

# Australia Microbusiness Data Dictionary

*Last updated Fall 2024*

Below is a list of all the columns included in the publicly available data download. Geographic units available include Statistical Area 3, Statistical Area 4, and national figures. Each row is an individual geographic unit with an attached date. Some geographic units may be missing due to a dearth of data.

***sa#name***: String variable containing the name of the Statistical Area (#) for which each row is describing. Updated to the most recent governing boundaries in place as of February 2024, consisting of more than 330 Statistical Area 3s and more than 100 Statistical Area 4s.

***total\_pop\_##***: The total population of the province as denoted by the Australian Bureau of Statistics website, as of most recent estimates (for the year denoted by ##).

***au\_md***: The number of microbusinesses per 100 people in the geographic unit, during the month described by the row's data. Updated through the end of September 2024.

***active\_month##***: The number of active microbusinesses in the geographic unit, during the month described by the row's data. Updated through the end of September 2024. An active microbusiness is one with an attached website and associated content updates.

***topind\_shoppers***: Character string denoting the industry which had the largest number of active merchants for the month denoted by the row's year and month combined.

***topind\_orders***: Character string denoting the industry which had the largest number of completed transactions/orders for the month denoted by the row's year and month combined.

***topind\_sales***: Character string denoting the industry which had the largest total sales in US dollars for the month denoted by the row's year and month combined