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SHOPPING PREFERENCES

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- For further information about these and related statistics, contact Elizabeth Samra on Canberra (02) 6207 0277, or any ABS office shown on the back cover of this publication.

NOTES

ABOUT THIS PUBLICATION	This publication contains results from the 1997 Australian Capital Territory (ACT) Supplementary Survey, Shopping Preferences, conducted throughout the ACT in October 1997. The major aim of the survey was to provide summary details of shopping preferences of households for purchasing food and grocery items, types of shopping centres used, type of transport used, and day of week and time of day of shopping trips. A similar survey was also conducted in October 1996.

SYMBOLS AND OTHER USAGES

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

Dalma Jacobs
Regional Director

SUMMARY OF MAIN FINDINGS

UTILISATION OF TYPES OF SHOPPING CENTRES

Throughout the Canberra Statistical Division, Group centres were well patronised by households for both the last major and convenience shopping trips and have improved their position since the October 1996 survey. In general, Town centres were also well supported for major shopping trips and Local centres for convenience shopping trips. Major shopping trips were undertaken to Group centres by 55% of households (47% in 1996), to Town centres by 39% (47% in 1996), to Other centres by 4% and to Local centres by 2%. Convenience shopping trips were undertaken to Group centres by 46% of households (45% in 1996), to Local centres by 41% (41% in 1996), to Town centres by 12% and to Other centres by 2% (table 3.3).

FREQUENCY OF SHOPPING TRIPS

Overall, major shopping trips were undertaken 0.75 times a week and convenience shopping trips 2.2 times a week by households. Just over 54% of households usually did major shopping once a week and 32% once a fortnight. Nearly 76% usually did convenience shopping two or more times a week and 18% once a week (tables 3.1 and 3.5).

MOST POPULAR SHOPPING DAYS

In October 1997, just over 43% of households did their major shopping on Monday to Friday before 5pm, a decrease of four percentage points from October 1996. A further 23% did their shopping on Monday to Friday after 5pm, an increase of nearly two percentage points from the previous year. There was also an increase in shoppers preference for undertaking major shopping on Saturday morning (up one percentage point) and on Sunday (up nearly one percentage point) since the October 1996 survey.

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

MOST POPULAR SHOPPING TIMES

The most popular times for households' major shopping trips were 10.00am to 11.59am (25% of households with an average of 11 900 trips per hour), 2.00pm to 4.59pm (25% with 8 000 trips per hour) and 5.00pm to 6.59pm (17% with 8 400 trips per hour), whereas for convenience shopping it was 5.00pm to 6.59pm (28% of households with an average of 14 100 trips per hour), 2.00pm to 4.59pm (22% with 7 400 trips per hour) and 10.00am to 11.59am (18% with 9 200 trips per hour) (table 3.6).

TRAVELLING TIME TO SHOPPING CENTRES

The time to travel to shopping centres for major shopping trips took less than 5 minutes for 25% of trips and 5 to 9 minutes for 34% of trips. For convenience shopping, 45% of trips took less than 5 minutes and 22% took 5 to 9 minutes (table 3.10).

NEAREST SHOPPING CENTRE

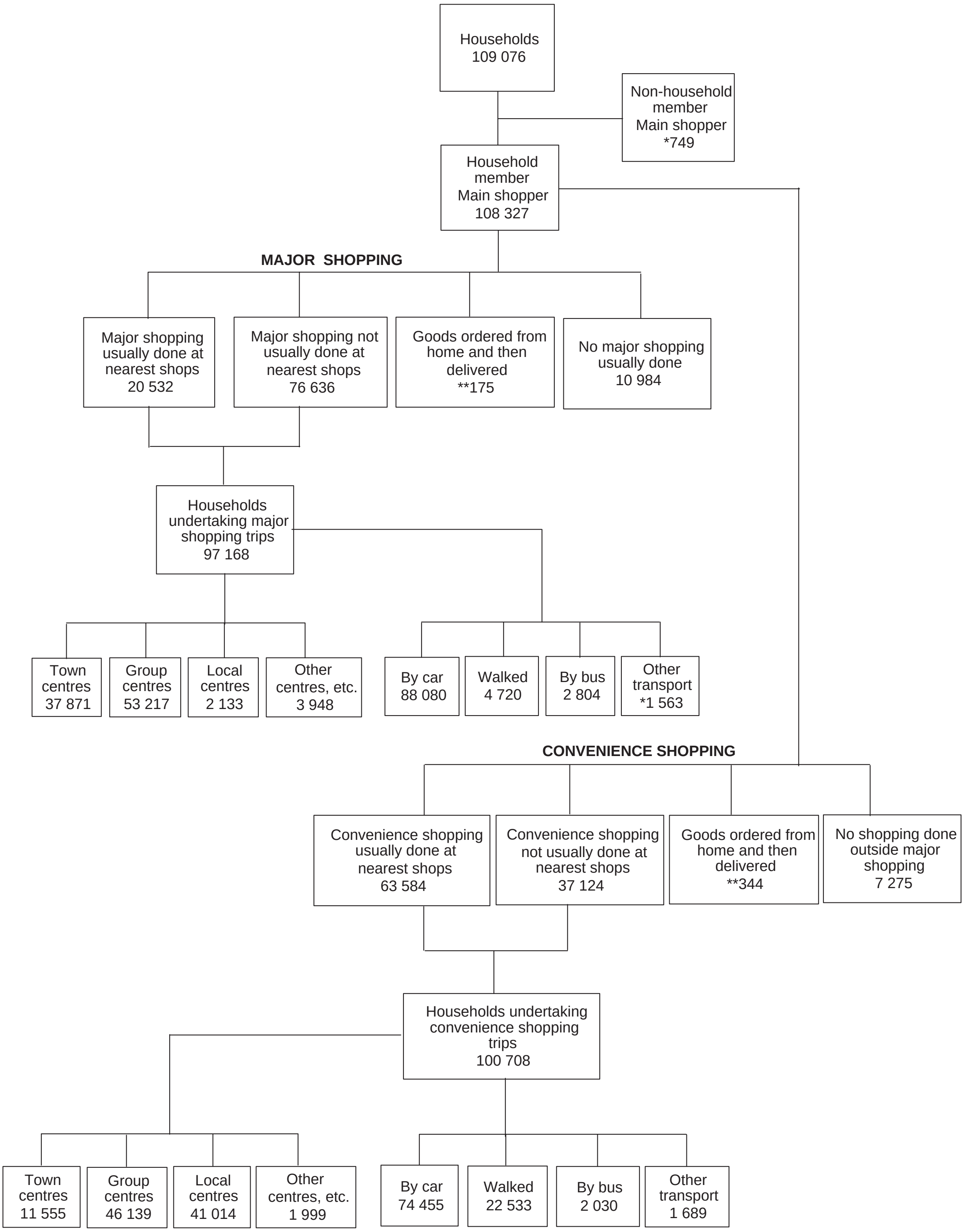
Between October 1996 and October 1997, the proportion of households reporting that Group centres were their nearest shopping centre has increased from 24.5% to 27.0%, while those reporting Town centres and Local centres as their nearest centre decreased from 5.0% to 3.6 % and from 70.4% to 69.3% respectively (table 2.1).

