

**Appendix 5 Australian Bureau of Statistics
Special Data Service Report**

1. Coles Myer
2. Woolworths
3. Franklins
4. Combination – Coles Myer, Woolworths and Franklins
5. Pubs, Taverns and Bars

•

FOR INQUIRIES ABOUT THESE AND RELATED STATISTICS CONTACT -

Peter Batum Retail Surveys - Special Data Service Manager- ABS (W72C), P.O Box 10,
Belconnen, ACT 2616, Tel (02) 6252 5220 Fax (02) 6252 5517
Email peter.batum@abs.gov.au

CONTENTS

Introduction

Table 1. Coles Myer group market share by three measures

Table 2. Woolworth group market share by three measures

Table 3. Franklins market share by three measures

Table 4. Combined Coles Myer group, Woolworths and Franklins market share
by three measures

Table 5. Sales of alcoholic beverages to be consumed off the premises by
Pubs, Taverns and Bars

Industry description and sizing table

Explanatory Notes

INTRODUCTION

Tailored Report

The purpose of this report is to enable you to evaluate the market share of the largest businesses in the food industry at a lower level than has been previously published. The tables have been designed to enable direct comparison of an enterprise's retail turnover with other enterprises in particular industry group.

The Survey

The data available in the tables are the product of a monthly retail survey conducted by the Australian Bureau of Statistics. The survey has a total of 7500 respondents (covering 20,000 outlets) with 4900 'smaller' enterprises reporting for the sample sector and 2600 classified as 'large' enterprises contributing approximately 54 per cent of the total estimate. The monthly turnover for the large enterprise group contains no expansion factors. Data for large enterprises is collected from each of the companies falling into that category while the smaller sample sizes are generated by expanding data provided from some randomly selected representative companies.

The Special Data Service

In the past the ABS only released retail turnover at the State industry level. As a special data service we are now able to provide details of the components of that level. A note of caution, while the large enterprise category is completely reliable the sample sector results can be quite volatile.

Appendix 5
Coles Myer

**TABLE 1. RETAIL TRADE SPECIAL DATA SERVICE TAILORED REPORT - FOR THE JOINT SELECT COMMITTEE ON THE RETAIL SECTOR
RETAIL TURNOVER AND MARKET SHARE BY THREE MEASURES BASED ON COMBINATIONS OF RETAIL INDUSTRIES -
INDUSTRIES DETERMINED BY PREDOMINANT ACTIVITY OF RETAIL ESTABLISHMENTS**

	New South Wales		Victoria		Queensland		South Australia		Western Australia		Tasmania		Northern Territory		ACT		Australia	
	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%
Coles Myer Group																		
Measure 1. Supermarket and Grocery industry																		
Financial Year 1994 - 1995																		
Coles Myer	2,058	21.17%	1,821	23.11%	1,518	26.36%	804	32.78%	763	22.97%	185	20.58%	95	18.07%	52	8.16%	7,295	23.39%
Industry Total	9,724	100.00%	7,880	100.00%	5,757	100.00%	2,452	100.00%	3,320	100.00%	900	100.00%	525	100.00%	634	100.00%	31,192	100.00%
Financial Year 1997 - 1998																		
Coles Myer	2,822	23.99%	2,762	29.03%	2,075	29.83%	1,006	34.17%	1,195	30.08%	220	22.07%	130	23.96%	73	10.42%	10,283	27.50%
Industry Total	11,759	100.00%	9,512	100.00%	6,957	100.00%	2,944	100.00%	3,974	100.00%	997	100.00%	544	100.00%	701	100.00%	37,387	100.00%
Measure 2. The combination of Supermarket and Grocery industry, the Liquor industry and the Other food industry (a).																		
Financial Year 1994 - 1995																		
Coles Myer	2,377	18.28%	1,939	20.45%	1,518	22.00%	854	28.68%	890	20.77%	185	17.47%	107	18.61%	57	7.57%	7,927	20.31%
Industry Total	13,001	100.00%	9,483	100.00%	6,897	100.00%	2,978	100.00%	4,286	100.00%	1,060	100.00%	576	100.00%	749	100.00%	39,030	100.00%
Financial Year 1997 - 1998																		
Coles Myer	3,280	20.92%	2,973	25.68%	2,099	24.97%	1,078	28.11%	1,387	27.47%	220	18.34%	151	24.97%	86	10.35%	11,273	23.89%
Industry Total	15,682	100.00%	11,575	100.00%	8,408	100.00%	3,833	100.00%	5,050	100.00%	1,200	100.00%	605	100.00%	827	100.00%	47,181	100.00%
Measure 3. The combination of Supermarket and Grocery industry, the Liquor industry, the Other food industry (a) and the Takeaway food industry.																		
Financial Year 1994 - 1995																		
Coles Myer	2,426	18.18%	1,985	17.99%	1,552	18.87%	854	24.56%	933	18.70%	185	15.22%	113	16.84%	58	6.68%	8,106	17.83%
Industry Total	14,993	100.00%	11,032	100.00%	8,227	100.00%	3,477	100.00%	4,989	100.00%	1,217	100.00%	669	100.00%	867	100.00%	45,472	100.00%
Financial Year 1997 - 1998																		
Coles Myer	3,332	18.16%	3,027	23.04%	2,135	21.47%	1,078	24.18%	1,433	25.13%	220	15.88%	157	22.73%	87	9.03%	11,469	20.99%
Industry Total	18,351	100.00%	13,138	100.00%	9,946	100.00%	4,456	100.00%	5,701	100.00%	1,385	100.00%	691	100.00%	965	100.00%	54,633	100.00%

