7.0 | 2.0 | 2.1 | 5.7 | 4.2 | -1.7 | 4.8 | 2.9 | 1.1 | 2.8 |
| October | -3.0 | 4.0 | -0.7 | -0.3 | 3.9 | 2.1 | 7.4 | -1.2 | 9.4 | 4.2 | 3.3 |
| November | 4.2 | 5.4 | 4.6 | 2.1 | 4.8 | 3.7 | -3.7 | -3.1 | -3.8 | -3.5 | 1.2 |

\% CHANGE FROM CORRESPONDING MONTH OF PREVIOUS YEAR

| $\mathbf{2 0 0 3}$ |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ November | 16.8 | 5.5 | 12.3 | 23.9 | 9.8 | 14.8 | 9.4 | 20.9 | -0.4 | 12.6 | 7.1 |
| $\quad$ December | 19.1 | 4.2 | 12.3 | 24.8 | 9.3 | 14.2 | 8.4 | 21.6 | 6.8 | 12.8 | 8.5 |
| 2004 |  |  |  |  |  |  |  |  |  |  |  |
| January | 10.1 | 6.3 | 8.7 | 11.4 | 6.9 | 8.6 | 5.9 | 20.5 | 1.7 | 10.6 | 8.8 |
| February | 14.6 | 11.2 | 13.5 | 16.0 | 9.6 | 12.1 | 7.2 | 26.7 | 6.3 | 13.9 | 11.7 |
| March | 19.2 | 17.2 | 18.5 | 20.1 | 9.9 | 14.0 | 4.4 | 23.5 | 2.1 | 10.9 | 8.9 |
| April | 20.1 | 1.9 | 13.3 | 12.9 | 0.1 | 5.3 | 7.0 | 22.2 | 20.0 | 13.2 | 8.7 |
| May | 16.3 | -0.4 | 10.4 | 10.0 | -1.2 | 3.4 | 3.8 | 15.3 | 11.9 | 8.5 | 5.4 |
| June | 18.6 | 7.1 | 14.4 | 15.5 | 3.6 | 8.4 | 6.7 | 18.5 | 19.5 | 11.7 | 10.1 |
| July | 8.1 | 6.5 | 7.6 | 8.2 | 1.2 | 4.1 | 5.7 | 11.7 | 9.0 | 8.1 | 7.4 |
| August | 1.8 | -1.1 | 0.9 | 9.7 | 0.0 | 4.0 | -1.1 | 6.2 | 0.1 | 1.6 | 4.4 |
| September | 4.5 | 4.4 | 4.4 | 11.8 | 1.5 | 5.6 | 0.6 | 12.7 | 7.6 | 5.5 | 6.9 |
| October | 0.4 | -1.9 | -0.4 | 0.6 | -3.0 | -1.5 | 0.5 | -0.7 | 11.9 | 0.9 | 2.4 |
| November | 0.9 | -8.8 | -2.8 | 3.4 | -5.3 | -1.9 | -2.9 | -2.6 | 8.4 | -2.0 | 2.0 |

[^0]RETAIL TURNOVER, By state

|  | New |  |  |  |  |  |  | ustralian |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | South |  |  | South | Western |  | Northern | Capital |  |
| Month | Wales | Victoria | Queensland | Australia | Australia | Tasmania | Territory | Territory | Australia |


| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |  |
| September | 5261.5 | 3587.3 | 3035.7 | 1098.9 | 1466.7 | 315.9 | 157.2 | 300.3 | 15223.5 |
| October | 5611.9 | 3921.9 | 3266.3 | 1211.9 | 1588.5 | 343.9 | 162.8 | 305.6 | 16412.9 |
| November | 5729.5 | 3992.9 | 3266.9 | 1229.4 | 1616.7 | 352.2 | 156.6 | 318.7 | 16662.9 |
| December | 7025.1 | 5021.7 | 4023.6 | 1514.6 | 2012.7 | 442.4 | 172.3 | 390.9 | 20603.2 |
| 2004 |  |  |  |  |  |  |  |  |  |
| January | 5436.5 | 3858.8 | 3254.3 | 1194.0 | 1598.3 | 349.7 | 139.8 | 293.3 | 16124.5 |
| February | 4944.9 | 3606.3 | 2881.7 | 1069.3 | 1437.7 | 317.6 | 134.1 | 278.6 | 14670.3 |
| March | 5310.1 | 3900.2 | 3052.7 | 1174.6 | 1539.5 | 340.4 | 143.3 | 297.5 | 15758.3 |
| April | 5357.6 | 3798.0 | 3088.2 | 1178.1 | 1567.5 | 342.4 | 150.7 | 293.6 | 15776.3 |
| May | 5442.6 | 3782.7 | 3129.0 | 1163.6 | 1560.8 | 330.4 | 158.9 | 300.6 | 15868.6 |
| June | 5350.5 | 3764.1 | 3197.9 | 1163.3 | 1560.0 | 334.5 | 170.7 | 301.8 | 15842.8 |
| July | 5514.5 | 3865.0 | 3286.0 | 1198.4 | 1628.1 | 343.5 | 179.1 | 305.3 | 16319.8 |
| August | 5337.1 | 3779.4 | 3214.6 | 1142.2 | 1564.5 | 322.2 | 174.5 | 295.2 | 15829.7 |
| September | 5473.3 | 3863.4 | 3319.6 | 1178.0 | 1626.3 | 336.3 | 173.2 | 297.7 | 16267.8 |
| October | 5681.5 | 4044.3 | 3332.2 | 1229.1 | 1682.0 | 351.9 | 170.3 | 311.7 | 16803.0 |
| November | 5762.2 | 4093.1 | 3334.3 | 1252.5 | 1721.5 | 359.1 | 161.9 | 314.5 | 16999.1 |

## SEASONALLY ADJUSTED (\$ million)

| $\mathbf{2 0 0 3}$ |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 5390.2 | 3761.8 | 3093.9 | 1149.1 | 1538.0 | 335.8 | 152.6 | 312.9 | 15734.3 |
| October | 5452.8 | 3823.6 | 3163.4 | 1176.0 | 1545.4 | 337.7 | 154.1 | 301.5 | 15954.4 |
| November | 5567.3 | 3887.5 | 3201.6 | 1185.8 | 1558.6 | 342.2 | 156.4 | 308.0 | 16207.4 |
| December | 5437.9 | 3816.0 | 3169.7 | 1180.0 | 1560.6 | 339.7 | 155.4 | 306.1 | 15965.2 |
| 2004 |  |  |  |  |  |  |  |  |  |
| January | 5481.3 | 3915.4 | 3207.1 | 1197.1 | 1580.5 | 345.4 | 155.7 | 306.7 | 16189.2 |
| February | 5465.5 | 3947.8 | 3207.6 | 1190.1 | 1572.1 | 341.5 | 156.7 | 306.0 | 16187.2 |
| March | 5508.8 | 3964.0 | 3203.8 | 1201.7 | 1590.7 | 343.9 | 154.7 | 304.6 | 16272.2 |
| April | 5518.0 | 3923.2 | 3219.2 | 1198.4 | 1612.7 | 344.6 | 158.6 | 303.4 | 16278.0 |
| May | 5558.5 | 3922.3 | 3264.9 | 1201.9 | 1617.9 | 346.4 | 160.7 | 303.6 | 16376.0 |
| June | 5688.0 | 3958.8 | 3316.4 | 1222.0 | 1647.6 | 354.1 | 167.4 | 312.2 | 16666.6 |
| July | 5598.7 | 3932.3 | 3290.8 | 1211.8 | 1650.6 | 352.5 | 161.9 | 304.2 | 16502.8 |
| August | 5548.6 | 3975.8 | 3313.9 | 1208.3 | 1647.6 | 348.1 | 162.2 | 305.9 | 16510.3 |
| September | 5580.9 | 4020.8 | 3334.7 | 1215.7 | 1690.7 | 351.9 | 165.2 | 308.6 | 16668.5 |
| October | 5568.5 | 3982.3 | 3266.1 | 1207.2 | 1649.7 | 350.8 | 162.8 | 307.2 | 16494.7 |
| November | 5571.0 | 3976.6 | 3274.4 | 1210.5 | 1663.2 | 348.9 | 162.8 | 305.9 | 16513.1 |

## TREND ESTIMATES (\$ million)

| 2003 |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 5408.1 | 3779.8 | 3100.1 | 1159.5 | 1542.8 | 334.5 | 153.4 | 308.3 | 15786.5 |
| October | 5448.1 | 3812.7 | 3142.9 | 1167.8 | 1550.1 | 338.2 | 154.4 | 307.4 | 15921.5 |
| November | 5473.3 | 3846.6 | 3173.3 | 1177.1 | 1556.3 | 340.6 | 155.0 | 306.8 | 16029.0 |
| December | 5481.9 | 3878.6 | 3190.2 | 1185.2 | 1562.9 | 341.8 | 155.3 | 306.1 | 16102.1 |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |  |
| January | 5484.7 | 3905.5 | 3199.5 | 1191.1 | 1571.3 | 342.5 | 155.6 | 305.6 | 16155.7 |
| February | 5493.3 | 3924.9 | 3208.2 | 1195.4 | 1582.2 | 343.3 | 156.3 | 305.2 | 16208.7 |
| March | 5513.2 | 3934.8 | 3220.2 | 1199.0 | 1594.4 | 344.6 | 157.5 | 305.2 | 16269.0 |
| April | 5542.1 | 3939.8 | 3239.7 | 1203.0 | 1608.5 | 346.2 | 159.1 | 305.3 | 16343.7 |
| May | 5572.1 | 3944.0 | 3264.1 | 1207.1 | 1623.9 | 348.1 | 160.9 | 305.6 | 16425.8 |
| June | 5591.8 | 3949.5 | 3285.8 | 1210.1 | 1638.1 | 349.7 | 162.4 | 306.2 | 16493.6 |
| July | 5596.3 | 3958.5 | 3299.7 | 1211.8 | 1649.4 | 350.7 | 163.3 | 306.7 | 16536.2 |
| August | 5591.0 | 3970.9 | 3304.9 | 1212.2 | 1657.3 | 351.0 | 163.7 | 307.0 | 16557.9 |
| September | 5582.4 | 3981.9 | 3303.5 | 1212.0 | 1662.9 | 350.9 | 163.7 | 307.1 | 16564.2 |
| October | 5574.1 | 3990.2 | 3298.7 | 1211.5 | 1667.0 | 350.6 | 163.5 | 307.1 | 16563.5 |
| November | 5562.6 | 3994.8 | 3289.3 | 1210.5 | 1669.8 | 350.1 | 163.2 | 306.8 | 16549.8 |


|  | New |  |  |  |  |  |  | Australian |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | South |  |  | South | Western |  | Northern | Capital |  |
| Month | Wales | Victoria | Queensland | Australia | Australia | Tasmania | Territory | Territory | Australia |


