

AUSTRALIAN BUREAU OF STATISTICS ACT 1975: sub-section 6 (3)

PROPOSAL NO. 15 OF 2012

BY

AUSTRALIAN BUREAU OF STATISTICS

Retail Business Survey

The Australian Bureau of Statistics proposes to conduct an expanded monthly Retail Business Survey, adding a new question regarding online retail sales from the December quarter 2012.

The survey will continue to be conducted primarily by telephone from a sample of approximately 3,500 businesses across Australia each month.

The primary purpose of the Retail Business Survey will be to assist the understanding of consumer spending from retail businesses within Australia. The new question will assist the understanding of consumer spending from online retail businesses within Australia.

Results will be used by analysts and policy makers in both the public and private sectors. The results will help inform decision-making about this growing segment of the Australian retail industry.

The survey, including the new question, has been extensively field tested to ensure that the required data is readily available and that provider load has been minimised. There has been a high level of respondent cooperation and no significant adverse respondent reaction is expected.

Preliminary results from the survey are expected to be released early 2013, and will be an on-going monthly survey.

This survey was last tabled as Proposal No 7 of 1994.

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