Utilisation of nearest shopping centre

In October 1997, around 19% of households indicated that their major shopping for food and grocery items was usually undertaken at their nearest shopping centre. In contrast, just under 59% reported that their convenience shopping was usually done at these centres. These proportions compare with 15% and 59% respectively in October 1996. The most commonly used facilities at the nearest shopping centres were supermarkets (by 74% of households), newsagents (32%), chemists (29%) and bakeries (22%). These were also the most commonly used facilities as indicated by the October 1996 survey. Overall, 17% of households did not utilise any shops or facilities at their nearest shopping centre over the four-week period prior to the survey (tables 2.1 and 2.2).

The structure of the population referred to in this survey is summarised in the following diagram.

DIAGRAM 1. HOUSEHOLDS MAJOR AND CONVENIENCE SHOPPING



CHAPTER 1 SHOPPERS

STRUCTURE OF HOUSEHOLDS

In October 1997, it was estimated that there were around 109,100 private households in the ACT (as classified by the monthly population survey), an increase of 3.5% or 3,700 households since October 1996. The number of usual residents in the households varied from one to nine persons, with the majority of the population residing in one (21%), two (33%), three (19%) and four (18%) persons households. In the year to October 1997, there were increases in one person households (up 5,414 or 31.5%) and two person households (up 1,103 or 3.2%) and decreases in four person households (down 1,307 or 6.5%) and six person households (down 1,051 or 37.1%). The increases in smaller households has had an impact on the number of households no longer undertaking major shopping trips.

In October 1997, nearly all of the food and grocery shopping for ACT private households (108,350 or 99%) was undertaken by a household member. There were just under 750 households where a non-household member undertook the majority of the food and grocery shopping for the household.

1.1 NUMBER OF USUAL RESIDENTS IN HOUSEHOLDS

	1996		*1997*			
	Total		*Majority of shopping undertaken by*		*Total*	
			Household member	Non-household member		
Number of usual residents	no.	%	no.	no.	no.	%
1	17 188	16.3	21 946	*656	22 602	20.7
2	34 455	32.7	35 465	**93	35 558	32.6
3	21 141	20.1	20 576	—	20 576	18.9
4	20 147	19.1	18 840	—	18 840	17.3
5	8 623	8.2	9 099	—	9 099	8.3
6	2 830	2.7	1 779	—	1 779	1.6
7–9	*997	*0.9	*621	—	*621	*0.6
Total	**105 383**	**100.0**	**108 327**	***749**	**109 076**	**100.0**

SEX AND AGE OF SHOPPERS

In households where the main food and grocery shopping was undertaken by a household member, 77,851 (72%) were female and 30,477 (28%) were male. The shopping was mainly undertaken by persons aged 35–44 years (25%), 25–34 years (23%) and 45–54 years (22%). Those aged 65 years and older undertook 10% of the food and grocery shopping. A similar result was achieved in the 1996 survey.

1.2 MAIN FOOD AND GROCERY SHOPPER IN HOUSEHOLDS BY SEX AND AGE						
	Male		*Female*		*Total*	
Age	*no.*	*%*	*no.*	*%*	*no.*	*%*
15–19	**445	**1.5	*1 125	*1.4	*1 570	*1.4
20–24	2 684	8.8	5 477	7.0	8 161	7.5
25–34	6 532	21.4	18 653	24.0	25 185	23.2
35–44	6 849	22.5	20 244	26.0	27 093	25.0
45–54	6 255	20.5	16 990	21.8	23 245	21.5
55–64	3 604	11.8	8 356	10.7	11 960	11.0
65+	4 108	13.5	7 006	9.0	11 114	10.3
1997 Total	**30 477**	**100.0**	**77 851**	**100.0**	**108 327**	**100.0**
1996 Total	**30 533**	**100.0**	**73 890**	**100.0**	**104 422**	**100.0**

LABOUR FORCE AND MARITAL STATUS OF SHOPPERS

Of household members who did the majority of the food and grocery shopping, 69,653 (64%) were employed, 4,937 (5%) were unemployed and 33,737 (31%) were not in the labour force in October 1997. These proportions are almost identical to those of the 1996 survey. The marital status of the main shoppers was 64, 772 (60%) were either married or living in a de facto relationship, 15,305 (14%) were either separated or divorced, 6,100 (6%) were widowed and 22,149 (20%) had never married. Between 1996 and 1997, the 3 percentage points increase in the proportion of those never married undertaking the majority of shopping, is consistent with the 4 percentage points increase in the proportion of one person households.

1.3 MAIN FOOD AND GROCERY SHOPPER IN HOUSEHOLDS BY MARITAL AND LABOUR FORCE STATUS				
	Main Shopper			
	1996		*1997*	
	no.	%	no.	%
Labour force status				
Employed	67 183	64.3	69 653	64.3
Unemployed	4 152	4.0	4 937	4.6
Not in labour force	33 087	31.7	33 737	31.1
Total	**104 422**	**100.0**	**108 327**	**100.0**
Marital status				
Married or de facto relationship	65 849	63.1	64 772	59.8
Separated or divorced	13 538	13.0	15 305	14.1
Widowed	7 219	6.9	6 100	5.6
Never married	17 816	17.1	22 149	20.4
Total	**104 422**	**100.0**	**108 327**	**100.0**

CHAPTER 2 SHOPPING CENTRES

TYPES OF SHOPPING CENTRES

In October 1997 there were 4 Town centres, 16 Group centres, 74 Local centres and 4 Other centres in the Canberra Statistical Division (see page 28 for details on the type and location of shopping centres across Canberra and page 32 for the reference map). There were about 10 Local centres without a supermarket store in October 1997. There has been no change in this distribution between October 1996 and October 1997.

NEAREST SHOPPING CENTRE

In households where the main food and grocery shopping was undertaken by a household member, the nearest shopping centre to the household was identified as a Local centre for 69% (75,098), a Group centre for 27% (29,205) and a Town centre for 4% (3,934). These proportions were similar to those produced in the 1996 survey, but reflect the positive shift towards households reporting Group centres as their nearest centre. Overall, 17% (18,899) of households did not utilise any shops or facilities at their nearest shopping centre over the four week period prior to the survey. This was mostly due to households which did not utilise their nearest Local centre (23% or 17,586) for any purpose. However, only 12% (459) of households with Town centres as their nearest shopping centre and 3% (855) of households with Group centres as their nearest shopping centre indicated no usage.

Shops and facilities utilised at nearest shopping centre

Overall, the most patronised shops and facilities at the nearest shopping centre to households over the previous four weeks were supermarkets 74% (79,944 households), newsagents 32% (34,957), chemists 29% (31,082) and bakeries 22% (23,932). These were also the most commonly used in the 1996 survey. Butchers (down 38% or 4,903), post offices (down 29% or 6,206), bakeries (down 16% or 4,528) and newsagents (down 13% or 5,499) experienced the largest declines in the facilities used since October 1996. In addition the category 'no facilities used' increased by 20% or 3,084 during the year to reach a total of 18,899 households, of which 17,586 relate to households nearest to local centres.

Utilisation of nearest shops and facilities by type of centre

The utilisation of various shops and facilities across the nearest centres varied considerably as a result of the range of shops and facilities available and the level of local patronage. The highest utilisation of facilities by households nearest to Town centres were for supermarkets (81%), banks (35%), newsagents (34%) and take away/fast food shops (33%). For households nearest to Group centres it was for supermarkets (94%), newsagents (62%), chemists (53%) and bakeries (39%). For households nearest to Local centres it was for supermarkets (65%), newsagents (20%), chemists (19%) and bakeries (16%).