| ORIGINAL (\% change from preceding month) |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |  |
| September | 1.1 | -0.2 | 1.4 | -0.5 | -1.4 | 1.2 | -6.1 | -1.0 | 0.4 |
| October | 6.7 | 9.3 | 7.6 | 10.3 | 8.3 | 8.9 | 3.6 | 1.8 | 7.8 |
| November | 2.1 | 1.8 | 0.0 | 1.4 | 1.8 | 2.4 | -3.9 | 4.3 | 1.5 |
| December | 22.6 | 25.8 | 23.2 | 23.2 | 24.5 | 25.6 | 10.0 | 22.6 | 23.6 |
| 2004 |  |  |  |  |  |  |  |  |  |
| January | -22.6 | -23.2 | -19.1 | -21.2 | -20.6 | -21.0 | -18.9 | -25.0 | -21.7 |
| February | -9.0 | -6.5 | -11.4 | -10.4 | -10.0 | -9.2 | -4.0 | -5.0 | -9.0 |
| March | 7.4 | 8.1 | 5.9 | 9.8 | 7.1 | 7.2 | 6.8 | 6.8 | 7.4 |
| April | 0.9 | -2.6 | 1.2 | 0.3 | 1.8 | 0.6 | 5.2 | -1.3 | 0.1 |
| May | 1.6 | -0.4 | 1.3 | -1.2 | -0.4 | -3.5 | 5.4 | 2.4 | 0.6 |
| June | -1.7 | -0.5 | 2.2 | 0.0 | 0.0 | 1.2 | 7.4 | 0.4 | -0.2 |
| July | 3.1 | 2.7 | 2.8 | 3.0 | 4.4 | 2.7 | 4.9 | 1.2 | 3.0 |
| August | -3.2 | -2.2 | -2.2 | -4.7 | -3.9 | -6.2 | -2.5 | -3.3 | -3.0 |
| September | 2.6 | 2.2 | 3.3 | 3.1 | 4.0 | 4.4 | -0.7 | 0.9 | 2.8 |
| October | 3.8 | 4.7 | 0.4 | 4.3 | 3.4 | 4.6 | -1.7 | 4.7 | 3.3 |
| November | 1.4 | 1.2 | 0.1 | 1.9 | 2.4 | 2.1 | -5.0 | 0.9 | 1.2 |

SEASONALLY ADJUSTED (\% change from preceding month)

| 2003 |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| September | 0.4 | 0.7 | 1.8 | 0.3 | -0.3 | 1.5 | -0.1 | 1.0 | 0.7 |
| October | 1.2 | 1.6 | 2.2 | 2.3 | 0.5 | 0.6 | 1.0 | -3.7 | 1.4 |
| November | 2.1 | 1.7 | 1.2 | 0.8 | 0.9 | 1.3 | 1.5 | 2.2 | 1.6 |
| December | -2.3 | -1.8 | -1.0 | -0.5 | 0.1 | -0.7 | -0.7 | -0.6 | -1.5 |
| 2004 |  |  |  |  |  |  |  |  |  |
| January | 0.8 | 2.6 | 1.2 | 1.5 | 1.3 | 1.7 | 0.2 | 0.2 | 1.4 |
| February | -0.3 | 0.8 | 0.0 | -0.6 | -0.5 | -1.1 | 0.7 | -0.2 | 0.0 |
| March | 0.8 | 0.4 | -0.1 | 1.0 | 1.2 | 0.7 | -1.3 | -0.4 | 0.5 |
| April | 0.2 | -1.0 | 0.5 | -0.3 | 1.4 | 0.2 | 2.5 | -0.4 | 0.0 |
| May | 0.7 | 0.0 | 1.4 | 0.3 | 0.3 | 0.5 | 1.3 | 0.1 | 0.6 |
| June | 2.3 | 0.9 | 1.6 | 1.7 | 1.8 | 2.2 | 4.2 | 2.9 | 1.8 |
| July | -1.6 | -0.7 | -0.8 | -0.8 | 0.2 | -0.5 | -3.3 | -2.6 | -1.0 |
| August | -0.9 | 1.1 | 0.7 | -0.3 | -0.2 | -1.2 | 0.2 | 0.5 | 0.0 |
| September | 0.6 | 1.1 | 0.6 | 0.6 | 2.6 | 1.1 | 1.9 | 0.9 | 1.0 |
| October | -0.2 | -1.0 | -2.1 | -0.7 | -2.4 | -0.3 | -1.5 | -0.4 | -1.0 |
| November | 0.0 | -0.1 | 0.3 | 0.3 | 0.8 | -0.5 | 0.0 | -0.4 | 0.1 |

TREND ESTIMATES (\% change from preceding month)

| 2003 |  |  |  |  |  |  |  |  |  |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 0.9 | 0.8 | 1.6 | 0.5 | 0.6 | 1.4 | 0.8 | -0.3 | 1.0 |
| October | 0.7 | 0.9 | 1.4 | 0.7 | 0.5 | 1.1 | 0.6 | -0.3 | 0.9 |
| November | 0.5 | 0.9 | 1.0 | 0.8 | 0.4 | 0.7 | 0.4 | -0.2 | 0.7 |
| December | 0.2 | 0.8 | 0.5 | 0.7 | 0.4 | 0.4 | 0.2 | -0.2 | 0.5 |
| 204 |  |  |  |  |  |  |  |  |  |
| January | 0.0 | 0.7 | 0.3 | 0.5 | 0.5 | 0.2 | 0.2 | -0.2 | 0.3 |
| February | 0.2 | 0.5 | 0.3 | 0.4 | 0.7 | 0.2 | 0.5 | -0.1 | 0.3 |
| March | 0.4 | 0.3 | 0.4 | 0.3 | 0.8 | 0.4 | 0.8 | 0.0 | 0.4 |
| April | 0.5 | 0.1 | 0.6 | 0.3 | 0.9 | 0.5 | 1.0 | 0.0 | 0.5 |
| May | 0.5 | 0.1 | 0.8 | 0.3 | 1.0 | 0.5 | 1.1 | 0.1 | 0.5 |
| June | 0.4 | 0.1 | 0.7 | 0.2 | 0.9 | 0.5 | 0.9 | 0.2 | 0.4 |
| July | 0.1 | 0.2 | 0.4 | 0.1 | 0.7 | 0.3 | 0.5 | 0.2 | 0.3 |
| August | -0.1 | 0.3 | 0.2 | 0.0 | 0.5 | 0.1 | 0.2 | 0.1 | 0.1 |
| September | -0.2 | 0.3 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| October | -0.1 | 0.2 | -0.1 | 0.0 | 0.2 | -0.1 | -0.1 | 0.0 | 0.0 |
| November | -0.2 | 0.1 | -0.3 | -0.1 | 0.2 | -0.1 | -0.2 | -0.1 | -0.1 |



| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 1971.7 | 412.9 | 340.6 | 709.5 | ^222.2 | 597.3 | 1007.4 | 5261.5 |
| October | 2123.9 | 442.1 | 367.1 | 763.7 | ^216.0 | 638.8 | 1060.3 | 5611.9 |
| November | 2097.1 | 517.9 | 387.3 | 759.0 | 239.8 | 669.0 | 1059.4 | 5729.5 |
| December | 2369.4 | 829.9 | 552.6 | 923.2 | 317.2 | 864.1 | 1168.8 | 7025.1 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 2188.7 | 401.0 | 374.8 | 704.4 | ^ 198.9 | 533.2 | 1035.5 | 5436.5 |
| February | 2001.5 | 331.7 | 299.6 | 633.3 | 195.0 | 516.3 | 967.5 | 4944.9 |
| March | 2098.6 | 376.0 | 332.5 | 677.5 | 227.3 | 554.2 | 1043.9 | 5310.1 |
| April | 2126.6 | 424.7 | 353.9 | 635.2 | 194.6 | 518.6 | 1103.9 | 5357.6 |
| May | 2106.0 | 435.5 | 393.9 | 679.4 | 203.7 | 558.6 | 1065.5 | 5442.6 |
| June | 2032.4 | 462.0 | 380.9 | 707.1 | 199.5 | 533.1 | 1035.6 | 5350.5 |
| July | 2148.5 | 430.7 | 353.3 | 744.4 | 214.2 | 535.5 | 1087.9 | 5514.5 |
| August | 2103.5 | 392.5 | 328.8 | 705.9 | 205.2 | 542.8 | 1058.4 | 5337.1 |
| September | 2127.9 | 443.4 | 366.3 | 715.0 | 205.1 | 564.8 | 1050.8 | 5473.3 |
| October | 2194.1 | 452.9 | 378.5 | 768.8 | 203.4 | 567.1 | 1116.7 | 5681.5 |
| November | 2164.7 | 525.2 | 389.9 | 822.1 | 215.9 | 580.8 | 1063.5 | 5762.2 |

## SEASONALLY ADJUSTED (\$ million)

## 2003

| September | 2028.4 | 441.2 | 357.6 | 717.7 | 222.8 | 606.7 | 1015.8 | 5390.2 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 2056.5 | 447.1 | 361.7 | 730.8 | 222.7 | 614.0 | 1020.1 | 5452.8 |
| November | 2093.9 | 452.4 | 373.3 | 726.6 | 233.9 | 625.6 | 1061.6 | 5567.3 |
| December | 2075.4 | 433.7 | 365.3 | 705.1 | 227.5 | 582.9 | 1048.1 | 5437.9 |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |
| January | 2103.6 | 454.4 | 378.5 | 715.3 | 212.9 | 591.6 | 1025.0 | 5481.3 |
| February | 2099.1 | 456.8 | 369.8 | 714.5 | 215.9 | 577.4 | 1032.1 | 5465.5 |
| March | 2114.4 | 450.5 | 363.6 | 710.7 | 219.9 | 589.9 | 1059.7 | 5508.8 |
| April | 2131.9 | 452.5 | 367.6 | 698.2 | 212.8 | 559.6 | 1095.5 | 5518.0 |
| May | 2148.8 | 452.3 | 382.2 | 716.3 | 218.6 | 572.4 | 1067.7 | 5558.5 |
| June | 2173.6 | 480.1 | 389.3 | 725.8 | 216.5 | 588.4 | 1114.3 | 5688.0 |
| July | 2152.3 | 472.4 | 375.6 | 741.6 | 212.9 | 569.1 | 1074.8 | 5598.7 |
| August | 2161.0 | 469.9 | 374.4 | 719.0 | 205.4 | 557.4 | 1061.5 | 5548.6 |
| September | 2163.7 | 473.1 | 381.8 | 737.4 | 207.1 | 565.0 | 1052.9 | 5580.9 |
| October | 2141.3 | 458.3 | 372.3 | 748.0 | 214.2 | 558.0 | 1076.3 | 5568.5 |
| November | 2165.5 | 458.4 | 378.3 | 761.6 | 203.6 | 537.9 | 1065.6 | 5571.0 |