Footnote (a) Other Food industry comprises : Bread and Cakes (5124) , Fresh meat, Fish and Poultry (5121), Fruit and Vegetables (5122) and Specialised food retailing (5129)

Appendix 5
Woolworths

TABLE 2. RETAIL TRADE SPECIAL DATA SERVICE TAILORED REPORT - FOR THE JOINT SELECT COMMITTEE ON THE RETAIL SECTOR
RETAIL TURNOVER AND MARKET SHARE BY THREE MEASURES BASED ON COMBINATIONS OF RETAIL INDUSTRIES -
INDUSTRIES DETERMINED BY PREDOMINANT ACTIVITY OF RETAIL ESTABLISHMENTS

	New South Wales		Victoria		Queensland		South Australia		Western Australia		Tasmania		Northern Territory		ACT		Australia	
	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%
Woolworths																		
Measure 1. Supermarket and Grocery industry																		
Financial Year 1994 - 1995																		
Woolworths	3,458	35.57%	2,865	36.36%	2,145	37.27%	641	26.15%	832	25.05%	475	52.75%	159	30.23%	285	45.02%	10,861	34.82%
Industry Total	9,724	100.00%	7,880	100.00%	5,757	100.00%	2,452	100.00%	3,320	100.00%	900	100.00%	525	100.00%	634	100.00%	31,192	100.00%
Financial Year 1997 - 1998																		
Woolworths	4,537	38.58%	3,583	37.67%	2,669	38.36%	771	26.20%	1,079	27.16%	517	51.90%	200	36.79%	443	63.23%	13,800	36.91%
Industry Total	11,759	100.00%	9,512	100.00%	6,957	100.00%	2,944	100.00%	3,974	100.00%	997	100.00%	544	100.00%	701	100.00%	37,387	100.00%
Measure 2. The combination of Supermarket and Grocery industry, the Liquor industry and the Other food industry (a).																		
Financial Year 1994 - 1995																		
Woolworths	3,523	27.10%	2,865	30.22%	2,145	31.11%	641	21.53%	832	19.41%	475	44.80%	159	27.55%	285	38.09%	10,926	27.99%
Industry Total	13,001	100.00%	9,483	100.00%	6,897	100.00%	2,978	100.00%	4,286	100.00%	1,060	100.00%	576	100.00%	749	100.00%	39,030	100.00%
Financial Year 1997 - 1998																		
Woolworths	4,604	29.36%	3,583	30.96%	2,669	31.74%	771	20.12%	1,079	21.37%	535	44.61%	200	33.07%	443	53.62%	13,885	29.43%
Industry Total	15,682	100.00%	11,575	100.00%	8,408	100.00%	3,833	100.00%	5,050	100.00%	1,200	100.00%	605	100.00%	827	100.00%	47,181	100.00%
Measure 3. The combination of Supermarket and Grocery industry, the Liquor industry, the Other food industry (a) and the Takeaway food industry.																		
Financial Year 1994 - 1995																		
Woolworths	3,523	23.50%	2,865	25.97%	2,145	26.08%	641	18.44%	832	16.67%	475	39.02%	159	23.73%	285	32.91%	10,926	24.03%
Industry Total	14,993	100.00%	11,032	100.00%	8,227	100.00%	3,477	100.00%	4,989	100.00%	1,217	100.00%	669	100.00%	867	100.00%	45,472	100.00%
Financial Year 1997 - 1998																		
Woolworths	4,604	25.09%	3,583	27.27%	2,669	26.83%	771	17.30%	1,079	18.93%	535	38.64%	200	28.97%	443	45.95%	13,885	25.41%
Industry Total	18,351	100.00%	13,138	100.00%	9,946	100.00%	4,456	100.00%	5,701	100.00%	1,385	100.00%	691	100.00%	965	100.00%	54,633	100.00%