2.1 NEAREST SHOPPING CENTRE TO HOUSEHOLDS AND FACILITIES USED, OCTOBER 1997

	1996	*1997*			
	All centres	*Town centre*	*Group centre*	*Local centre*	*All centres(a)*
NEAREST CENTRE					
Number	104 422	3 934	29 205	75 098	108 327
Proportion (%)	100.0	3.6	27.0	69.3	100.0
FACILITIES USED IN PREVIOUS FOUR WEEKS (no. of households)					
Bakery	28 460	*644	11 505	11 783	23 932
Bank	12 163	*1 379	9 103	**418	10 990
Butcher	13 008	**268	4 613	3 225	8 105
Chemist	29 765	*987	15 511	14 494	31 082
Hairdresser/beautician	8 632	**92	3 409	3 893	7 484
Newsagent	40 406	*1 349	18 168	15 350	34 957
Petrol station	18 629	*716	8 302	8 901	18 009
Post office	21 673	*1023	9 345	5 099	15 467
Supermarket	77 758	3 173	27 595	49 085	79 944
Takeaway/fast food outlet	19 661	*1 303	7 320	11 364	20 076
Video outlet	16 993	**383	9 057	8 074	17 514
Other facilities(b)	25 363	1 724	11 104	6 509	19 427
No facilities used	15 815	**459	*855	17 586	18 899
FACILITIES USED IN PREVIOUS FOUR WEEKS (% all households)					
Bakery	27.3	*16.4	39.4	15.7	22.1
Bank	11.6	*35.1	31.2	**0.6	10.1
Butcher	12.5	**6.8	15.8	4.3	7.5
Chemist	28.5	*25.1	53.1	19.3	28.7
Hairdresser/beautician	8.3	**2.3	11.7	5.2	6.9
Newsagent	38.7	*34.3	62.2	20.4	32.3
Petrol station	17.8	*18.2	28.4	11.9	16.6
Post office	20.8	*26.0	32.0	6.8	14.3
Supermarket	74.5	80.7	94.5	65.4	73.8
Takeaway/fast food outlet	18.8	*33.1	25.1	15.1	18.5
Video outlet	16.3	**9.7	31.0	10.8	16.2
Other facilities(b)	24.3	43.8	38.0	8.7	17.9
No facilities used	15.1	**11.7	*2.9	23.4	17.4

(a) 'All centres' includes in its total 'Other centres' which has not been listed in the table.
(b) Details relate to 13 other types of facilities reported by 19,427 households.

WHERE ALL MAJOR SHOPPING USUALLY UNDERTAKEN

Around 19% (20,532) of households indicated that their major shopping for food and grocery items was usually undertaken at their nearest shopping centre. This represents an increase of 4,992 people or 32% since the 1996 survey. Importantly, a further 10% or 10,984 (up 4,087 people or 59% since 1996) reported that no major shopping was usually undertaken at all, and 71% or 76,636 (down 5,145 people or 6% since 1996) indicated that their major shopping was usually not done at their nearest shopping centre.

WHERE ALL MAJOR SHOPPING USUALLY UNDERTAKEN *continued*

Around 62% of the households reporting Town centres as their nearest centre (2,444 of 3,934) indicated that their major food and grocery shopping was usually done at that nearest Town centre, compared to 73% (3,826 of 5,242) in 1996. For households nearest to Group centres, 49% indicated that their major shopping was usually done at that nearest Group centre (14,271 of 29,205), compared to 36% (9152 of 25,625) in 1996. However only 5% of households nearest to Local centres (3,727 of 75,098) indicated that their major shopping was usually done at the nearest Local centre, compared to 3.5% (2,561 of 73,557) in 1996.

WHERE ALL CONVENIENCE SHOPPING USUALLY UNDERTAKEN

Households patronage of their nearest shopping centre for convenience shopping is considerably higher than for their major shopping. Just under 59% (63,584) of households reported that their convenience shopping for food and grocery items was usually undertaken at their nearest shopping centre. Another 7% (7,275) indicated that no additional items were usually purchased outside of their major shopping and 34% (37,124) reported that their convenience shopping was usually not done at their nearest shopping centre. There were no significant changes to household patronage of their nearest shopping centre for convenience shopping since October 1996.

Nearly 54% of the households nearest to town centres (2,112 of 3,934) indicated that their convenience food and grocery shopping was usually undertaken at the nearest town centre, compared to 62% for major food and grocery shopping. For households nearest to group centres, 81% reported that their convenience shopping was usually done at the nearest group centre (23,706 of 29,205), in contrast with 49% for major shopping. Just over 50% of households nearest to local centres (37,675 of 75,098) indicated that their convenience shopping was usually done at the nearest local centre, in contrast with 5% for major shopping.

2.2 SHOPPING CENTRE AT WHICH MAJOR AND CONVENIENCE SHOPPING USUALLY UNDERTAKEN

	Major shopping				*Convenience shopping*			
	1996		*1997*		*1996*		*1997*	
	no.	%	no.	%	no.	%	no.	%
Nearest shopping centre								
Town centre	3 826	3.7	2 444	2.3	3 644	3.5	2 112	1.9
Group centre	9 152	8.8	14 271	13.2	20 542	19.7	23 706	21.9
Local centre	2 561	2.5	3 727	3.4	37 859	36.3	37 675	34.8
Total	*15 540*	*14.9*	*20 532*	*19.0*	*62 045*	*59.4*	*63 584*	*58.7*
Not nearest shopping centre	81 781	78.3	76 636	70.7	34 514	33.1	37 124	34.3
Goods usually ordered from home and then delivered	**204	**0.2	**175	**0.2	**174	**0.2	**344	**0.3
No major/convenience shopping usually done	6 897	6.6	10 984	10.1	7 689	7.4	7 275	6.7
Total	**104 422**	**100.0**	**108 327**	**100.0**	**104 422**	**100.0**	**108 327**	**100.0**

CHARACTERISTICS OF SHOPPERS WHO PATRONISE THEIR NEAREST SHOPPING CENTRE

Major shopping

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

The proportion of shoppers patronising their nearest centre for major shopping in the age groups 25–34 (18.5%) and 45–54 (18.9%) is less than that for all shoppers (23.2% and 21.5% respectively, see Table 1.2) and for age group 65 years and older (16.3%) is greater than that for all shoppers (10.3%). Just over 38% (36.6% at October 1996) of those not in the labour force conducted their major shopping at their nearest centre, compared with 31.1% for all shoppers (31.7% at October 1996).

Convenience shopping

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

Just under 92% (99% at October 1996) of households that usually do their major shopping at their nearest shopping centre had utilised supermarkets as compared with 74% (74% at October 1996) for all households located nearest their shopping centres. Patronage of newsagents (57%) and chemists (52%) was similarly higher than for all households located nearest their shopping centres (32% and 29% respectively) (tables 2.1 and 2.3).