TREND ESTIMATES (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 2040.4 | 439.7 | 358.3 | 717.4 | 224.4 | 605.9 | 1020.5 | 5408.1 |
| October | 2058.4 | 443.2 | 363.3 | 720.1 | 226.7 | 606.9 | 1029.5 | 5448.1 |
| November | 2073.4 | 446.1 | 367.1 | 720.2 | 226.3 | 605.0 | 1035.7 | 5473.3 |
| December | 2085.3 | 447.7 | 369.1 | 717.7 | 223.8 | 599.3 | 1039.3 | 5481.9 |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |
| January | 2096.3 | 449.0 | 370.1 | 713.5 | 220.9 | 591.4 | 1043.6 | 5484.7 |
| February | 2108.2 | 450.5 | 370.8 | 710.1 | 218.6 | 583.7 | 1051.3 | 5493.3 |
| March | 2120.7 | 453.3 | 372.0 | 709.5 | 217.1 | 578.2 | 1062.4 | 5513.2 |
| April | 2134.0 | 457.6 | 374.1 | 711.7 | 215.9 | 575.4 | 1073.3 | 5542.1 |
| May | 2146.5 | 462.7 | 376.5 | 715.8 | 215.1 | 574.3 | 1081.3 | 5572.1 |
| June | 2155.1 | 466.9 | 378.5 | 721.1 | 214.1 | 572.8 | 1083.5 | 5591.8 |
| July | 2159.0 | 469.3 | 379.3 | 727.3 | 212.3 | 569.6 | 1079.4 | 5596.3 |
| August | 2159.7 | 469.8 | 378.9 | 734.0 | 210.5 | 565.2 | 1073.1 | 5591.0 |
| September | 2159.1 | 468.2 | 377.9 | 740.5 | 208.9 | 559.8 | 1008.0 | 5582.4 |
| October | 2158.2 | 465.8 | 376.9 | 746.9 | 207.7 | 554.4 | 1064.3 | 5574.1 |
| November | 2156.9 | 462.8 | 375.6 | 751.8 | 206.4 | 548.2 | 1062.9 | 5562.6 |

^ estimate has a relative standard error of $10 \%$ to less than $25 \%$
(a) See paragraph 5 of the Explanatory Notes.
and should be used with caution

|  |  |  | Clothing and | Household | Recreational |  | Hospitality |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Food | Department | soft good | good | good | Other | and |  |
| Month | retailing | stores | retailing | retailing | retailing | retailing | services |


| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 1482.6 | 278.0 | 232.7 | 575.4 | 129.3 | 432.4 | 456.9 | 3587.3 |
| October | 1568.5 | 317.4 | 263.1 | 601.4 | 142.4 | 509.0 | 520.2 | 3921.9 |
| November | 1554.5 | 370.5 | 272.9 | 604.0 | 154.3 | 515.5 | 521.2 | 3992.9 |
| December | 1761.6 | 600.2 | 370.9 | 756.0 | 240.6 | 707.2 | 585.3 | 5021.7 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1643.9 | 276.0 | 243.1 | 610.1 | 149.5 | 411.4 | 524.9 | 3858.8 |
| February | 1534.2 | 239.9 | 220.7 | 565.8 | 132.4 | 425.7 | 487.7 | 3606.3 |
| March | 1610.2 | 277.7 | 247.3 | 596.9 | 147.5 | 468.0 | 552.7 | 3900.2 |
| April | 1598.5 | 317.3 | 278.0 | 546.3 | 136.2 | 416.1 | 505.6 | 3798.0 |
| May | 1574.4 | 306.7 | 287.4 | 552.3 | 127.9 | 429.6 | 504.5 | 3782.7 |
| June | 1528.7 | 338.0 | ^ 273.8 | 576.7 | ^ 131.6 | 429.6 | 485.7 | 3764.1 |
| July | 1593.8 | 310.8 | 275.1 | 571.8 | 140.2 | 446.2 | 527.1 | 3865.0 |
| August | 1553.7 | 273.6 | 266.3 | 593.4 | 137.7 | 449.5 | 505.2 | 3779.4 |
| September | 1578.0 | 304.1 | ^264.3 | 592.6 | 143.2 | 462.4 | 518.8 | 3863.4 |
| October | 1639.3 | 320.5 | 280.0 | 643.6 | ヘ 139.7 | 481.6 | 539.7 | 4044.3 |
| November | 1620.3 | 361.7 | 277.3 | 663.1 | ^142.7 | 498.6 | 529.4 | 4093.1 |

SEASONALLY ADJUSTED (\$ million)

2003

| September | 1538.0 | 312.8 | 250.1 | 590.6 | 137.0 | 452.9 | 480.4 | 3761.8 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 1526.5 | 327.8 | 257.2 | 587.4 | 145.4 | 476.9 | 502.3 | 3823.6 |
| November | 1555.6 | 327.1 | 263.0 | 579.9 | 152.8 | 481.1 | 528.0 | 3887.5 |
| December | 1531.7 | 311.6 | 259.3 | 583.0 | 148.7 | 471.8 | 509.9 | 3816.0 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1588.7 | 318.3 | 265.5 | 608.4 | 145.4 | 465.3 | 523.8 | 3915.4 |
| February | 1604.6 | 326.4 | 273.9 | 607.6 | 150.3 | 468.6 | 516.4 | 3947.8 |
| March | 1595.0 | 321.2 | 257.3 | 620.8 | 153.9 | 488.3 | 527.7 | 3964.0 |
| April | 1614.1 | 328.7 | 268.9 | 590.9 | 150.0 | 456.8 | 513.7 | 3923.2 |
| May | 1614.3 | 323.1 | 274.0 | 583.6 | 142.0 | 461.5 | 523.7 | 3922.3 |
| June | 1621.8 | 332.7 | 278.6 | 583.2 | 144.4 | 476.2 | 521.8 | 3958.8 |
| July | 1592.2 | 340.2 | 286.9 | 590.4 | 145.6 | 470.2 | 506.8 | 3932.3 |
| August | 1604.3 | 335.7 | 293.4 | 615.1 | 146.7 | 464.2 | 516.4 | 3975.8 |
| September | 1624.1 | 344.2 | 282.1 | 615.3 | 151.2 | 470.2 | 533.7 | 4020.8 |
| October | 1612.1 | 328.9 | 276.0 | 625.7 | 144.9 | 463.3 | 531.4 | 3982.3 |
| November | 1619.7 | 320.3 | 267.0 | 631.6 | 140.0 | 465.6 | 532.5 | 3976.6 |

TREND ESTIMATES (\$ million)

| $\mathbf{2 0 0 3}$ |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 1534.0 | 319.5 | 252.4 | 588.2 | 140.7 | 457.8 | 488.7 | 3779.8 |
| October | 1541.0 | 320.3 | 255.6 | 586.7 | 143.2 | 468.0 | 500.9 | 3812.7 |
| November | 1551.6 | 320.7 | 259.2 | 588.8 | 146.4 | 473.6 | 510.9 | 3846.6 |
| December | 1564.9 | 320.8 | 262.2 | 594.2 | 149.0 | 475.2 | 517.6 | 3878.6 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1579.8 | 320.8 | 264.1 | 599.8 | 150.3 | 474.0 | 521.2 | 3905.5 |
| February | 1594.0 | 321.5 | 265.4 | 602.5 | 150.2 | 472.1 | 522.4 | 3924.9 |
| March | 1604.3 | 323.0 | 267.2 | 601.1 | 149.1 | 470.1 | 521.4 | 3934.8 |
| April | 1609.8 | 325.8 | 270.5 | 597.2 | 147.8 | 469.0 | 519.6 | 3939.8 |
| May | 1611.3 | 329.8 | 275.3 | 593.2 | 146.9 | 468.7 | 518.2 | 3944.0 |
| June | 1610.8 | 333.2 | 279.9 | 592.5 | 146.4 | 468.4 | 517.9 | 3949.5 |
| July | 1610.2 | 335.2 | 283.0 | 597.0 | 146.1 | 468.0 | 519.0 | 3958.5 |
| August | 1610.9 | 335.8 | 283.7 | 605.3 | 146.0 | 467.6 | 521.6 | 3970.9 |
| September | 1612.4 | 334.8 | 282.2 | 614.5 | 145.9 | 467.2 | 525.1 | 3981.9 |
| October | 1614.2 | 332.7 | 279.3 | 623.1 | 145.4 | 466.8 | 528.8 | 3990.2 |
| November | 1616.3 | 330.3 | 275.9 | 630.3 | 144.9 | 465.5 | 531.6 | 3994.8 |

[^1]|  |  |  | Clothing and | Household | Recreational |  | Hospitality |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Month | Food | Department | soft good | good | good | Other | and |  |
| retailing | stores | retailing | retailing | retailing | retailing | senvices | Total |  |


| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 1198.9 | 216.8 | 230.1 | 450.8 | ^ 126.6 | 312.7 | 499.7 | 3035.7 |
| October | 1297.7 | 229.6 | 237.8 | 455.1 | ^137.7 | 331.1 | 577.3 | 3266.3 |
| November | 1247.9 | 261.2 | 226.8 | 471.2 | ^140.1 | 351.9 | 567.8 | 3266.9 |
| December | 1417.5 | 415.9 | 316.0 | 553.7 | ^198.3 | 481.2 | 641.1 | 4023.6 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1349.1 | 212.5 | 233.8 | 449.4 | ^137.5 | 302.1 | 569.9 | 3254.3 |
| February | 1217.9 | 170.4 | 172.6 | 413.5 | ^119.8 | 279.9 | 507.6 | 2881.7 |
| March | 1280.2 | 190.4 | 188.5 | 443.2 | ^ 125.1 | 303.2 | 522.2 | 3052.7 |
| April | 1303.6 | 213.1 | 202.6 | 414.7 | ^130.2 | 313.5 | 510.4 | 3088.2 |
| May | 1273.1 | 213.9 | 217.6 | 437.5 | ^ 134.7 | 331.3 | 520.9 | 3129.0 |
| June | 1266.5 | 241.8 | 238.9 | 461.2 | ヘ 139.1 | 341.6 | 508.7 | 3197.9 |
| July | 1341.4 | 233.2 | 233.8 | 461.7 | ^147.4 | 348.2 | 520.3 | 3286.0 |
| August | 1302.3 | 212.0 | 216.4 | 456.9 | ^ 136.7 | 368.3 | 522.0 | 3214.6 |
| September | 1304.3 | 245.7 | 246.8 | 467.7 | 138.3 | 387.2 | 529.6 | 3319.6 |
| October | 1312.0 | 247.6 | 243.6 | 476.7 | ^140.3 | 376.6 | 535.3 | 3332.2 |
| November | 1259.4 | 273.3 | 243.5 | 511.6 | ^143.5 | 391.5 | 511.5 | 3334.3 |

SEASONALLY ADJUSTED (\$ million)