Footnote (a) Other Food industry comprises : Bread and Cakes (5124) , Fresh meat, Fish and Poultry (5121), Fruit and Vegetables (5122) and Specialised food retailing (5129)

Appendix 5
Franklins

TABLE 3. RETAIL TRADE SPECIAL DATA SERVICE TAILORED REPORT - FOR THE JOINT SELECT COMMITTEE ON THE RETAIL SECTOR
RETAIL TURNOVER AND MARKET SHARE BY THREE MEASURES BASED ON COMBINATIONS OF RETAIL INDUSTRIES -
INDUSTRIES DETERMINED BY PREDOMINANT ACTIVITY OF RETAIL ESTABLISHMENTS

	New South Wales		Victoria		Queensland		South Australia		Western Australia		Tasmania		Northern Territory		ACT		Australia	
	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%
Franklins																		
Measure 1. Supermarket and Grocery industry																		
Financial Year 1994 - 1995																		
Franklins	1,815	18.66%	534	6.78%	786	13.65%	129	5.24%	0	0.00%	0	0.00%	0	0.00%	30	4.69%	3,294	10.56%
Industry Total	9,724	100.00%	7,880	100.00%	5,757	100.00%	2,452	100.00%	3,320	100.00%	900	100.00%	525	100.00%	634	100.00%	31,192	100.00%
Financial Year 1997 - 1998																		
Franklins	2,185	18.58%	672	7.07%	1,051	15.11%	160	5.42%	0	0.00%	0	0.00%	0	0.00%	26	3.67%	4,093	10.95%
Industry Total	11,759	100.00%	9,512	100.00%	6,957	100.00%	2,944	100.00%	3,974	100.00%	997	100.00%	544	100.00%	701	100.00%	37,387	100.00%
Measure 2. The combination of Supermarket and Grocery industry, the Liquor industry and the Other food industry (a).																		
Financial Year 1994 - 1995																		
Franklins	1,815	13.96%	534	5.63%	786	11.40%	129	4.32%	0	0.00%	0	0.00%	0	0.00%	30	3.96%	3,294	8.44%
Industry Total	13,001	100.00%	9,483	100.00%	6,897	100.00%	2,978	100.00%	4,286	100.00%	1,060	100.00%	576	100.00%	749	100.00%	39,030	100.00%
Financial Year 1997 - 1998																		
Franklins	2,185	13.93%	672	5.81%	1,051	12.50%	160	4.16%	0	0.00%	0	0.00%	0	0.00%	26	3.11%	4,093	8.68%
Industry Total	15,682	100.00%	11,575	100.00%	8,408	100.00%	3,833	100.00%	5,050	100.00%	1,200	100.00%	605	100.00%	827	100.00%	47,181	100.00%
Measure 3. The combination of Supermarket and Grocery industry, the Liquor industry, the Other food industry (a) and the Takeaway food industry.																		
Financial Year 1994 - 1995																		
Franklins	1,815	12.11%	534	4.84%	786	9.55%	129	3.70%	0	0.00%	0	0.00%	0	0.00%	30	3.43%	3,294	7.24%
Industry Total	14,993	100.00%	11,032	100.00%	8,227	100.00%	3,477	100.00%	4,989	100.00%	1,217	100.00%	869	100.00%	867	100.00%	45,472	100.00%
Financial Year 1997 - 1998																		
Franklins	2,185	11.90%	672	5.12%	1,051	10.57%	160	3.58%	0	0.00%	0	0.00%	0	0.00%	26	2.67%	4,093	7.49%
Industry Total	18,351	100.00%	13,138	100.00%	9,946	100.00%	4,456	100.00%	5,701	100.00%	1,385	100.00%	691	100.00%	965	100.00%	54,633	100.00%