2.3 SHOPPERS WHO USUALLY DO MAJOR AND CONVENIENCE SHOPPING AT NEAREST SHOPPING CENTRE

	Major shopping		*Convenience shopping*	
	no.	*%*	*no.*	*%*
Age				
15–19	**354	**1.7	*968	*1.5
20–24	1 665	8.1	4 902	7.7
25–34	3 799	18.5	14 378	22.6
35–44	5 144	25.1	17 158	27.0
45–54	3 879	18.9	13 375	21.0
55–64	2 345	11.4	6 741	10.6
65+	3 347	16.3	6 061	9.5
Total	**20 532**	**100.0**	**63 584**	**100.0**
Labour force status				
Employed	11 889	57.9	40 605	63.9
Unemployed	*821	*4.0	3 805	6.0
Not in labour force	7 822	38.1	19 173	30.2
Total	**20 532**	**100.0**	**63 584**	**100.0**
Facilities used in previous four weeks				
Bakery	7 568	36.9	19 453	30.6
Bank	6 759	32.9	9 317	14.7
Butcher	3 367	16.4	7 062	11.1
Chemist	10 731	52.3	24 563	38.6
Hairdresser/beautician	2 405	11.7	5 946	9.4
Newsagent	11 682	56.9	28 073	44.2
Petrol station	6 238	30.4	12 227	19.2
Post office	6 608	32.2	12 654	19.9
Supermarket	18 779	91.5	59 032	92.8
Takeaway/fast food outlet	5 982	29.1	14 599	23.0
Video outlet	5 156	25.1	13 318	20.9
Other facilities	8 138	39.6	14 809	23.3
No facilities used	*1 295	*6.3	2 363	3.7

TOTAL RETAIL TURNOVER BY TYPE OF SHOPPING CENTRE

Both the ACT 1991–92 Retail Census and 1996–97 Retail Survey statistics have been re-compiled by type of shopping centre in order to provide an indication of the market share of types of shopping centres.

It should be noted that the Retail Census and Retail Survey details are NOT directly comparable due to differences in scope which are outlined in the Explanatory Notes on pages 24 and 25. The main differences between the two sets of statistics are that the Retail Census primarily targeted shop front locations, the Retail Survey only covers employing businesses, and there are a number of ANZSIC class differences between the Retail Census and Retail Survey. Additionally, in order to provide the shopping centre dissection for the 1996–97 Retail Survey statistics, some of the information relating to multi location businesses has been estimated using a variety of indicators (eg number of employees, floor area, etc.).

Since 1991–92, a number of shopping centres have been established in Canberra. In Tuggeranong, the Gordon local centre was established in 1993 and the Theodore local centre in 1994. In Gungahlin, the Palmerston local centre was established in 1994 and the Ngunnawal local centre in 1996.

TOTAL RETAIL TURNOVER BY TYPE OF SHOPPING CENTRE *continued*

Findings from the 1991–92 Retail Census show that Town centres share of total turnover was 51.5%, Group centres 22.3%, Local centres 14.5% and Other centres 11.7%.

The proportions from the 1996–97 Retail Survey are very similar to those from the Retail Census, with Town centres share of total turnover being 50.4%, Group centres 24.5%, Local centres 13.5% and Other centres 11.6%.

Because of the differences in scope between the Retail Census and Retail Survey, care should be utilised in interpreting the small changes in the share of the market between 1991–92 and 1996–97 (Group centres up two percentage points with Town centres and Local centres both down one percentage point).

2.4 RETAIL TURNOVER BY TYPE OF SHOPPING CENTRE

	1991–92 Retail Census(a)		*1996–97 Retail Survey Turnover(a)*					
	Total Turnover		*Food retailing*		*Other retailing*		*Total*	
	$m	%	$m	%	$m	%	$m	%
Town centre	923.3	51.5	360.4	37.4	869.5	58.9	1 230.1	50.4
Group centre	399.1	22.3	398.1	41.2	199.8	13.5	597.9	25.0
Local centre	259.3	14.5	133.9	13.9	196.0	13.3	329.9	13.5
Other centre	209.8	11.7	72.9	7.6	211.4	14.3	284.3	11.6
Total	**1 791.4**	**100.0**	**965.5**	**100.0**	**1 476.7**	**100.0**	**2 442.2**	**100.0**

(a) The Retail Census and Retail Survey details are not directly comparable due to differences in scope and coverage — see Explanatory Notes on pages 24 and 25.

CHAPTER 3 SHOPPING TRIPS

ALL MAJOR SHOPPING TRIPS

There were 97,168 households in October 1997 which undertook major shopping trips for food and grocery items, slightly down on the 97,320 households in October 1996. Just over 54% (52,483) usually did major shopping once a week, 32% (30,827) once a fortnight and 7% (6,617) two or more times a week.

ALL CONVENIENCE SHOPPING TRIPS

This is in contrast with the frequency of when the convenience shopping for food and grocery items was usually undertaken. There were 100,707 households which undertook convenience shopping trips, an increase of 4,148 households or 4% since October 1996. Nearly 76% (76,644) usually did convenience shopping two or more times a week, 18% (17,665) once a week and 4% (3,813) once a fortnight.

3.1 NUMBER OF MAJOR AND CONVENIENCE SHOPPING TRIPS USUALLY MADE

	Major shopping				*Convenience shopping*			
	1996		*1997*		*1996*		*1997*	
Frequency of shopping trips	no.	%	no.	%	no.	%	no.	%
Two or more times per week	9 171	9.4	6 617	6.8	69 122	71.6	76 644	76.1
Once per week	49 368	50.7	52 483	54.0	18 367	19.0	17 665	17.5
Once per ten days	1 538	1.6	1 742	1.8	*820	*0.8	**275	**0.3
Once per fortnight	32 910	33.8	30 827	31.7	4 600	4.8	3 813	3.8
Once per three weeks	1 481	1.5	2 126	2.2	**487	**0.5	**272	**0.3
Once per month and other	2 852	2.9	3 374	3.5	3 163	3.3	2 040	2.0
Total	**97 320**	**100.0**	**97 168**	**100.0**	**96 559**	**100.0**	**100 709**	**100.0**

FREQUENCY OF TRIPS OF THOSE WHO PATRONISE THEIR NEAREST SHOPPING CENTRE

In the October 1997 survey, the frequency of both major and convenience shopping trips by households usually patronising their nearest shopping centre were similar to that shown for all shoppers. However, in the October 1996 survey, the frequency of major shopping trips by households who usually patronise their nearest centres was slightly greater than that reported by all shoppers.

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

	Major Shopping				*Convenience Shopping*			
	1996		*1997*		*1996*		*1997*	
Frequency of shopping trips	no.	%	no.	%	no.	%	no.	%
Two or more times per week	1 533	9.9	1 710	8.3	44 056	71.0	49 433	77.7
Once per week	9 025	58.1	11 394	55.5	12 071	19.5	11 769	18.5
Once per ten days	**92	**0.6	**224	**1.1	**254	**0.4	**103	**0.2
Once per fortnight	4 390	28.2	6 003	29.2	3 488	5.6	1 815	2.9
Once per three weeks	**201	**1.3	**458	**2.3	*386	*0.6	0	0.0
Once per month and other	**300	**1.9	*743	*3.6	1790	2.9	**464	**0.7
Total	**15 540**	**100.0**	**20 532**	**100.0**	**62 045**	**100.0**	**63 584**	**100.0**

LOCATION OF LAST MAJOR SHOPPING TRIP

The last major shopping trip was undertaken to town centres by 37,871 (39%) households, to group centres by 53,217 (55%) households, to local centres by 2,133 (2%) households and to other centres (Fyshwick and Queanbeyan) by 3,948 (4%) households. This is in contrast with households' nearest shopping centre being town centres for 4%, group centres for 27% and local centres for 69%. There was a significant change in the number of food and grocery shopping trips to town and group centres since October 1996. There was a decrease of 18% or 8,221 households which undertook their last major shopping trip at a town centre and an increase of 17% or 7,584 households which undertook their last major shopping trip at a group centre.

LOCATION OF LAST CONVENIENCE SHOPPING TRIP

The last convenience shopping trip was undertaken to town centres by 11,555 (12%) households, to group centres by 46,139 (46%) households, to local centres by 41,014 (41%) households and to other centres by 1,999 (2%) households. Since the October 1996 survey, households undertaking their last convenience shopping trip to group centres have increased by 2,992 or 7%.