## 2003

| September | 1231.2 | 224.1 | 220.7 | 452.8 | 129.2 | 329.9 | 506.1 | 3093.9 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 1258.8 | 229.8 | 222.3 | 444.9 | 133.1 | 323.5 | 551.0 | 3163.4 |
| November | 1276.9 | 230.3 | 221.4 | 451.3 | 138.6 | 332.7 | 550.4 | 3201.6 |
| December | 1274.6 | 222.4 | 215.2 | 436.4 | 141.6 | 328.3 | 551.2 | 3169.7 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1295.9 | 230.6 | 218.6 | 447.8 | 131.2 | 323.7 | 559.4 | 3207.1 |
| February | 1301.3 | 235.0 | 218.8 | 449.7 | 132.4 | 320.3 | 550.0 | 3207.6 |
| March | 1283.6 | 232.6 | 219.9 | 459.6 | 135.2 | 326.6 | 546.3 | 3203.8 |
| April | 1298.6 | 233.5 | 220.1 | 459.5 | 140.5 | 339.4 | 527.7 | 3219.2 |
| May | 1297.4 | 237.3 | 229.1 | 463.8 | 150.2 | 343.8 | 543.3 | 3264.9 |
| June | 1318.0 | 243.6 | 249.7 | 469.4 | 151.5 | 350.3 | 533.9 | 3316.4 |
| July | 1317.3 | 248.2 | 237.5 | 462.1 | 148.0 | 364.4 | 513.4 | 3290.8 |
| August | 1325.6 | 249.2 | 237.9 | 458.6 | 138.2 | 379.8 | 524.7 | 3313.9 |
| September | 1316.9 | 250.1 | 236.1 | 469.5 | 140.4 | 392.5 | 529.2 | 3334.7 |
| October | 1288.0 | 247.7 | 230.9 | 474.1 | 139.6 | 375.4 | 510.3 | 3266.1 |
| November | 1293.3 | 244.6 | 234.4 | 482.8 | 137.8 | 377.8 | 503.8 | 3274.4 |

TREND ESTIMATES (\$ million)

## 2003

| September | 1235.2 | 223.9 | 219.2 | 444.0 | 130.7 | 325.9 | 521.6 | 3100.1 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 1253.4 | 226.2 | 219.7 | 446.8 | 133.7 | 327.3 | 535.8 | 3142.9 |
| November | 1268.6 | 227.8 | 219.4 | 447.1 | 135.2 | 327.2 | 546.8 | 3173.3 |
| December | 1278.9 | 229.0 | 218.3 | 447.0 | 135.4 | 326.1 | 552.9 | 3190.2 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 1284.8 | 230.0 | 217.7 | 448.3 | 135.5 | 325.3 | 554.0 | 3199.5 |
| February | 1288.6 | 231.3 | 218.6 | 451.5 | 136.5 | 326.0 | 551.3 | 3208.2 |
| March | 1292.2 | 233.2 | 221.6 | 455.8 | 138.8 | 329.0 | 545.7 | 3220.2 |
| April | 1297.9 | 236.0 | 226.4 | 459.8 | 142.0 | 335.3 | 539.6 | 3239.7 |
| May | 1305.3 | 239.5 | 231.7 | 462.3 | 144.9 | 344.7 | 534.5 | 3264.1 |
| June | 1311.6 | 242.9 | 235.8 | 463.6 | 146.4 | 355.5 | 530.1 | 3285.8 |
| July | 1314.7 | 245.6 | 237.8 | 464.7 | 145.7 | 365.4 | 526.3 | 3299.7 |
| August | 1313.9 | 247.6 | 237.9 | 466.6 | 143.7 | 373.2 | 522.4 | 3304.9 |
| September | 1310.1 | 248.5 | 236.9 | 469.4 | 141.4 | 379.1 | 518.2 | 3303.5 |
| October | 1304.9 | 248.8 | 235.5 | 472.7 | 139.3 | 383.0 | 514.1 | 3298.7 |
| November | 1299.5 | 248.4 | 233.6 | 475.9 | 137.3 | 385.4 | 509.6 | 3289.3 |

[^2]| Month | Food retailing | Department stores | Clothing and soft good retailing | Household good retailing | Recreational good retailing | Other retailing | Hospitality and services | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ORIGINAL (\$ million) |  |  |  |  |  |  |  |
| 2003 |  |  |  |  |  |  |  |  |
| September | 438.0 | 94.0 | 49.9 | 168.8 | ^29.2 | 121.7 | 197.3 | 1098.9 |
| October | 483.8 | 108.1 | 62.4 | 180.6 | ^ 33.2 | 131.2 | 212.5 | 1211.9 |
| November | 472.6 | 128.3 | 64.6 | 183.3 | 35.5 | 139.3 | 205.8 | 1229.4 |
| December | 533.8 | 192.8 | 81.0 | 226.2 | 58.2 | 184.1 | 238.3 | 1514.6 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 491.0 | 99.1 | 59.3 | 185.8 | 35.3 | 113.6 | 209.9 | 1194.0 |
| February | 447.9 | 81.9 | 45.8 | 163.0 | 32.3 | 106.2 | 192.2 | 1069.3 |
| March | 480.4 | 95.1 | 56.8 | 178.2 | 37.7 | 117.1 | 209.1 | 1174.6 |
| April | 487.8 | 106.6 | 62.3 | 166.5 | ^ 38.2 | 113.4 | 203.2 | 1178.1 |
| May | 476.2 | 105.5 | 62.3 | 166.5 | 35.5 | 116.4 | 201.3 | 1163.6 |
| June | 463.0 | 112.6 | ^ 63.5 | 180.6 | ^ 36.2 | 116.6 | 190.8 | 1163.3 |
| July | 501.0 | 108.9 | ^ 60.8 | 178.1 | ^ 39.2 | 114.4 | 196.1 | 1198.4 |
| August | 476.7 | 96.4 | ^ 57.4 | 171.2 | ^ 35.7 | 115.7 | 189.2 | 1142.2 |
| September | 487.7 | 104.0 | ^ 63.2 | 172.2 | ^ 36.0 | 118.4 | 196.4 | 1178.0 |
| October | 507.8 | 110.7 | 62.1 | 186.8 | ^ 37.5 | 120.8 | 203.4 | 1229.1 |
| November | 502.8 | 123.0 | 58.9 | 196.7 | $\wedge 42.0$ | 134.9 | 194.2 | 1252.5 |

## SEASONALLY ADJUSTED (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 455.5 | 107.5 | 55.6 | 174.2 | 32.0 | 124.1 | 200.2 | 1149.1 |
| October | 466.5 | 111.6 | 59.2 | 173.4 | 33.4 | 128.9 | 203.0 | 1176.0 |
| November | 470.2 | 110.2 | 61.2 | 175.7 | 34.5 | 131.0 | 203.0 | 1185.8 |
| December | 467.3 | 105.8 | 59.1 | 176.0 | 36.2 | 133.6 | 201.9 | 1180.0 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 477.3 | 110.5 | 60.5 | 185.1 | 36.3 | 123.7 | 203.7 | 1197.1 |
| February | 479.6 | 112.2 | 58.0 | 182.2 | 35.6 | 120.5 | 202.0 | 1190.1 |
| March | 481.5 | 109.1 | 59.7 | 185.7 | 37.1 | 122.1 | 206.5 | 1201.7 |
| April | 48.6 | 111.7 | 60.7 | 179.4 | 40.1 | 117.3 | 206.7 | 1198.4 |
| May | 484.1 | 110.9 | 60.8 | 175.4 | 39.7 | 118.4 | 212.5 | 1201.9 |
| June | 493.1 | 114.1 | 63.3 | 180.7 | 40.7 | 122.2 | 208.0 | 1222.0 |
| July | 496.7 | 113.4 | 62.1 | 179.9 | 40.7 | 119.4 | 199.7 | 1211.8 |
| August | 493.2 | 116.0 | 66.6 | 174.3 | 39.5 | 121.5 | 197.2 | 1208.3 |
| September | 495.6 | 115.4 | 66.3 | 183.4 | 38.8 | 119.5 | 196.7 | 1215.7 |
| October | 498.1 | 113.7 | 59.7 | 180.7 | 39.8 | 120.8 | 194.4 | 1207.2 |
| November | 502.0 | 109.0 | 58.3 | 183.4 | 40.1 | 124.8 | 193.0 | 1210.5 |

TREND ESTIMATES (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 460.9 | 108.2 | 56.8 | 173.2 | 33.0 | 126.9 | 200.4 | 1159.5 |
| October | 463.5 | 108.7 | 57.9 | 174.9 | 33.6 | 127.7 | 201.6 | 1167.8 |
| November | 467.2 | 109.1 | 58.9 | 177.0 | 34.3 | 128.3 | 202.3 | 1177.1 |
| December | 471.3 | 109.5 | 59.6 | 179.1 | 35.1 | 127.9 | 202.8 | 1185.2 |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |
| January | 474.9 | 109.8 | 59.8 | 180.9 | 36.0 | 126.1 | 203.6 | 1191.1 |
| February | 478.1 | 110.1 | 59.7 | 182.0 | 37.0 | 123.4 | 205.0 | 1195.4 |
| March | 481.2 | 110.6 | 59.8 | 182.0 | 38.0 | 121.0 | 206.5 | 1199.0 |
| April | 484.3 | 111.3 | 60.4 | 181.0 | 38.9 | 119.6 | 207.4 | 1203.0 |
| May | 487.5 | 112.4 | 61.6 | 179.6 | 39.7 | 119.1 | 207.2 | 1207.1 |
| June | 490.3 | 113.3 | 62.9 | 178.7 | 40.1 | 119.5 | 205.5 | 1210.1 |
| July | 492.8 | 114.0 | 63.6 | 178.6 | 40.1 | 120.1 | 202.6 | 1211.8 |
| August | 495.1 | 114.3 | 63.7 | 179.3 | 39.9 | 120.6 | 199.4 | 1212.2 |
| September | 497.1 | 114.0 | 63.2 | 180.2 | 39.8 | 121.2 | 196.6 | 1212.0 |
| October | 498.8 | 113.4 | 62.3 | 181.2 | 39.6 | 121.8 | 194.3 | 1211.5 |
| November | 500.1 | 112.6 | 61.3 | 182.2 | 39.6 | 122.4 | 192.3 | 1210.5 |

$\wedge$ estimate has a relative standard error of $10 \%$ to less than $25 \%$ and should be used with caution
(a) See paragraph 5 of the Explanatory Notes.

|  |  |  | Clothing and | Household | Recreational |  | Hospitality |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Month | Food | Department | soft good | good | good | Other | and |$\quad$ (otal


| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 644.8 | 114.8 | 77.4 | 231.9 | ^ 69.0 | 136.7 | 192.1 | 1466.7 |
| October | 675.6 | 130.7 | 84.1 | 266.9 | ^ 73.9 | ヘ 148.2 | 209.0 | 1588.5 |
| November | 670.2 | 150.1 | 87.2 | 270.5 | ^ 78.9 | ヘ 152.5 | 207.3 | 1616.7 |
| December | 792.9 | 229.8 | 118.2 | 313.8 | ^115.5 | ^217.2 | 225.4 | 2012.7 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 698.0 | 115.0 | 87.8 | 265.1 | ^ 84.7 | 142.4 | 205.2 | 1598.3 |
| February | 643.4 | 96.2 | 69.2 | 222.0 | ^ 76.4 | 139.9 | 190.5 | 1437.7 |
| March | 681.3 | 109.3 | 78.2 | 242.0 | ^ 79.6 | 145.8 | 203.3 | 1539.5 |
| April | 707.9 | 124.5 | 83.1 | 233.6 | ^ 73.8 | 144.5 | 200.0 | 1567.5 |
| May | 683.2 | 126.3 | 84.7 | 251.1 | ^74.5 | 148.0 | 192.9 | 1560.8 |
| June | 667.9 | 131.3 | 85.6 | 268.9 | ^75.3 | 145.5 | 185.5 | 1560.0 |
| July | 705.4 | 128.4 | 84.3 | 276.5 | ^ 76.0 | 154.8 | 202.7 | 1628.1 |
| August | 688.0 | 111.8 | 79.1 | 263.7 | ^ 76.0 | 149.3 | 196.5 | 1564.5 |
| September | 697.8 | 127.9 | 82.6 | 275.5 | ^ 81.6 | 161.4 | 199.5 | 1626.3 |
| October | 702.8 | 131.1 | 92.4 | 289.7 | ^ 80.4 | 181.6 | 203.9 | 1682.0 |
| November | 701.4 | 149.6 | 93.5 | 292.6 | ^ 86.3 | 188.6 | 209.6 | 1721.5 |