Footnote (a) Other food industry comprises : Bread and Cake (5124), Fresh meat, Fish and Poultry (5121), Fruit and Vegetables (5122) and Specialised Food retailing (5129)

Appendix 5
Combination

TABLE 4. RETAIL TRADE SPECIAL DATA SERVICE TAILORED REPORT - FOR THE JOINT SELECT COMMITTEE ON THE RETAIL SECTOR
RETAIL TURNOVER AND MARKET SHARE BY THREE MEASURES BASED ON COMBINATIONS OF RETAIL INDUSTRIES -
INDUSTRIES DETERMINED BY PREDOMINANT ACTIVITY OF RETAIL ESTABLISHMENTS

	New South Wales		Victoria		Queensland		South Australia		Western Australia		Tasmania		Northern Territory		ACT		Australia	
	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%	\$M	%
Combination of Coles-Myer group, Woolworths and Franklins																		
Measure 1. Supermarket and Grocery industry																		
Financial Year 1994 - 1995																		
Combination	7,332	75.40%	5,221	66.26%	4,449	77.28%	1,573	64.17%	1,594	48.02%	660	73.32%	254	48.31%	367	57.87%	21,450	68.77%
Industry Total	9,724	100.00%	7,880	100.00%	5,757	100.00%	2,452	100.00%	3,320	100.00%	900	100.00%	525	100.00%	634	100.00%	31,192	100.00%
Financial Year 1997 - 1998																		
Combination	9,543	81.15%	7,017	73.77%	5,795	83.30%	1,937	65.79%	2,275	57.24%	755	75.78%	331	60.75%	542	77.32%	28,194	75.41%
Industry Total	11,759	100.00%	9,512	100.00%	6,957	100.00%	2,944	100.00%	3,974	100.00%	997	100.00%	544	100.00%	701	100.00%	37,387	100.00%
Measure 2. The combination of Supermarket and Grocery industry, the Liquor industry and the Other food industry (a).																		
Financial Year 1994 - 1995																		
Combination	7,715	59.34%	5,339	56.30%	4,449	64.51%	1,624	54.53%	1,722	40.17%	660	62.27%	266	46.16%	372	49.62%	22,146	56.74%
Industry Total	13,001	100.00%	9,483	100.00%	6,897	100.00%	2,978	100.00%	4,286	100.00%	1,060	100.00%	576	100.00%	749	100.00%	39,030	100.00%
Financial Year 1997 - 1998																		
Combination	10,068	64.20%	7,228	62.44%	5,819	69.21%	2,008	52.39%	2,467	48.84%	755	62.95%	351	58.04%	555	67.08%	29,252	62.00%
Industry Total	15,682	100.00%	11,575	100.00%	8,408	100.00%	3,833	100.00%	5,050	100.00%	1,200	100.00%	605	100.00%	827	100.00%	47,181	100.00%
Measure 3. The combination of Supermarket and Grocery industry, the Liquor industry, the Other food industry (a) and the Takeaway food industry.																		
Financial Year 1994 - 1995																		
Combination	7,764	51.78%	5,385	48.81%	4,484	54.50%	1,624	46.70%	1,764	35.37%	660	54.24%	271	40.57%	373	43.02%	22,325	49.10%
Industry Total	14,993	100.00%	11,032	100.00%	8,227	100.00%	3,477	100.00%	4,989	100.00%	1,217	100.00%	669	100.00%	867	100.00%	45,472	100.00%
Financial Year 1997 - 1998																		
Combination	10,121	55.15%	7,282	55.43%	5,855	58.87%	2,008	45.07%	2,512	44.06%	755	54.52%	357	51.70%	556	57.64%	29,447	53.90%
Industry Total	18,351	100.00%	13,138	100.00%	9,946	100.00%	4,456	100.00%	5,701	100.00%	1,385	100.00%	691	100.00%	965	100.00%	54,633	100.00%