TYPE OF CENTRES MOST PATRONISED

The survey results indicate that group centres were very well patronised by households for both the last major and convenience shopping trips and have improved their position since the October 1996 survey. In general, town centres were also well supported for the last major shopping trips and local centres were almost as popular as group centres for the last convenience shopping trips.

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

	Major shopping				*Convenience shopping*			
	1996		*1997*		*1996*		*1997*	
Shopping centre	no.	%	no.	%	no.	%	no.	%
Town centre	46 092	47.4	37 871	39.0	12 667	13.1	11 555	11.5
Group centre	45 633	46.9	53 217	54.8	43 147	44.7	46 139	45.8
Local centre	2 466	2.5	2 133	2.2	39 985	41.4	41 014	40.7
Other centre	3 131	3.2	3 948	4.1	*759	*0.8	1 999	2.0
Total	**97 320**	**100.0**	**97 168**	**100.0**	**96 559**	**100.0**	**100 709**	**100.0**

SHOPPERS WHO PATRONISE THEIR NEAREST SHOPPING CENTRE

Major shopping

There were 17,088 households whose last major shopping trip was to their nearest shopping centre, an increase of 15% or 2,219 households. Of these households, 80% (13,648) reported that they had undertaken their last major shopping at a group centre, 11% (1,956) at a town centre and 8% (1,393) at a local centre. These proportions are reasonably consistent with responses provided by all households on where their major shopping was usually undertaken in regard to town centres, but were 10 percentage points higher for group centres and 10 percentage points less for local centres (see table 2.2).

Convenience shopping

There were 58,600 households whose last convenience shopping trip was to their nearest shopping centre, an increase of 6% or 3,053 households since October 1996. Of these households, 60% (34,711) had indicated that they had undertaken their last convenience shopping at a local centre, 37% (21,687) at a group centre and 4% (2,112) at a town centre. These proportions are consistent with responses provided by all households on where their convenience shopping was usually undertaken (see table 2.2).

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

	Major shopping				*Convenience shopping*			
	1996		*1997(a)*		*1996*		*1997(a)*	
Shopping centre	no.	%	no.	%	no.	%	no.	%
Town centre	3 636	24.5	1 956	11.4	3 153	5.7	2 112	3.6
Group centre	9 267	62.3	13 648	79.9	18 972	34.2	21 687	37.0
Local centre	1 966	13.2	*1 393	*8.2	33 422	60.2	34 711	59.2
Total	**14 869**	**100.0**	**17 088**	**100.0**	**55 547**	**100.0**	**58 600**	**100.0**

(a) Included in the total is ‘Other Centre’ which has not been listed.

MOST POPULAR SHOPPING DAYS

A total of 293,004 shopping trips for food and grocery items were undertaken by households in the week prior to the survey, an increase of 2% or 5,158 shopping trips since October 1996. Overall, the most popular days for shopping during the previous week were Thursday (17% of shopping trips), Friday (16%), Wednesday (15%) and Saturday (14%), with the remaining days having 12% to 13% each. For households which did not shop in the previous week, the most popular days for the last shopping were Friday (20%), Thursday (19%), Saturday (18%) and Wednesday (17%). Overall, these proportions were consistent with the October 1996 results.

Frequency of major shopping trips

There were 73,184 major shopping trips undertaken by 67,514 households in the week prior to the survey. There were a further 29,654 households which did not undertake any major shopping during that week (but may have undertaken major shopping in another week and some convenience shopping). Overall this represents a major shopping trip by the 97,168 households 0.75 times a week. The most popular days for major shopping during the previous week were Thursday (23% of shopping trips), Friday (21%), Saturday (20%) and Sunday (12%). For households which did not undertake major shopping in the previous week, the most popular days for the last major shopping were Thursday (23%), Friday (21%) and Saturday (19%).

Frequency of convenience shopping trips

There were 219,910 convenience shopping trips undertaken by 86,678 households in the week prior to the survey. There were a further 14,031 households which did not undertake any convenience shopping during that week (but may have undertaken convenience shopping in another week and some major shopping). Overall a convenience shopping trip was undertaken by the 100,709 households 2.2 times a week. The most popular days for convenience shopping during the previous week were Wednesday (16% of shopping trips), Tuesday (15%), Thursday (15%) and Friday (14%). For households which did not undertake convenience shopping in the previous week, the most popular days for the last convenience shopping were Wednesday (22%), Saturday (17%), Friday (17%) and Thursday (11%).

3.5 DAYS ON WHICH MAJOR AND CONVENIENCE SHOPPING UNDERTAKEN

	1996		*1997*					
	Total		*Major shopping trips*		*Convenience shopping trips*		*Total*	
Day	no.	%	no.	%	no.	%	no.	%
SHOPPING TRIPS UNDERTAKEN IN PROCEEDING WEEK								
Monday	34 846	12.1	4 832	6.6	31 693	14.4	36 525	12.5
Tuesday	37 683	13.1	4 697	6.4	33 933	15.4	38 630	13.2
Wednesday	43 895	15.2	7 979	10.9	34 965	15.9	42 946	14.7
Thursday	48 944	17.0	16 760	22.9	33 386	15.2	50 146	17.1
Friday	45 180	15.7	15 278	20.9	31 512	14.3	46 790	16.0
Saturday	42 685	14.8	14 571	19.9	26 976	12.3	41 547	14.2
Sunday	34 530	12.0	8 982	12.3	26 433	12.0	35 415	12.1
Not stated/Don't know	**83	** –	**85	**0.2	*1 012	*0.5	*1 097	*0.4
Total	**287 846**	**100.0**	**73 184**	**100.0**	**219 910**	**100.0**	**293 004**	**100.0**
LAST DAY SHOPPING TRIP UNDERTAKEN IF NOT IN PROCEEDING WEEK								
Monday	4 925	11.0	*1503	*5.1	*1 203	*8.6	2 706	6.2
Tuesday	5 251	11.7	1 668	5.6	*1 551	*11.1	3 219	7.4
Wednesday	5 813	13.0	4 228	14.3	3 016	21.5	7 244	16.6
Thursday	9 255	20.6	6 659	22.5	1 580	11.3	8 293	19.0
Friday	6 531	14.6	6 218	21.0	2 314	16.5	8 532	19.5
Saturday	8 052	17.9	5 637	19.0	2 349	16.7	7 986	18.3
Sunday	4 267	9.5	3 579	12.1	1 546	11.0	5 125	11.7
Not stated/Don't know	*782	*1.7	**162	**0.5	**472	**3.4	*634	*1.5
Total	**44 875**	**100.0**	**29 654**	**100.0**	**14 031**	**100.0**	**43 685**	**100.0**

MOST POPULAR SHOPPING TIMES

For the 97,168 households undertaking their last major shopping trips, the most popular times for shopping were 2.00pm to 4.59pm (25% of households with an average of 8,000 trips per hour), 10.00am to 11.59am (25% with 11,900 trips per hour) and 5.00pm to 6.59pm (17% with 8,400 trips per hour). For the 99,994 households undertaking their last convenience shopping trips, the most popular times for shopping were 5.00pm to 6.59pm (28% of households with an average of 14,100 trips per hour), 2.00pm to 4.59pm (22% with 7,400 trips per hour) and 10.00am to 11.59am (18% with 9,200 trips per hour).

