

The 'Melbourne shopper' demographic profile

Melbourne's 'typical' shopper (indicated by groups more highly represented in 1999 shopping trip data in comparison to their 2001 population share) is female, over 35 years of age, shopping for a household of three or more and not in the labour force. Those who were in the labour force were likely to be employed part-time and be in a professional job within a service industry.

1 Shopper characteristics, 1999 and 2001



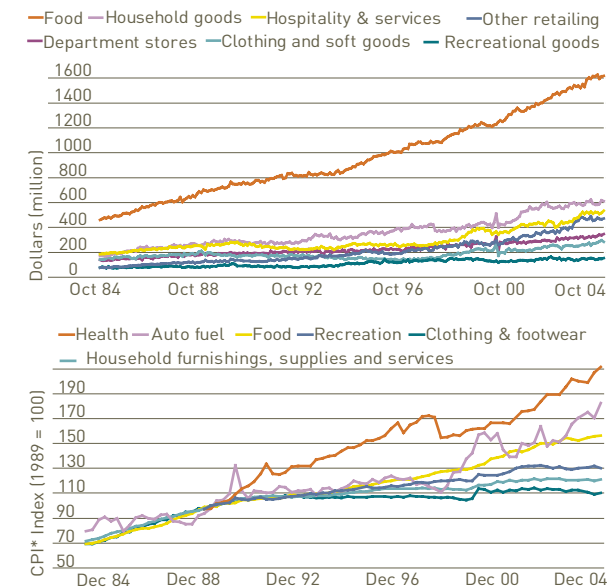
Average weekly household expenditure

In the last decade food, transport and housing have remained the major items for household expenditure. Melbourne households devote slightly smaller proportions of their spending to housing costs than the Australian average, and more on food. Melbourne's average weekly expenditure is generally higher than for the rest of Victoria, especially on housing and food.

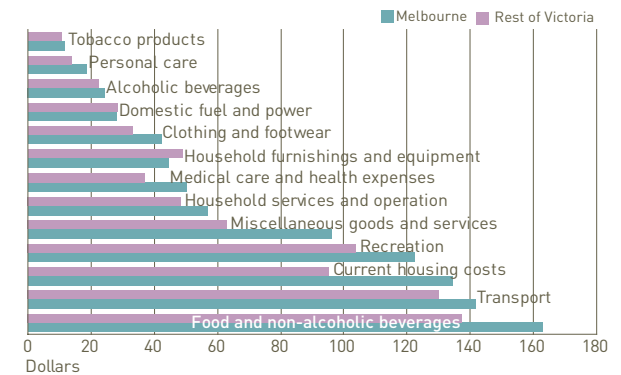
Retail turnover and CPI increases

Food expenditure has risen faster than any other major category of spending in Victoria over the past decade. According to the Consumer Price Index* (CPI) on average price increases in Australia's 8 capital cities were greatest in health, petrol, and food.

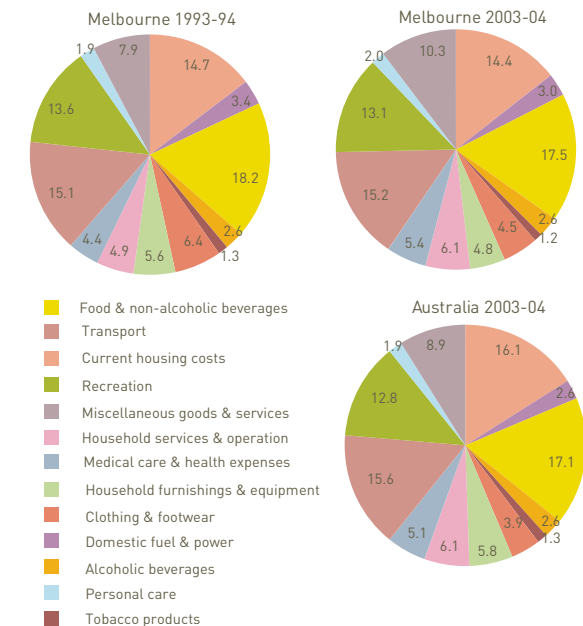
2 Retail turnover in Victoria 1984-2004, compared to CPI*



3 Average weekly household expenditure in Melbourne and remainder of Victoria, 2003-04



4 Breakdown of average weekly household expenditure in Melbourne in 1993-94 and 2003-04, and Australia 2003-04



Sources: 1 DSE analysis of RMIT TRC VATS data for 1999 and ABS Census of Population and Housing 2001 (Melbourne area in 1999 and 2001 analysis is the 31 metropolitan municipalities); 2 ABS, 6401.0 Consumer Price Index, Australia, December 2005 and ABS, 8501.0 Retail Trade, Australia, December 2004; 3-4 ABS, 6535.0.55.001 Household Expenditure Survey, Australia: Detailed Expenditure Items, 1993-94, 1998-99, 2003-04. *CPI used is the weighted average of 8 capital cities.