Footnote (a) Other food industry comprises : Bread and Cakes (5124), Fresh meat, Fish and Poultry (5121), Fruit and Vegetables (5122) and Specialised Food retailing (5129)

Appendix 5
Pubs, Taverns Bars

TABLE 5. PUBS, TAVERNS AND BARS: SALE OF LIQUOR AND OTHER BEVERAGES, BY STATE OF OPERATION, 1997-98

State and Territory	Consumption off the premises
	\$ millions
NSW	525.51
VIC.	541.38
QLD.	889.68
SA	319.53
WA	246.74
TAS.	80.30
NT	16.40
ACT	2.60
Australia	2622.24

These estimates could be included in the market share tables provided for Measure 2 (line 37 of the spreadsheet) and Measure 3 (line 51 of the spreadsheet) if you wish to include the sales of alcoholic beverages to be consumed off the premise made by Pubs, Taverns and Bars. The labels for Measures 2 and 3 would need to be adjusted to include these data items.

INDUSTRY DESCRIPTION & SIZING TABLE

The monthly publication Retail Trade Australia (cat. 8501.0) is compiled from a survey of all employing enterprises with retail/service activity. The derivation of an estimate for each state and industry is the result of a monthly census of all large enterprises (where no expansion is used) with the addition of an estimate covering the sample or small retailer sector. The sample sector enterprises are classified by type of business and employment size. Enterprises are selected at random within each size category and the results expanded to produce an estimate of retail turnover for the entire category (eg NSW, Grocers, sample sector size 2).

The Retail Trade section uses employment as the method of classifying enterprises into either the large enterprise sector or into the individual size categories in the sample sector. Employment covers both full time and part time employee's. The table below details the employment boundaries used to classify retail enterprises for the industry specified.

Industry 3 : Liquor Retailing (ANZSIC class 5123)

This class consists of units engaged in retailing beer, wine or spirits for consumption off the premises.

Primary Activities

Alcoholic beverages retailing (for consumption off the premises only)

Exclusions/ references Hotels, bars and similar units (except licensed clubs) mainly engaged in selling alcoholic beverages for consumption on the premises are included in Class 5720 Pubs, Taverns and Bars.

(Sample sector boundaries)

EMPLOYMENT

	1	2	3	4	5	Large enterprise
New South Wales	1 - 4	5 - 19				>= 20
Victoria	1 - 4	5 - 19				>=20
Queensland						all
South Australia	1 - 19					>=20
Western Australia	1 - 4	5 - 19				>=20
Tasmania						all
Northern Territory						all
Australian Capital Territory						all

INDUSTRY DESCRIPTION & SIZING TABLE

The monthly publication Retail Trade Australia (cat. 8501.0) is compiled from a survey of all employing enterprises with retail/service activity. The derivation of an estimate for each state and industry is the result of a monthly census of all large enterprises (where no expansion is used) with the addition of an estimate covering the sample or small retailer sector. The sample sector enterprises are classified by type of business and employment size. Enterprises are selected at random within each size category and the results expanded to produce an estimate of retail turnover for the entire category (eg NSW, Grocers, sample sector size 2).

The Retail Trade section uses employment as the method of classifying enterprises into either the large enterprise sector or into the individual size categories in the sample sector. Employment covers both full time and part time employee's. The table below details the employment boundaries used to classify retail enterprises for the industry specified.