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

	1996		*1997*						
	Total						*Total*		
			Town centre	Group centre	Local centre	Other centres, Not stated/ Don't know			Average per hour
Time	no.	%	no.	no.	no.	no.	no.	%	no.
				LAST MAJOR SHOPPING TRIP					
12.00am — 7.59am	*826	*0.8	**175	*712	—	—	*888	*0.9	111
8.00am — 9.59am	11 311	11.6	4 779	3 810	**280	*764	9 634	9.9	4 817
10.00am — 11.59am	24 008	24.7	9 568	12 742	**486	*1 083	23 879	24.6	11 940
12.00pm — 1.59pm	10 896	11.2	4 541	4 688	**360	*826	10 414	10.7	5 207
2.00pm — 4.59pm(a)	24 947	25.6	9 385	13 409	*635	*698	24 127	24.8	8 042
5.00pm — 6.59pm	15 494	15.9	5 559	10 564	**371	**296	16 791	17.3	8 396
7.00pm — 8.59pm	7 783	8.0	3 123	5 643	—	*281	9 046	9.3	4 523
9.00pm — 11.59pm(a)	1 776	1.8	*572	*1467	—	—	2 038	2.1	679
Not stated	**278	**0.3	**170	**182	—	—	**351	**0.4	—
Total	**97 320**	**100**	**37 871**	**53 217**	**2 133**	**3 948**	**97 168**	**100.0**	**—**
				LAST CONVENIENCE SHOPPING TRIP					
12.00am — 7.59am	*894	*0.9	**183	**376	**277	**85	*921	*0.1	116
8.00am — 9.59am	7 897	8.2	*1249	3 369	3 538	**84	8 241	8.2	4 121
10.00am — 11.59am	19 252	19.9	2 636	8 189	7 426	**111	18 361	18.4	9 181
12.00pm — 1.59pm	10 792	11.2	2 326	4 512	4 206	—	11 565	11.6	5 783
2.00pm — 4.59pm(a)	21 548	22.3	2 191	10 080	9 771	*520	22 266	22.3	7 422
5.00pm — 6.59pm	26 104	27.0	1 816	14 719	11 426	**223	28 222	28.2	14 111
7.00pm — 8.59pm	8 555	8.9	*627	2 863	3 830	**262	7 320	7.3	3 660
9.00pm — 11.59pm(a)	1 123	1.2	**268	1 750	**347	—	2 366	2.4	789
Not stated	*393	*0.4	**259	**281	**192	—	*732	*0.1	—
Total	**96 559**	**100.0**	**11 555**	**46 139**	**41 014**	**1 286**	**(b)99 994**	**100.0**	**—**

(a) Three hour interval, whereas most intervals are of two hours.
(b) Excludes 713 households which had undertaken their last convenience shopping outside of the ACT and Queanbeyan.

PREFERRED DAY AND TIME FOR MAJOR SHOPPING TRIPS

From the October 1997 survey, just over 43% of households did their major shopping on Monday to Friday before 5pm, a decrease of four percentage points from October 1996. A further 23% did their shopping on Monday to Friday after 5pm, an increase of nearly two percentage points from the previous year. There was also an increase in shoppers preference for undertaking major shopping on Saturday morning (up one percentage point) and on Sunday (up nearly one percentage point) since the October 1996 survey.

3.7 HOUSEHOLD SHOPPING DAY FOR LAST MAJOR SHOPPING TRIP

	1996		*1997*	
Day	*no.*	*%*	*no.*	*%*
Monday to Friday before 5.00pm	45 830	47.1	41 931	43.2
Monday to Friday 5.00pm and after	20 908	21.5	22 643	23.3
Saturday morning	8 717	9.0	9 737	10.0
Saturday afternoon	10 051	10.3	9 549	9.8
Sunday	11 511	11.8	12 261	12.6
Don’t know/not stated	**303	**0.3	*1046	*1.1
Total	**97 320**	**100.0**	**97 168**	**100.0**

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

Source: Environmental Issues, People’s Views and Practices, 1996 (Cat. no. 4602.0).

MAIN PLACES OF DEPARTURE

For the last major shopping trip, the main places of departure were home (77%), work (11%), other shops (4%) and friend’s/relative’s house (3%). For the last convenience shopping trip, the main places of departure were home (67%), work (19%), friend’s/relative’s house (4%) and other shops (3%). Overall, these proportions are consistent with those from the October 1996 survey, with the main shift being a 2.8 percentage points increase in convenience shopping from work.

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

	1996		1997					
	Total						Total	
			Town centre	Group centre	LocaL centre	Other centres, not stated/don't know		
Departed from	no.	%	no.	no.	no.	no.	no.	%
LAST MAJOR SHOPPING TRIP								
Home	76 814	78.9	29 885	41 195	*1 499	2 408	74 988	77.2
Children's school/child-care	*788	*0.8	**360	*662	—	**120	*1 141	*1.2
Educational institution	*581	*0.6	**91	**87	—	**86	**264	**0.3
Friend's/relative's house	1 954	2.0	*992	1 641	**177	**294	3 104	3.2
Medical/health facility	*615	*0.6	**392	**380	—	—	*772	*0.8
Other shops	2 921	3.0	*1 050	*1 484	**182	*674	3 390	3.5
Sport/leisure facility	*985	*1.0	*563	*1 267	**89	**168	2 088	2.1
Work	10 558	10.8	4 249	6 013	**81	**92	10 435	10.7
Other/not stated	2 106	2.2	**289	**487	**105	**106	*987	*1.0
Total	**97 320**	**100.0**	**37 871**	**53 217**	**2 133**	**3 948**	**97 168**	**100.0**
LAST CONVENIENCE SHOPPING TRIP								
Home	65 312	67.6	6 229	29 945	30 033	**491	66 698	66.7
Children's school/child-care	1 433	1.5	**175	*647	**458	—	*1 279	*1.3
Educational institution	1 290	1.3	**198	**276	**205	**133	*813	*0.8
Friend's/relative's house	3 168	3.3	**272	*1 441	1 844	**200	3 757	3.8
Medical/health facility	1 375	1.4	**120	**449	**89	—	*658	*0.7
Other shops	2 044	2.1	*817	*1 312	*1 043	**120	3 291	3.3
Sport/leisure facility	3 028	3.1	**365	*1 308	*637	—	2 310	2.3
Work	15 776	16.3	3 269	9 754	5 865	**257	19 146	19.1
Other/not stated	3 133	3.2	**111	*921	*759	**85	1 877	1.9
Total	**96 559**	**100.0**	**11 555**	**46 139**	**41 014**	***1 286**	**(a)99 994**	**100.0**

(a) Excludes 713 households which had undertaken their last convenience shopping outside of the ACT and Queanbeyan.

MAIN METHOD OF TRANSPORT

For the last major shopping trip, the main method of transport was by car (91%), walking (5%) and bus (3%). For the last convenience shopping trip, the main method of transport was by car (74%) and walking (23%). These proportions were very similar to the October 1996 results. Considerably more shoppers walked to do their convenience shopping than they did for their major shopping.