## SEASONALLY ADJUSTED (\$ million)

## 2003

| September | 676.8 | 129.3 | 82.9 | 243.3 | 73.1 | 138.5 | 194.0 | 1538.0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 663.3 | 132.0 | 82.6 | 252.2 | 76.5 | 141.0 | 197.9 | 1545.4 |
| November | 669.6 | 130.9 | 84.0 | 250.4 | 79.1 | 143.3 | 201.2 | 1558.6 |
| December | 682.2 | 123.0 | 82.2 | 249.5 | 80.4 | 148.8 | 194.5 | 1560.6 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 674.6 | 129.1 | 87.5 | 258.9 | 82.7 | 149.5 | 198.2 | 1580.5 |
| February | 675.2 | 129.5 | 85.8 | 242.9 | 80.8 | 155.4 | 202.4 | 1572.1 |
| March | 678.0 | 130.6 | 88.5 | 256.6 | 82.0 | 153.6 | 201.4 | 1590.7 |
| April | 701.0 | 130.9 | 83.6 | 261.3 | 79.0 | 155.5 | 201.6 | 1612.7 |
| May | 699.9 | 130.6 | 81.5 | 264.1 | 79.7 | 156.8 | 205.2 | 1617.9 |
| June | 711.5 | 133.8 | 86.8 | 270.8 | 80.0 | 159.0 | 205.8 | 1647.6 |
| July | 705.2 | 136.2 | 86.0 | 279.6 | 77.5 | 163.4 | 202.6 | 1650.6 |
| August | 710.0 | 136.2 | 86.4 | 274.1 | 79.1 | 160.2 | 201.5 | 1647.6 |
| September | 722.0 | 142.4 | 89.9 | 280.2 | 85.8 | 166.9 | 203.7 | 1690.7 |
| October | 699.6 | 131.5 | 91.0 | 273.3 | 85.3 | 175.3 | 193.8 | 1649.7 |
| November | 703.5 | 133.6 | 88.5 | 279.5 | 85.2 | 172.6 | 200.2 | 1663.2 |

## TREND ESTIMATES (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 671.8 | 129.6 | 83.7 | 245.0 | 76.3 | 140.3 | 196.2 | 1542.8 |
| October | 672.0 | 129.3 | 83.7 | 248.7 | 77.7 | 141.1 | 197.4 | 1550.1 |
| November | 671.9 | 128.9 | 84.0 | 250.6 | 79.0 | 143.8 | 198.1 | 1556.3 |
| December | 672.9 | 128.4 | 84.5 | 251.3 | 80.1 | 147.1 | 198.5 | 1562.9 |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |
| January | 675.6 | 128.4 | 85.2 | 251.8 | 81.0 | 150.1 | 199.2 | 1571.3 |
| February | 680.3 | 128.8 | 85.6 | 253.2 | 81.3 | 152.6 | 200.4 | 1582.2 |
| March | 686.2 | 129.5 | 85.5 | 256.0 | 81.0 | 154.5 | 201.8 | 1594.4 |
| April | 693.2 | 130.8 | 85.1 | 260.3 | 80.1 | 155.9 | 203.1 | 1608.5 |
| May | 700.2 | 132.6 | 84.9 | 265.5 | 79.4 | 157.3 | 204.0 | 1623.9 |
| June | 706.1 | 134.2 | 85.2 | 270.3 | 79.4 | 159.1 | 204.0 | 1638.1 |
| July | 709.4 | 135.4 | 86.1 | 273.9 | 80.1 | 161.6 | 203.2 | 1649.4 |
| August | 710.2 | 136.1 | 87.4 | 276.0 | 81.3 | 164.5 | 202.0 | 1657.3 |
| September | 709.8 | 136.4 | 88.5 | 277.4 | 82.7 | 167.5 | 200.6 | 1662.9 |
| October | 708.6 | 136.1 | 89.5 | 278.3 | 84.2 | 170.3 | 199.4 | 1667.0 |
| November | 707.3 | 135.6 | 90.2 | 278.7 | 85.4 | 172.8 | 198.2 | 1669.8 |

^ estimate has a relative standard error of $10 \%$ to less than $25 \%$
(a) See paragraph 5 of the Explanatory Notes.
and should be used with caution

|  |  |  | Clothing and | Household | Recreational |  | Hospitality |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Month | Food | Department | soft good | good | good | Other | and |


| ORIGINAL (\$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 126.2 | $n \mathrm{p}$ | 14.4 | 55.6 | ^ 18.9 | $n \mathrm{p}$ | 39.2 | 315.9 |
| October | 141.8 | np | 15.1 | 59.5 | 18.5 | np | 39.8 | 343.9 |
| November | 137.3 | $n \mathrm{p}$ | 16.7 | 61.9 | 18.7 | np | ^ 40.6 | 352.2 |
| December | 154.3 | np | 24.5 | 74.9 | 27.3 | np | 48.9 | 442.4 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 147.8 | np | 16.9 | 55.4 | 19.1 | np | 41.4 | 349.7 |
| February | 132.1 | np | 14.8 | 50.4 | 20.4 | np | 39.8 | 317.6 |
| March | 139.5 | np | 16.2 | 57.0 | 18.8 | np | 42.1 | 340.4 |
| April | 140.7 | np | 17.8 | 51.9 | 18.4 | np | 43.0 | 342.4 |
| May | 134.7 | np | 16.4 | 53.7 | ^ 18.4 | np | 39.9 | 330.4 |
| June | 134.3 | np | ^17.2 | 57.8 | ^18.0 | np | 39.2 | 334.5 |
| July | 140.7 | np | ^16.0 | 58.1 | ^19.1 | np | 40.1 | 343.5 |
| August | 133.6 | np | ^ 15.5 | 57.5 | ^ 18.3 | np | 35.0 | 322.2 |
| September | 138.1 | np | ^16.2 | 57.8 | ^19.3 | np | 37.4 | 336.3 |
| October | 145.2 | np | 13.9 | 60.2 | ヘ 18.4 | np | 41.8 | 351.9 |
| November | 143.6 | np | 16.1 | 62.1 | ^18.6 | np | 42.1 | 359.1 |

## SEASONALLY ADJUSTED (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 133.4 | $n p$ | 16.5 | 57.7 | 20.4 | $n p$ | 40.8 | 335.8 |
| October | 136.3 | $n p$ | 16.5 | 57.1 | 19.6 | $n p$ | 39.6 | 337.7 |
| November | 138.1 | $n p$ | 16.2 | 57.9 | 19.3 | $n p$ | 40.2 | 342.2 |
| December | 135.6 | $n p$ | 16.6 | 57.3 | 19.4 | $n p$ | 40.7 | 339.7 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 139.5 | $n p$ | 17.4 | 58.4 | 18.4 | $n p$ | 38.2 | 345.4 |
| February | 137.5 | $n p$ | 16.6 | 57.0 | 19.4 | $n p$ | 41.0 | 341.5 |
| March | 139.1 | $n p$ | 16.7 | 58.5 | 18.6 | $n p$ | 40.6 | 343.9 |
| April | 138.9 | $n p$ | 16.3 | 55.9 | 19.2 | $n p$ | 42.0 | 344.6 |
| May | 140.1 | $n p$ | 16.3 | 56.7 | 19.7 | $n p$ | 41.6 | 346.4 |
| June | 142.1 | $n p$ | 17.5 | 58.5 | 19.9 | $n p$ | 42.0 | 354.1 |
| July | 140.6 | $n p$ | 17.2 | 59.2 | 20.2 | $n p$ | 41.7 | 352.5 |
| August | 141.2 | $n p$ | 17.7 | 58.6 | 19.7 | $n p$ | 39.4 | 348.1 |
| September | 142.4 | $n p$ | 18.0 | 57.7 | 21.1 | $n p$ | 40.4 | 351.9 |
| October | 142.2 | $n p$ | 15.5 | 59.7 | 20.1 | $n p$ | 41.0 | 350.8 |
| November | 144.5 | $n p$ | 15.7 | 58.9 | 18.4 | $n p$ | 40.6 | 348.9 |

## TREND ESTIMATES (\$ million)

| 2003 |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| September | 133.8 | np | 16.3 | 57.2 | 19.9 | np | 40.1 | 334.5 |
| October | 135.4 | np | 16.4 | 57.5 | 19.7 | np | 40.2 | 338.2 |
| November | 136.7 | np | 16.6 | 57.7 | 19.4 | np | 40.1 | 340.6 |
| December | 137.5 | np | 16.7 | 57.7 | 19.2 | np | 40.0 | 341.8 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 138.0 | np | 16.7 | 57.6 | 19.0 | np | 40.1 | 342.5 |
| February | 138.5 | np | 16.7 | 57.4 | 18.9 | np | 40.4 | 343.3 |
| March | 138.9 | np | 16.6 | 57.3 | 19.0 | np | 40.9 | 344.6 |
| April | 139.5 | np | 16.7 | 57.4 | 19.2 | np | 41.4 | 346.2 |
| May | 140.1 | np | 16.9 | 57.5 | 19.6 | np | 41.5 | 348.1 |
| June | 140.7 | np | 17.1 | 57.9 | 19.9 | np | 41.5 | 349.7 |
| July | 141.2 | np | 17.2 | 58.2 | 20.1 | np | 41.1 | 350.7 |
| August | 141.7 | np | 17.2 | 58.6 | 20.1 | np | 40.8 | 351.0 |
| September | 142.2 | np | 17.0 | 58.8 | 20.0 | np | 40.6 | 350.9 |
| October | 142.8 | np | 16.7 | 59.0 | 19.9 | np | 40.4 | 350.6 |
| November | 143.3 | np | 16.3 | 59.0 | 19.6 | np | 40.4 | 350.1 |

estimate has a relative standard error of $10 \%$ to less than $25 \%$
and should be used with caution
np not available for publication but included in totals where applicable, unless otherwise indicated
(a) See paragraph 5 of the Explanatory Notes.