Industry 4 : Specialised Food Retailing

Fresh meat, Fish and Poultry Retailing	(ANZSIC Class 5121)
Fruit and Vegetable Retailing	(ANZSIC Class 5122)
Bread and Cake Retailing	(ANZSIC Class 5124)
Specialised Food Retailing n.e.c	(ANZSIC Class 5129)

Fresh meat, Fish and Poultry retailing

This class consists of units mainly engaged in the retailing of fresh meat, fish or poultry.

Primary Activities

Butchers' shop operations (retail)	Poultry, fresh retailing
Fish, fresh retailing	Seafoods, fresh retailing
Meat retailing (except canned meat)	

Fruit and Vegetable retailing

This class consists of units mainly engaged in the retailing fresh fruit or vegetables.

Primary Activities

Fruit, fresh retailing	Vegetables, fresh retailing
Greengrocery operation (retailing)	

Bread and Cake retailing

This class consists of units mainly engaged in the retailing of bread, cakes, pastres or biscuits.

Primary Activities

Biscuits retailing	Cakes retailing
Bread retailing	Pastries retailing
Bread vendors	

Specialised Food retailing

This class consists of units mainly engaged in the retailing of specialised food lines, such as confectionery or smallgoods or tobacco products.

Exclusions / References Units mainly engaged in retailing a wide range of food lines are included in Class 5110 Supermarkets and Grocery Stores.

Primary Activities

Confectionery retailing
Non-alcoholic drinks retailing
Smallgoods retailing

Specialised foods retailing n.e.c
Tobacco products retailing

{ Sample sector boundaries }

EMPLOYMENT

	1	2	3	4	5	Large enterprise
New South Wales	1 - 4	5 - 19	20 - 49			>= 50
Victoria	1 - 4	5 - 19	20 - 49			>=50
Queensland	1 - 4	5 - 19	20 - 49			>=50
South Australia	1 - 4	5 - 19				>=20
Western Australia	1 - 4	5 - 19				>=20
Tasmania	1 - 4	5 - 19				>=20
Northern Territory	1 - 19					>=20
Australian Capital Territory	1 - 4	5 - 19				>=20

EXPLANATORY NOTES

Introduction

1. This publication presents monthly retail trade series based on estimates of the value of turnover of retail establishments classified by industry, state and size. These series replace statistics based on the value of retail sales published up to JULY 1988. A more detailed description of the data definitions etc is contained in the Explanatory Notes of the publication 8501.0.

Scope and coverage

2. The Retail Trade survey covers all employing businesses, with at least one retail establishment. The scope of the survey (classified according to the Australian and New Zealand Standard Industry Classification [ANZSIC]) is detailed below:

. Food Retailing

Super markets and grocery stores (5110)
and non-petrol sales of identified convenience stores of 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)

Other clothing related retailing

Footwear retailing (5222)

Fabric and other soft good retailing (5223)

. Household Good Retailing

Furniture and floorcovering retailing

Furniture retailing (5231)

Floor covering retailing (5232)

Domestic hardware and houseware retailing (5233)

Domestic appliance retailing

Domestic appliance retailing (5234)

Recorded music retailing (5235)

. Recreational Good Retailing

Newspaper, book and stationery retailing (5243)

Other recreational good 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
 - Antique and used good retailing (5252)
 - Garden supplies retailing (5253)
 - Flower retailing (5254)
 - Watch and jewellery retailing (5259)
 - 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)

Definition of turnover

4. Turnover includes retail sales; wholesales sales; takings from repairs, meals and hiring of goods (except for rent, leasing and hiring of land and buildings); and commissions from agency activity (e.g. commissions received from collecting dry cleaning, selling lottery tickets, etc) and net takings from gaming machines etc.

Reliability of estimates

5. There are two types of error possible in estimates of retail turnover. 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 careful design of the questionnaires, intensive training and supervision of interviewers, and efficient data processing procedures.

Sample 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 Explanatory Notes of the publication 8501.0.