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

	1996		*1997*					
	Total						*Total*	
			Town centre	Group centre	Local centre	Other centres/ Not stated/Don't know		
Method of transport	no.	%	no.	no.	no.	no.	no.	%
			LAST MAJOR SHOPPING TRIP					
Bus	3 401	3.5	2 160	*644	—	—	2 804	2.9
Car (as driver or passenger)	89 157	91.6	33 200	49 161	1 771	3 948	88 080	90.6
Walking	4 070	4.2	1 884	2 474	**362	—	4 720	4.9
Other/not stated	*692	*0.7	*628	*938	—	—	1 563	1.6
Total	**97 320**	**100.0**	**37 871**	**53 217**	**2 133**	**3 948**	**97 167**	**100.0**
			LAST CONVENIENCE SHOPPING TRIP					
Bus	1 761	1.8	*1 431	**201	**398	—	2 030	2.0
Car (as driver or passenger)	70 263	72.8	6 039	37 637	28 913	*1 153	73 742	73.7
Walking	23 029	23.8	4 085	7 453	10 995	—	22 533	22.5
Other/not stated	1 507	1.6	—	*848	*707	**133	1 689	1.7
Total	**96 559**	**100.0**	**11 555**	**46 139**	**41 014**	***1 153**	**(a)99 994**	**100.0**

(a) Excludes 713 households which had undertaken their last convenience shopping outside of the ACT and Queanbeyan.

TRAVELLING TIME FOR SHOPPING TRIP

Major shopping

The time to travel to shopping centres for the last major shopping trip by all methods of transport took less than 5 minutes for 25% of trips, 5 to 9 minutes for 34% of trips, 10 to 14 minutes for 23% of trips, 15 to 19 minutes for 10% of trips and greater than 20 minutes for 9% of trips. The time taken to travel by car was in similar proportions to all other methods of transport. However, around 24% of major shopping car trips were less than 5 minutes from the shopping centre, whereas around 39% of major shopping walking trips took less than 5 minutes.

Convenience shopping

The time to travel to shopping centres for the last convenience shopping trip by all methods of transport took less than 5 minutes for 45% of trips, 5 to 9 minutes for 22% of trips, 10 to 14 minutes for 14% of trips, 15 to 19 minutes for 8% of trips and greater than 20 minutes for 11% of trips. The time to travel by car took less than 5 minutes for 47% of trips, whereas 42% of walking trips were completed within 5 minutes.

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

	Less than 5 minutes	*5 to 9 minutes*	*10 to 14 minutes*	*15 to 19 minutes*	*Greater than 20 minutes/ not stated*	*Total*
Method of transport	*no.*	*no.*	*no.*	*no.*	*no.*	*no.*
LAST MAJOR SHOPPING TRIP						
Bus	**98	**192	*556	*1 125	*833	2 804
Car (as driver or passenger)	21 479	30 952	20 758	7 762	7 129	88 080
Walking	1 841	*929	*797	*533	*620	4 720
Other/not stated	**413	*870	**185	**96	—	1 564
Total 1997	**23 831**	**32 943**	**22 296**	**9 516**	**8 582**	**97 168**
Total 1996	**23 923**	**34 569**	**23 346**	**8 718**	**6 762**	**97 320**
LAST CONVENIENCE SHOPPING TRIP						
Bus	**88	**276	*551	*609	*506	2 030
Car (as driver or passenger)	34 860	14 465	9 487	6 013	8 743	73 742
Walking	9 477	6 436	3 988	*1 221	*1 411	22 533
Other/not stated	*667	*816	**106	**101	—	1 689
Total 1997	**45 092**	**21 993**	**14 132**	**7 944**	**10 660**	**(a)99 994**
Total 1996	**42 738**	**23 574**	**12 906**	**7 812**	**9 529**	**96 559**

(a) Excludes 713 households which had undertaken their last convenience shopping outside of the ACT and Queanbeyan.

EXPLANATORY NOTES

INTRODUCTION

1 This publication contains results from the 1997 ACT Supplementary Survey, Shopping Preferences. The survey was conducted at the request of the ACT Government throughout the ACT during October 1997 as a supplement to the Monthly Population Survey (MPS). A simular survey was conducted in October 1996, the results of which are contained in *Shopping Preferences, Australian Capital Territory, October 1996* (Cat. no. 8644.8).

2 Information was collected from a randomly selected individual aged 15 years or more who was the main shopper from each household. The information collected included the shopping preferences for purchasing food and grocery items, methods of travel to shopping centres and the day of the week and time of shopping trips.

3 The Survey was conducted using only the private dwellings included in the MPS. The MPS was conducted during the two weeks commencing 6 October 1997.

4 Information was sought from approximately 1,140 persons, all of whom fully responded.

SCOPE

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

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

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

COVERAGE

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

OTHER RELATED STATISTICS

8 Some closely related statistics from the most recent Retail Census have also been included in this publication.

RETAIL CENSUS

9 The 1991–92 Retail Census was the tenth census of the retail industry since 1948. Retail Censuses are usually undertaken every five or six years. The method of collection for the 1991–92 Census were obtained through 2 independent surveys:

- a census of locations or shops, known as the Retail and Services Census, where a limited range of data was collected from every in-scope retail location in Australia; and
- a sample survey of retail businesses, known as the Retail Activity Survey, providing estimates relating to business structure and performance as well as commodity sales information.

Only details from the first are include in this publication.

SCOPE OF RETAIL CENSUS

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

5730 — Cafes and Restaurants

8632 — Optometry and Optical Dispensing

9511 — Video Hire Outlets

9521 — Laundries and Dry-Cleaners

9522 — Photographic Film Processing

9526 — Hairdressing and Beauty Salons.

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

12 The scope of the Census excluded home based businesses, door to door sellers, direct marketers and retail locations operating from non-fixed premises such as occasional market stalls or vans. The ANZSIC classes most affected by these exclusions are as follows:

5269 — Milk Vending. The whole of the Class has been excluded.

5269 — Household Equipment and Repair Services n.e.c. A number of businesses in this Class operating within other businesses or from private residences have been excluded.

5730 — Cafes and Restaurants. Most catering businesses were excluded because they do not operate from a shopfront location. Office and industrial canteens operating from within office blocks and other buildings were also excluded.

SCOPE OF RETAIL CENSUS *continued*

8632 — Optometry and Optical Dispensing. Only those locations mainly engaged in dispensing contact lenses and spectacles have been included. Those locations mainly engaged on optometry have been excluded.

9522 — Photographic Film Processing. Only those locations providing photographic film processing services from shopfronts have been included. These are mainly mini-labs and agencies in shopping areas.

RETAIL SURVEY

13 A monthly survey of about 7,000 retail and selected service businesses (covering 20,000 outlets) is conducted by the ABS. All 'large' businesses are included in the survey, while a sample of about 4,400 'smaller' businesses is selected. The 'large business' contributes approximately 54% of the total estimate.

SCOPE OF THE RETAIL SURVEY

14 The Retail Survey covers all employing businesses, with at least one retail establishment. The scope of the survey includes establishments classified to Division G (Retail Trade) of the ANZSIC except for:

5126 — Milking Vending

5245 — Marine Equipment Retailing

5261— Household Equipment Repair Services (Electrical)

5269 — Household Equipment Repair Services n.e.c.

5311 — Car Retailing

5312 — Motor Cycle Dealing

5313 — Trailer and Caravan Dealing

5321 — Automotive Fuel Retailing

5322 — Automotive Electrical Services

5323 — Smash Repairing

5324 — Tyre Retailing

5329 — Automotive Repair and Services n.e.c.

15 Also a range of services (classified to other Divisions of ANZSIC) are included because of their association with retailing activity and include:

5720 — Pubs, Taverns and Bars

5730 — Cafes and Restaurants

5740 — Clubs (Hospitality)

9511 — Video Hire Outlets

9526 — Hairdressing and Beauty Salons

RELATED PUBLICATIONS

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

Shopping Preferences, Australian Capital Territory, October 1996 (Cat. no. 8644.8)

Retailing in the Australian Capital Territory, 1991–92 (Cat. no. 8623.8)

Retail Trade, Australia, Monthly (Cat. no. 8501.0).