|  |  |  | Clothing and | Household | Recreational |  | Hospitality |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Moonth | Food | Department | soft good | good | good | Other | and |  |
| retailing | stores | retailing | retailing | retailing | retailing | services | Total |  |


| ORIGINAL（\＄million） |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 72.7 | np | 7.5 | 19.9 | ＾ 5.7 | np | 24.9 | 157.2 |
| October | 75.6 | np | 8.4 | 21.9 | 5.2 | np | 24.7 | 162.8 |
| November | 70.8 | np | 7.6 | 21.2 | 4.8 | np | 23.7 | 156.6 |
| December | 74.5 | np | 9.5 | 23.7 | 6.7 | np | 23.1 | 172.3 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 69.0 | $n \mathrm{p}$ | 6.8 | 18.6 | ヘ 4.2 | np | 20.5 | 139.8 |
| February | 66.6 | np | 6.2 | 17.4 | $\wedge 4.3$ | np | 19.4 | 134.1 |
| March | 71.3 | $n \mathrm{p}$ | 6.5 | 19.6 | $\wedge 4.7$ | np | 20.6 | 143.3 |
| April | 75.2 | np | 6.9 | 19.4 | 5.5 | np | 21.7 | 150.7 |
| May | 76.9 | $n \mathrm{p}$ | 8.2 | 21.0 | ヘ 5.4 | np | 23.5 | 158.9 |
| June | 80.7 | np | 9.6 | 23.5 | ＾ 6.1 | np | ＾ 25.5 | 170.7 |
| July | 85.8 | np | 9.7 | 20.2 | $\wedge 6.1$ | np | ヘ 30.1 | 179.1 |
| August | 83.0 | np | 9.6 | 21.0 | $\wedge 5.9$ | np | ＾ 28.2 | 174.5 |
| September | 81.8 | $n \mathrm{p}$ | 9.2 | 19.9 | ヘ 5.9 | np | ヘ 29.6 | 173.2 |
| October | 78.4 | np | 8.4 | 21.0 | ヘ 5.9 | np | へ 28.1 | 170.3 |
| November | 73.0 | np | 8.1 | 21.5 | ＾5．2 | $n \mathrm{p}$ | ＾26．9 | 161.9 |

SEASONALLY ADJUSTED（\＄million）

| 2003 |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| September | 71.2 | np | 7.2 | 19.7 | 5.4 | np | 23.9 | 152.6 |
| October | 72.8 | np | 7.9 | 20.4 | 5.1 | np | 22.9 | 154.1 |
| November | 73.3 | np | 7.3 | 20.6 | 5.0 | np | 23.0 | 156.4 |
| December | 73.7 | np | 7.4 | 19.7 | 5.5 | np | 23.2 | 155.4 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 75.2 | np | 7.9 | 20.1 | 4.9 | np | 23.8 | 155.7 |
| February | 75.1 | np | 7.9 | 19.7 | 5.0 | np | 23.7 | 156.7 |
| March | 74.2 | np | 7.9 | 20.6 | 4.9 | np | 23.2 | 154.7 |
| April | 75.8 | np | 8.0 | 21.0 | 6.0 | np | 23.0 | 158.6 |
| May | 76.1 | np | 8.3 | 21.3 | 5.7 | np | 24.0 | 160.7 |
| June | 78.6 | np | 9.4 | 22.8 | 5.8 | np | 24.3 | 167.4 |
| July | 77.4 | np | 8.4 | 20.3 | 5.6 | np | 25.2 | 161.9 |
| August | 77.7 | np | 8.6 | 20.5 | 5.5 | np | 24.9 | 162.2 |
| September | 78.1 | np | 8.5 | 19.5 | 5.5 | np | 28.1 | 165.2 |
| October | 76.5 | np | 7.9 | 20.1 | 5.7 | np | 26.2 | 162.8 |
| November | 76.4 | np | 8.1 | 20.7 | 5.5 | np | 26.1 | 162.8 |

## TREND ESTIMATES（\＄million）

2003

| September | 71.8 | $n p$ | 7.5 | 19.7 | 5.4 | $n p$ | 23.9 | 153.4 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 72.6 | $n p$ | 7.5 | 20.0 | 5.3 | $n p$ | 23.5 | 154.4 |
| November | 73.3 | $n p$ | 7.5 | 20.1 | 5.2 | $n p$ | 23.3 | 155.0 |
| December | 73.9 |  | $n p$ | 7.6 | 20.1 | 5.1 | $n p$ | 23.2 |
| 2004 | 74.4 | $n p$ | 7.7 | 20.1 | 5.1 | $n p$ | 23.2 | 155.3 |
| January | 74.8 | $n p$ | 7.9 | 20.3 | 5.0 | $n p$ | 23.3 | 155.6 |
| February | 75.3 | $n p$ | 8.0 | 20.6 | 4.9 | $n p$ | 23.4 | 157.5 |
| March | 75.9 | $n p$ | 8.2 | 21.0 | $(b) 6.0$ | $n p$ | 23.5 | 159.1 |
| April | 76.6 | $n p$ | 8.4 | 21.2 | 5.8 | $n p$ | 23.9 | 160.9 |
| May | 77.2 | $n p$ | 8.5 | 21.2 | 5.7 | $n p$ | 24.4 | 162.4 |
| June | 77.6 | $n p$ | 8.5 | 20.9 | 5.7 | $n p$ | 25.1 | 163.3 |
| July | 77.6 | $n p$ | 8.5 | 20.6 | 5.6 | $n p$ | 25.7 | 163.7 |
| August | 77.5 | $n p$ | 8.4 | 20.3 | 5.6 | $n p$ | 26.2 | 163.7 |
| September | 77.2 | $n p$ | 8.3 | 20.1 | 5.6 | $n p$ | 26.6 | 163.5 |
| October | 77.2 | $n p$ | 8.2 | 20.0 | 5.6 | $n p$ | 26.8 | 163.2 |
| November | 76.9 |  |  |  |  |  |  |  |

ค estimate has a relative standard error of $10 \%$ to less than $25 \%$ and should be used with caution
np not available for publication but included in totals where applicable，unless otherwise indicated
（a）See paragraph 5 of the Explanatory Notes．
（b）Break in series．See the＇Trend Estimates＇section of the Explanatory Notes．

|  |  |  | Clothing and | Household | Recreational |  | Hospitality |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Month | Food | Department | soft good | good | good | Other | and |


| ORIGINAL（\＄million） |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2003 |  |  |  |  |  |  |  |  |
| September | 112.3 | 25.5 | 16.4 | 55.2 | 14.8 | 26.8 | 49.3 | 300.3 |
| October | 118.9 | 28.1 | 17.4 | 56.3 | 14.5 | 24.8 | 45.5 | 305.6 |
| November | 119.8 | 32.8 | 18.1 | 60.2 | 15.2 | 27.5 | 45.1 | 318.7 |
| December | 132.5 | 53.4 | 24.6 | 73.9 | 22.4 | 39.3 | 44.8 | 390.9 |
| 2004 |  |  |  |  |  |  |  |  |
| January | 120.2 | 25.8 | 16.2 | 57.7 | 13.0 | 25.1 | 35.2 | 293.3 |
| February | 114.3 | 21.5 | 15.1 | 50.0 | 14.2 | 24.2 | 39.4 | 278.6 |
| March | 119.2 | 26.0 | 16.6 | 55.0 | 14.1 | 26.2 | 40.4 | 297.5 |
| April | 117.7 | 28.7 | 17.3 | 51.3 | 13.3 | 25.4 | 40.1 | 293.6 |
| May | 120.0 | 29.4 | 18.7 | 53.2 | 13.3 | 24.4 | 41.7 | 300.6 |
| June | 115.1 | 30.4 | 18.5 | 56.6 | ヘ 13.6 | ヘ 24.6 | へ 42.9 | 301.8 |
| July | 123.8 | 25.8 | 16.6 | 55.9 | ＾16．3 | ヘ 23.4 | ヘ 43.5 | 305.3 |
| August | 119.3 | 24.1 | 16.0 | 56.6 | ＾14．7 | ＾23．9 | ヘ 40.7 | 295.2 |
| September | 120.6 | 26.4 | 17.4 | 53.7 | ヘ 13.6 | 24.7 | ヘ 41.3 | 297.7 |
| October | 125.2 | 27.4 | 18.6 | 58.7 | ＾ 13.3 | 24.5 | ＾43．9 | 311.7 |
| November | 124.1 | 31.3 | 18.8 | 58.8 | 13.9 | ＾ 26.2 | ヘ 41.4 | 314.5 |

## SEASONALLY ADJUSTED（\＄million）

## 2003

| September | 115.6 | 29.1 | 18.1 | 58.0 | 15.9 | 26.2 | 49.9 | 312.9 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 114.9 | 29.3 | 17.6 | 55.2 | 15.3 | 25.5 | 43.7 | 301.5 |
| November | 117.0 | 29.5 | 17.8 | 58.1 | 15.3 | 26.8 | 43.7 | 308.0 |
| December 118.2 28.4 | 17.4 | 57.1 | 15.9 | 26.0 | 43.1 | 306.1 |  |  |
| $\mathbf{2 0 0 4}$ |  |  |  |  |  |  |  |  |
| January | 120.4 | 29.5 | 17.7 | 57.6 | 14.7 | 28.1 | 38.8 | 306.7 |
| February | 119.8 | 29.1 | 17.8 | 54.9 | 14.6 | 27.3 | 42.5 | 306.0 |
| March | 120.0 | 29.5 | 17.5 | 55.6 | 14.2 | 27.2 | 40.6 | 304.6 |
| April | 119.7 | 29.2 | 17.2 | 55.2 | 14.5 | 26.8 | 40.8 | 303.4 |
| May | 120.5 | 29.1 | 17.5 | 55.7 | 14.1 | 25.8 | 40.7 | 303.6 |
| June | 122.7 | 30.4 | 17.8 | 57.7 | 14.5 | 26.8 | 42.4 | 312.2 |
| July | 121.5 | 28.7 | 17.3 | 56.5 | 14.9 | 24.5 | 40.9 | 304.2 |
| August | 121.3 | 29.5 | 17.9 | 58.0 | 14.9 | 24.1 | 40.2 | 305.9 |
| September | 122.5 | 30.0 | 18.8 | 56.7 | 14.4 | 24.8 | 41.4 | 308.6 |
| October | 121.2 | 28.4 | 18.7 | 57.9 | 14.2 | 25.2 | 41.6 | 307.2 |
| November | 122.5 | 28.5 | 18.8 | 56.1 | 13.9 | 24.9 | 41.2 | 305.9 |

TREND ESTIMATES（\＄million）

## 2003

| September | 115.2 | 29.1 | 17.8 | 56.6 | 15.8 | 25.7 | 47.8 | 308.3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| October | 115.9 | 29.1 | 17.8 | 56.8 | 15.7 | 26.1 | 45.9 | 307.4 |
| November | 117.0 | 29.1 | 17.7 | 56.9 | 15.5 | 26.5 | 44.0 | 306.8 |
| December | 118.1 | 29.1 | 17.6 | 56.8 | 15.2 | 26.9 | 42.3 | 306.1 |
| $\mathbf{0 0 4}$ |  |  |  |  |  |  |  |  |
| January | 119.0 | 29.2 | 17.6 | 56.5 | 14.9 | 27.1 | 41.3 | 305.6 |
| February | 119.7 | 29.2 | 17.5 | 56.1 | 14.6 | 27.3 | 40.8 | 305.2 |
| March | 120.2 | 29.3 | 17.5 | 55.8 | 14.4 | 27.2 | 40.8 | 305.2 |
| April | 120.6 | 29.4 | 17.4 | 55.8 | 14.4 | 26.8 | 40.9 | 305.3 |
| May | 121.0 | 29.5 | 17.5 | 56.1 | 14.4 | 26.2 | 41.0 | 305.6 |
| June | 121.3 | 29.5 | 17.6 | 56.6 | 14.5 | 25.7 | 41.1 | 306.2 |
| July | 121.6 | 29.5 | 17.8 | 57.0 | 14.6 | 25.2 | 41.1 | 306.7 |
| August | 121.8 | 29.3 | 18.1 | 57.2 | 14.6 | 24.9 | 41.1 | 307.0 |
| September | 121.9 | 29.2 | 18.4 | 57.2 | 14.5 | 24.7 | 41.2 | 307.1 |
| October | 122.0 | 29.0 | 18.6 | 57.2 | 14.3 | 24.7 | 41.2 | 307.1 |
| November | 122.0 | 28.8 | 18.8 | 57.1 | 14.2 | 24.7 | 41.2 | 306.8 |

＾estimate has a relative standard error of $10 \%$ to less than
$25 \%$ and should be used with caution
（a）See paragraph 5 of the Explanatory Notes．

## INTRODUCTION

SCOPE AND COVERAGE

1 This publication presents monthly estimates of the value of turnover of retail businesses classified by industry, and by state and territory. The principal objective of the series is to show month to month movement of turnover.

2 Estimates of turnover contained in this publication are compiled from the Retail Business survey. Following a new sample design introduced in the July 2004 issue, the survey includes about 4,350 retail and selected service businesses. All 'large' businesses are included in the survey, while a sample of about 3,500 'smaller' businesses is selected. The 'large' business' contribution of approximately $55 \%$ of the total estimate ensures a highly reliable Australian total turnover estimate.

3 The scope of the Retail Business survey is all employing businesses with at least one retail outlet. Like most Australian Bureau of Statistics (ABS) economic surveys, the frame used for the Retail Business survey is taken from the ABS Business Register which includes registrations to the Australian Taxation Office's (ATO)
Pay-As-You-Go-Withholding (PAYGW) scheme. Each statistical unit (as defined below) included on the ABS Business Register is classified to the Australian and New Zealand Standard Industrial Classification (ANZSIC) industry in which it mainly operates. The frame is supplemented with information about businesses which are classified as non-retail but which have significant retail activity.
4 The frame is updated quarterly to take account of new businesses, businesses which have ceased employing, changes in industry and other general business changes. The estimates include an allowance for the time it takes a newly registered business to get on to the survey frame. Businesses which have ceased employing are identified when the ATO cancels their Australian Business Number (ABN) and/or PAYGW registration. In addition, businesses with less than 50 employees, and which do not remit under the PAYGW scheme in each of the previous five quarters are removed from the frame.

5 The following industries included in the survey are as defined in ANZSIC:

- Food Retailing

Supermarkets and grocery stores (5110) and non-petrol sales of convenience stores of selected petrol stations
Takeaway food retailing (5125)
Other food retailing
Fresh meat, fish and poultry retailing (5121)
Fruit and vegetable retailing (5122)
Liquor retailing (5123)
Bread and cake retailing (5124)
Specialised food retailing n.e.c. (5129)

- Department Stores (5210)
- Clothing and Soft Good Retailing

Clothing retailing (5221)
Footwear, fabric and other soft good retailing
Footwear retailing (5222)
Fabric and other soft good retailing (5223)

- Household Good Retailing

Furniture and floor covering retailing
Furniture retailing (5231)
Floor covering retailing (5232)
Domestic hardware and houseware retailing (5233)
Domestic appliance and recorded music retailing
Domestic appliance retailing (5234)
Recorded music retailing (5235)

SCOPE AND COVERAGE
continued

STATISTICAL UNITS DEFINED ON THE ABS BUSINESS REGISTER

## ATO Maintained Population

ABS Maintained Population

- Recreational Good Retailing

Newspaper, book and stationery retailing (5243)
Other recreational goods retailing
Sport and camping equipment retailing (5241)
Toy and game retailing (5242)
Photographic equipment retailing (5244)

- Other Retailing

Pharmaceutical, cosmetic and toiletry retailing (5251)
Other retailing n.e.c.
Antique and used good retailing (5252)
Garden supplies retailing (5253)
Flower retailing (5254)
Watch and jewellery retailing (5255)
Retailing n.e.c. (5259)

- Hospitality and Services

Hotels and licensed clubs
Pubs, taverns and bars (5720)
Clubs (Hospitality) (5740)
Cafes and restaurants (5730)
Selected services
Video hire outlets (9511)
Hairdressing and beauty salons (9526).
6 The ABS uses an economic statistics units model on the ABS Business Register to describe the characteristics of businesses, and the structural relationships between related businesses. The units model is also used to break groups of related businesses into relatively homogeneous components that can provide data to the ABS.

7 In mid-2002, to better use the information available as a result of The New Tax System, the ABS changed its economic statistics units model. The new units model allocates businesses to one of two sub-populations. The vast majority of businesses are in what is called the ATO Maintained Population, while the remaining businesses are in the ABS Maintained Population. Together, these two sub-populations make up the ABS Business Register population.

8 Most businesses and organisations in Australia need to obtain an ABN, and are then included on the ATO Australian Business Register. Most of these businesses have simple structures; therefore the unit registered for an ABN will satisfy ABS statistical requirements. For these businesses, the ABS has aligned its statistical units structure with the ABN unit. The businesses with simple structures constitute the ATO Maintained Population, and the ABN unit is used as the statistical unit for all economic collections.

9 For the population of businesses where the ABN unit is not suitable for ABS statistical requirements, the ABS maintains its own units structure through direct contact with each business. These businesses constitute the ABS Maintained Population. This population consists typically of large, complex and diverse businesses. The new statistical units model described below has been introduced to cover such businesses.

Enterprise Group: This is a unit covering all the operations in Australia of one or more legal entities under common ownership and/or control. It covers all the operations in Australia of legal entities which are related in terms of the current Corporations Law (as amended by the Corporations Legislation Amendment Act 1991), including legal entities such as companies, trusts, and partnerships. Majority ownership is not required for control to be exercised.

ABS Maintained Population continued

Enterprise: The enterprise is an institutional unit comprising (i) a single legal entity or business entity, or (ii) more than one legal entity or business entity within the same Enterprise Group and in the same institutional subsector (i.e. they are all classified to a single Standard Institutional Sector Classification of Australia subsector).

Type of Activity Unit (TAU): The TAU is comprised of one or more business entities, sub-entities or branches of a business entity within an Enterprise Group that can report production and employment data for similar economic activities. When a minimum set of data items are available, a TAU is created which covers all the operations within an industry subdivision (and the TAU is classified to the relevant subdivision of the ANZSIC). Where a business cannot supply adequate data for each industry, a TAU is formed which contains activity in more than one industry subdivision.

10 For more information on the impacts of the introduction of the new economic statistics units model, refer to Information Paper: Improvements in ABS Economic Statistics [Arising from the New Tax System] (cat. no. 1372.0)

11 Prior to the July 2002 reference month, the Retail Business survey used the management unit as the statistical unit. From the July 2002 reference month onwards, the statistical unit is the ABN unit for businesses with simple structures, and the TAU for businesses with complex structures. In most cases, ABN/TAU units concord with the management units previously used.

12 The survey is conducted monthly by both telephone interview and a questionnaire mailed to businesses. The businesses included in the survey are selected by random sample from a frame stratified by state, industry and business size. Following the new sample design introduced in the July 2004 issue, the survey uses annualised turnover as the measure of business size. For the ATO Maintained Population, the annualised turnover is based on the ATO's Business Activity Statement item Total sales and for the ABS Maintained Population a modelled annualised turnover is used. For stratification purposes the annualised turnover allocated to each business is not updated each quarter as to do so would result in increased volatility in the estimates.

13 The July 2004 issue also saw the introduction of the generalised regression estimation methodology which replaced ratio estimation. For estimation purposes the annualised turnover allocated to each business is updated each quarter. The introduction of the new sample design and new estimation methodology resulted in changes to the level of the Retail Trade series. However, to facilitate comparisons over time, the historical series were revised to make the time series of estimates as continuous as possible. For more information about the changes introduced in the July 2004 issue refer to Information Paper: Changes to the Retail Trade Series (cat. no. 8501.0.55.002) which is available from the ABS web site [http://www.abs.gov.au](http://www.abs.gov.au).

14 In the first month of each quarter, some businesses in the sample are replaced, at random, by other businesses so that the reporting load can be spread across smaller retailers

15 Most businesses can provide turnover on a calendar month basis and this is how the data are presented. When businesses cannot provide turnover on a calendar month basis, the reported data and the period they relate to are used to estimate turnover for the calendar month.

16 Most retailers operate in a single state/territory. For this reason, estimates of turnover by state/territory are only collected from the larger retailers which are included in the survey each month. These retailers are asked to provide turnover for sales from each state/territory in which the business operates. Turnover for the smaller businesses is allocated to the state of their head office or main outlet.

## EXPLANATORY NOTES continued

SEASONAL ADJUSTMENT

17 Turnover includes retail sales; wholesale sales; takings from repairs, meals and hiring of goods (except for rent, leasing and hiring of land and buildings); commissions from agency activity (e.g. commissions received from collecting dry cleaning, selling lottery tickets, etc.); and net takings from gaming machines etc. From July 2000, turnover includes the Goods and Service Tax.

18 Turnover presented in the Retail Trade series includes net proceeds from licensed gambling activities undertaken in the Hotels and licensed clubs industry. The impact of net proceeds from gambling on movements in the Retail Trade series was discussed in Feature article: Contribution of gambling to retail estimates included in the December 2002 issue of this publication. The article concluded that net proceeds from gambling had not had a significant impact on quarterly movements for the series but net proceeds from gambling had increased over time and users should be aware of this when interpreting the series. An electronic release, Contribution of Gambling to Retail Estimates (cat. no. 8501.0.55.003), will provide updated quarterly information and will be available free of charge from the ABS web site. It will be released approximately a week after the release of the March, June, September and December issues of this publication.

19 Seasonally adjusted estimates are derived by estimating and removing systematic calendar related effects from the original series. In the Retail trade series, these calendar related effects are known as seasonal (e.g. increased spending in December as a result of Christmas) and trading day influences (arising from the varying length of each month and the varying number of Sundays, Mondays, Tuesdays, etc. in each month). Each influence is estimated by separate seasonal and trading day factors which, when combined, are referred to as the combined adjustment factors.