Travel to Work and Educational Institutions, Australian Capital Territory, October 1995 (Cat. no. 9201.8.40.001)

Journey to Work School and Shop, Adelaide Statistical Division, October 1997 (Cat. no. 9201.4)

Travel to Work, School and Shops, Victoria, October 1994 (Cat. no. 9201.2)

Transport Patterns and Preferences, New South Wales, October 1996 (Cat. no. 9201.1)

Household Expenditure Survey, 1993–94, States and Territories (Cat. no. 6533.0)

Household Expenditure Survey, 1993–94, Detailed Expenditure Items (Cat. no. 6535.0)

DO YOU NEED ADDITIONAL DATA?

17 In addition to the statistics provided in this publication, the ABS can produce upon request customised tables presenting any of the following information included in the shopping preferences survey or the monthly retail survey. Inquiries should be made to the contact person shown at the front of this publication. Information collected in the shopping preferences survey, 1991–92 Retail Census and Monthly Retail Survey included:

DEMOGRAPHIC ITEMS	Age groups Sex Marital status Relationship in household Labour force status
SHOPPERS	Number of usual residents in households Main shopper in household
SHOPPING TRIPS	Usual major shopping Usual convenience shopping Last major shopping trip Last convenience shopping trip Day of week Time of day Mode of travel Travel time to shop

SHOPPING CENTRES

Nearest shopping centre
Town centres
Group centres
Local centres
Facilities utilised
1991–92 Retail census shopfront data:
- Town centres
- Group centres
- Local centres
- Suburb
- Number of establishments
- Employment
- Wages and salaries
- Turnover
- Market share

Monthly retail turnover (market share):
- monthly/quarterly from September quarterr 1992
- Town centres
- Group centres
- Local centres

APPENDIX 1 LOCATION OF SHOPPING CENTRES IN CANBERRA

NUMBER OF SHOPPING CENTRES IN CANBERRA

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

(a) Includes Oaks Estate, Fyshwick Supermarket and Fyshwick Markets.
(b) Mitchell.
(c) In October 1997 there were 10 local centres without a supermarket store.

NORTH CANBERRA

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

BELCONNEN

Town centre	Belconnen (Westfield Plaza, Markets, etc.)	
Group centres	Charnwood	Charnwood Place (Lhotsky Street)
	Hawker	Hawker Place (Springvale Drive)
	Jamison (Macquarie)	Bowman Street (Redfern Street)
	Kaleen (Jewel)	Georgina Crescent (Maribyrnong Avenue)
	Kippax (Holt)	Hardwick Crescent

Local centres	Aranda	Bandjalong Crescent
	Emu Ridge (Belconnen)	Hennessy Street
	Charnwood	Garrard Court (Tillyard Drive)
	Cook	Cook Place (Lyttleton Crescent)
	Evatt	Heydon Place (Clancy Street)
	Florey	Kesteven Street (John Cleland Crescent, Ratcliffe Crescent)
	Fraser	Daley Crescent (Tillyard Drive)
	Ginninderra Heights (Belconnen)	Totterdell Street
	Giralang	Menkar Close, Canopus Crescent
	Higgins	Higgins Place (Fullagar Crescent)
	Holt	Holt Place (Beaurepaire Crescent)
	Kaleen (E)	Ashburton Circuit, Maribyrnong Avenue
	Kaleen (S)	Gwydir Square (Maribyrnong Avenue, Alberga Street)
	Latham	Wanliss Street, Onslow Street (Dalley Crescent)
	Macgregor	Chalmers Place (Clode Crescent)
	Macquarie	Macquarie Place (Lachlan Street)
	McKellar	Bennetts Close (Dumas Street)
	Melba	Melba Court (Chinner Crescent)
	Page	Page Place (Petterd Street)
	Scullin	Scullin Place (Ross Smith Crescent)
	Spence (NW)	Glassey Place (Clarey Crescent)
	Spence (SE)	Copland Drive
	Weetangera	Weetangera Place (Shumack Street, Gillespie Street)

WODEN VALLEY

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

WESTON CREEK – STROMLO

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

TUGGERANONG

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

SOUTH CANBERRA

Group centres	Kingston	Kennedy Street, Giles Street, Jardine Street, Eyre
	Manuka	Flinders Way, Franklin Street, Furneaux Street, Bougainville Street
Local centres	Barton	Brisbane Avenue
	Deakin	Duff Place (Hopetoun Circuit)
	Griffith	Barker Street (Stuart Street)
	Narrabundah	Iluka Street, Boolimba Street, Kootara Crescent
	Red Hill	Duyfken Place (La Perouse Street, Monaro Crescent)
	Yarralumla	Bentham Street (Novar Street, Hutchins Street)

Other centres	Fyshwick (supermarket)	Townsville Street (Albany Street)
	Fyshwick Markets	Dalby Street, Mildura Street (Canberra Avenue)
	Oaks Estate	Hazel Street

GUNGAHLIN–HALL

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

APPENDIX 2 MAP OF CANBERRA

Source: ASGC 1996 edition.

TECHNICAL NOTES

ESTIMATION PROCEDURE

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

RELIABILITY OF ESTIMATES

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

Non-sampling errors

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

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

Sampling errors

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

STANDARD ERRORS

ESTIMATES OF SAMPLING ERROR

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

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

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

4 Estimates below 1 600 persons that have been included in this data report are subject to high relative standard errors (more than 25%) and should be used with care as they may not be sufficiently reliable for most purposes.

5 A more detailed explanation of standard errors can be found in the technical notes of *Labour Force, Australia* (Cat. no. 6203.0). One measure of the variability of estimates which occurred as a result of surveying only a sample of the population is the standard error (SE) (see table below).

STANDARD ERRORS OF ESTIMATES OF PERSONS

Size of estimate (persons)	*Standard error of the estimates*	*Relative standard errors*
no.	*no.*	*%*
100	131.3	131.3
200	168.5	84.3
300	221.5	73.8
500	250.1	50.0
1 000	332.5	33.2
1 500	390.6	26.0
2 000	436.8	21.8
3 000	509.6	17.0
5 000	615.3	12.3
7 000	694.2	9.9
10 000	786.4	7.9
15 000	902.9	6.0
20 000	993.3	5.0
50 000	1 328.3	2.7
100 000	1 632.2	1.6
200 000	1 982.0	1.0
300 000	2 208.3	0.7

GLOSSARY

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

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

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

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

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

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

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

- *Town centres* provide the main focus for the district population for shopping, community and cultural facilities, entertainment and recreation and a range of business services.
- *Group centres* provide a convenient focus for the needs of the catchment population (3 to 4 suburbs) for major weekly shopping and a range of personal, community and business services.
- *Local centres* provide a convenient focus for shopping, community and business services to meet the daily needs of the local suburban population.

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

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

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	By phone	*By fax*
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Sydney	02 9268 4611	02 9268 4668
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Brisbane	07 3222 6351	07 3222 6283
Perth	08 9360 5140	08 9360 5955
Adelaide	08 8237 7400	08 8237 7566
Hobart	03 6222 5800	03 6222 5995
Darwin	08 8943 2111	08 8981 1218

POST Client Services, ABS, PO Box 10, Belconnen, ACT 2616

EMAIL client.services@abs.gov.au

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