20 The seasonally adjusted estimates also have an allowance for an Easter proximity effect, which is caused when Easter falls late in March or early in April. This effect, when present, is combined with the seasonal and trading day factors to form the combined adjustment factors. There is also a similar allowance for the variable timing of Father's Day. See the Appendix of the July 2001 and August 2002 issues respectively of this publication for more information.

21 The Retail series uses a concurrent seasonal adjustment methodology to derive the combined adjustment factors. This means that data from the current month are used in estimating seasonal and trading day factors for the current and previous months. For more information see Information Paper: Introduction of Concurrent Seasonal Adjustment into the Retail Trade Series (cat. no. 8514.0).

22 Concurrent adjustment can result in revisions each month to estimates for earlier periods. However, in most instances, the only noticeable revisions will be to the combined adjustment factors for the current month, the previous month and the same month a year ago. The following table shows how the combined adjustment factor for these months, at the total Australian Retail and Hospitality/Services level, evolved under the concurrent seasonal adjustment methodology. The table presents two different estimates of the combined adjustment factors. The first row gives the combined adjustment factors estimated following the last annual reanalysis in September 2004 using data up to and including the July 2004 reference month. The second row gives the most recent combined adjustment factors estimated and used in this month's calculation of the concurrent seasonally adjusted series.

## COMBINED ADJUSTMENT FACTORS

|  | $\begin{array}{r} \text { Nov } \\ 2003 \end{array}$ | $\begin{array}{r} \text { Oct } \\ 2004 \end{array}$ | $\begin{array}{r} \text { Nov } \\ 2004 \end{array}$ |
| :---: | :---: | :---: | :---: |
| Factors as estimated at last reanalysis (July 2004 reference month) | 1.03239 | 1.02149 | 1.03464 |
| Factors as estimated with current month's data (November 2004 reference month) | 1.02811 | 1.01869 | 1.02943 |

23 The revision properties of the seasonally adjusted and trend estimates can be improved by the use of Autoregressive Integrated Moving Average (ARIMA) modelling. ARIMA modelling relies on the characteristics of the series being analysed to project future period data. The projected values are temporary, intermediate values, that are only used internally to improve the estimation of the seasonal factors. The projected data do not affect the original estimates and are discarded at the end of the seasonal adjustment process. The retail collection uses ARIMA modelling where appropriate for individual time series. The ARIMA model is assessed as part of the annual reanalysis and following the 2004 annual reanalysis $93 \%$ of Retail series use an ARIMA model. For more information on the details of ARIMA modelling see Feature article: Use of ARIMA modelling to reduce revisions in the October 2004 issue of Australian Economic Indicators (cat. no. 1350.0).

24 The seasonal adjustment methodology is able to produce combined adjustment factors for future months. The latest factors for some future months are shown in the following table. While these factors represent the best current estimate, the actual factors used for estimating the seasonally adjusted estimates in these months will differ because they will incorporate subsequent months' data as they become available.

## COMBINED ADJUSTMENT FACTORS

|  | $\begin{array}{r} \text { Dec } \\ 2004 \end{array}$ | $\begin{array}{r} \text { Jan } \\ 2005 \end{array}$ | $\begin{array}{r} \text { Feb } \\ 2005 \end{array}$ |
| :---: | :---: | :---: | :---: |
| Factors as estimated with current month's data <br> (November 2004 reference month) | 1.31161 | 0.97577 | 0.87982 |

25 The seasonal and trading day factors are reviewed annually at a more detailed level than possible in the monthly processing cycle. The annual reanalysis will not normally result in significant changes. For Retail Trade, the results of the latest review are shown in the August 2004 issue.

SEASONAL ADJUSTMENT continued

CHAIN VOLUME MEASURES

26 In the seasonal adjustment process, both the seasonal and trading day factors evolve over time to reflect changes in spending and trading patterns. Examples of this evolution include the slow move in spending from December to January; and, increased trading activity on weekends and public holidays. The seasonally adjusted estimates still reflect the sampling and non-sampling errors to which the original estimates are subject.

27 As a result of the different treatment of Australian and state totals in the seasonal adjustment process, the Australian total for an industry group may not necessarily equal the sum of the state totals for that industry group.

28 The monthly trend estimates are derived by applying a 13-term Henderson moving average to the seasonally adjusted estimates (7-term for quarterly series). The Henderson moving average is symmetric, but as the end of a time series is approached, asymmetric forms of the moving average have to be applied. The asymmetric moving averages have been tailored to suit the particular characteristics of individual series and enable trend estimates for recent periods to be produced. Estimates of the trend will be improved at the current end of the time series as additional observations become available. This improvement is due to the combined effect of the concurrent seasonal adjustment methodology and the application of different asymmetric moving averages for the most recent six months (or three quarters). As a result of the improvement, most revisions to the trend estimates will be observed for the most recent six months (or three quarters).

29 Trend estimates are used to analyse the underlying behaviour of the series over time. As a result of the introduction of The New Tax System, a break in the monthly trend series has been inserted between June and July 2000. Care should therefore be taken if comparisons span this period. For more details refer to the Appendix in the December 2000 issue of this publication.

30 For further information on trend estimates, see Information Paper: A Guide to Interpreting Time Series - Monitoring Trends, 2003 (cat. no. 1349.0) or contact the Assistant Director, Time Series Analysis on Canberra (02) 62526345 or by email at [timeseries@abs.gov.au](mailto:timeseries@abs.gov.au).

31 The chain volume measures of retail turnover appearing in the quarterly issue of this publication are annually reweighted chain Laspeyres indexes referenced to current price values in a chosen reference year. The reference year is advanced in each June issue and is currently 2002-03. Each year's data in the Retail chain volume series are based on the prices of the previous year, except for the quarters of the latest incomplete year. Data for the 2004-05 financial year will initially be based upon price data for the 2002-03 financial year. Comparability with previous years is achieved by linking (or chaining) the series together to form a continuous time series. While current price estimates reflect both price and volume changes, chain volume estimates measure changes in value after the direct effects of price changes have been eliminated and hence only reflect volume changes. Further information on the nature and concepts of chain volume measures is contained in the ABS publication Information Paper: Introduction of Chain Volume Measures in the Australian National Accounts (cat. no. 5248.0).

32 There are two types of error possible in estimates of retail turnover: Sampling error which occurs because a sample, rather than the entire population, is surveyed. One measure of the likely difference resulting from not including all establishments in the survey is given by the standard error, see below. Sampling error may be larger for the first month of each quarter, when some of the businesses in the sample are replaced by other businesses so that the reporting load can be spread across retailers.

RELIABILITY OF ESTIMATES continued

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.

33 Seasonally adjusted and trend estimates and chain volume measures are also subject to sampling variability. For seasonally adjusted estimates, the standard errors are approximately the same as for the original estimates. For trend estimates, the standard errors are likely to be smaller. For chain volume measures, the standard errors may be up to $10 \%$ 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.

34 Estimates, in original terms, that have an estimated relative standard error (RSE) between $10 \%$ and $25 \%$ are annotated with the symbol ' ${ }^{\wedge}$ '. These estimates should be used with caution as they are subject to sampling variability too high for some purposes. Estimates with an RSE between $25 \%$ and $50 \%$ are annotated with the symbol ${ }^{\prime} *$ ', indicating that the estimates should be used with caution as they are subject to sampling variability too high for most practical purposes. Estimates with an RSE greater than $50 \%$ are annotated with the symbol ${ }^{\prime * *}$ ' indicating that the sampling variability causes the estimates to be considered too unreliable for general use.
35 To further assist users in assessing the reliability of estimates, key data series has been given a grading of A to E . Where:

- A represents a relative standard error on level of less than $2 \%$. The published estimates are highly reliable for movement analysis.
- B represents a relative standard error on level between $2 \%$ and $5 \%$, meaning the estimate is reliable for movement analysis purposes.
- C represents a relative standard error on level between $5 \%$ and $10 \%$, meaning users are advised to exercise some caution in interpreting movements for such series.
- D represents a relative standard error on level between $10 \%$ and $15 \%$ meaning users are advised to exercise caution in interpreting movements for such series.
- E represents a relative standard error on level greater than $15 \%$ (mainly affects unpublished state by industry series).

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

|  | Food retailing | Depart -ment Stores | Clothing \& soft good retailing | House -hold good retailing | Recrea -tional good retailing | Other retailing | Hospit -ality \& services | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| NSW | A | A | C | B | C | C | B | A |
| Vic. | B | A | C | B | C | C | C | A |
| Qld | B | A | C | B | D | C | C | A |
| SA | B | A | D | C | D | C | C | A |
| WA | B | A | C | C | D | C | C | A |
| Tas. | B | np | C | C | D | np | C | A |
| NT | B | np | C | B | E | np | D | B |
| ACT | B | A | B | C | D | D | E | B |
| Aust. | A | A | B | A | B | B | B | A |

ABS DATA AVAILABLE ON REQUEST

RELATED PUBLICATIONS

37 Retail Survey Special Data Service provides additional retail trade statistics which include further state industry dissections through to 'top ten' industry reports. For more information, contact the Retail Trade Special Data Services manager on Canberra (02) 62525220 .

38 Current publications and other products released by the ABS are listed in the Catalogue of Publications and Products (cat. no. 1101.0). The Catalogue is available from any ABS office or the ABS web site [http://www.abs.gov.au](http://www.abs.gov.au). The ABS also issues a daily Release Advice on the web site which details products to be released in the week ahead.

EFFECT OF NEW SEASONALLY ADJUSTED ESTIMATES ON TREND ESTIMATES

1 The most recent trend estimates published in this release are likely to be revised when next month's seasonally adjusted estimates become available. To assist readers of this publication in analysing retail trends, the approximate effect of the two possible scenarios on the previous trend estimates of the percentage change in total retail turnover for Australia are presented below. For more information see the trend estimates section of the Explanatory Notes.

1 The December seasonally adjusted estimate of retail turnover is $1.0 \%$ higher than the November estimate.
2 The December seasonally adjusted estimate of retail turnover is $1.0 \%$ lower than the November estimate.


2 Under concurrent seasonal adjustment, the most recent seasonally adjusted and trend estimates are likely to be revised when original estimates for subsequent months become available. The trend revision is a combined result of the revision of the seasonally adjusted estimates and the revision derived from the use of asymmetric moving averages as future data become available (for more information, refer to paragraph 28 in the Explanatory Notes). ABS research shows that about $75 \%$ of the total revision to the trend estimate at the current end of the time series is due to the use of different asymmetric moving averages when the original estimate for the next time period becomes available. To assess the reliability of the trend estimate at the current end, the 'what-if' chart presents trend estimates under two different scenarios of the next time period. The chart shows only the impact due to the changes of the asymmetric moving averages and does not include the unknown impact of revision to seasonal factor estimates that would arise when the original estimate for the next time period becomes available.

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[^0]:    - estimate has a relative standard error of $10 \%$ to less than $25 \%$ and
    (a) See paragraph 5 of Explanatory Notes.
    should be used with caution

[^1]:    ^ estimate has a relative standard error of $10 \%$ to less than $25 \%$ and should be used with caution

[^2]:    ^ estimate has a relative standard error of $10 \%$ to less than
    (a) See paragraph 5 of the Explanatory Notes.

