

Tasmanian Tourism Snapshot

Year ending June 2014

Introduction

The Tasmanian Tourism Snapshot is published every quarter, using the latest figures from the Tasmanian Visitor Survey, the International Visitor Survey and the National Visitor Survey, to provide you with a statistical overview about international and interstate visitors to Tasmania, as well as intrastate travel by Tasmanians. Information about these three surveys is contained at the back of the Snapshot. A commentary on the data is provided as a separate document on Tourism Tasmania's website.

While the Tasmanian Tourism Snapshot provides a useful overview of visitors to Tasmania, more detailed statistics are available at Tourism Tasmania's corporate website at <http://www.tourismtasmania.com.au/research/tvs>. The TVS database service provides you with easy online access to a range of other useful statistics and tables about our visitors which you can investigate and print for your own use.

Total Visitation to Tasmania (Source: Tasmanian Visitor Survey)

Key Results:

- For the year ending June 2014, there were 1,057,900 visitors, up 10 per cent from 961,600 for the previous year.
- Total nights spent by visitors in the state increased by 12 per cent to 9.44 million.
- Visitor expenditure increased by 18 per cent to \$1.73 billion.
- The number of interstate visitors to Tasmania increased by 8 per cent to 909,900 (was 839,300).

Summary:

- In terms of visitor numbers from Tasmania's key markets, Victoria increased by 3 per cent, New South Wales increased by 11 per cent, and Queensland increased by 30 per cent.
- Holiday visitors increased by 25 per cent for the year ending June 2014, holiday nights increased by 23 per cent and holiday expenditure increased by 31 per cent.
- Those who came to visit friends and relatives (VFR) increased by 4 per cent for the year. The number of nights that VFR visitors spent in Tasmania increased by 2 per cent while VFR expenditure increased by 19 per cent.
- The total number of visitors holidaying in Tasmania during the year ending June 2014 was 478,300, up 25 per cent compared to the previous year (was 383,900).
- The total number of nights spent by holiday visitors to Tasmania for the year ending June 2014 was 4.55 million, up 23 per cent from the previous year (was 3.7 million).
- Holiday visitor expenditure for the year was up 31 per cent to \$1.1 billion (was \$836 million).
- Of all visitors, 180,300 (down 3 per cent) were on business while 34,600 (up 7 per cent) were travelling to attend a conference or convention.
- For the year ending June 2014, data from the TVS for the four tourism regions reported the following changes in visitor numbers: Southern, up 9 per cent; East Coast, up 20 per cent; Northern, up 13 per cent; Cradle Coast, up 12 per cent.
- For the year ending June 2014, 89 per cent of all visitors to Tasmania travelled by scheduled air services and 10 per cent travelled by sea. The total number of visitors travelling by scheduled air was up 10 per cent and sea services was up 10 per cent from the previous year.

Interstate Visitation to Tasmania (Source: Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending June 2014 was 909,900, up 8 per cent from 839,300 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending June 2014 was 7.21 million, up 13 per cent from the previous year (was 6.40 million).
- Interstate visitor expenditure increased by 17 per cent to \$1.44 billion (was \$1.23 billion in the year ending June 2013).
- Of all interstate visitors, 374,100 were on holiday (up 21 per cent), 279,600 were visiting friends or relatives (up 3 per cent), 169,800 were on business (down 2 per cent), and 31,600 were travelling to attend a conference or convention (up 8 per cent).
- In terms of visitation to Tasmania from the key interstate markets, Victoria increased by 3 per cent to 394,700, NSW increased by 11 per cent to 226,800, and Queensland increased by 30 per cent to 150,800. Together, these markets accounted for 85 per cent of interstate visitation in the year ending June 2014.

International Visitation (Source: International Visitor Survey)

Summary – Australia

- A total of 6 million international visitors came to Australia in the year ending June 2014, up 8 per cent from the year ending June 2013.
- Holiday visitors to Australia increased by 9 per cent to 2.77 million, while VFR visitors increased by 15 per cent to 1.72 million.
- International visitor nights spent in Australia increased by 1 per cent to 216 million.
- Total expenditure by international visitors in Australia for the year ending June 2014 increased by 4 per cent to \$20 billion¹ (including package expenditure). Holiday spend was \$7 billion (including package expenditure) for the year, and increased by 6 per cent from the year ending June 2013.
- For Australia's largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 4 per cent; China, up 11 per cent; United Kingdom, up 6 per cent and the USA, up 9 per cent.

Summary – Tasmania

- Tasmania received 162,300 international visitors during the year ending June 2014, up 4 per cent from 155,900 the previous year.
- The total number of nights the international visitors spent in Tasmania decreased by 15 per cent to 2.73 million, and the average length of stay decreased by 19 per cent to 17 nights.
- Expenditure by international visitors decreased by 8 per cent to \$236 million².
- Holiday visitors to Tasmania increased by 18 per cent to 124,400, while VFR visitors decreased by 6 per cent to 28,800.
- Holiday nights decreased by 6 per cent to 1.34 million, while the average length of stay for holiday visitors decreased by 21 per cent to 11 nights.
- Total expenditure by international holiday visitors increased by 16 per cent to \$141 million.
- For Tasmania's largest source markets, the following changes to visitor numbers to the State were recorded: China, up 61 per cent; United Kingdom, down 4 per cent; the USA, up 11 per cent; New Zealand, up 3 per cent; Hong Kong, up 1 per cent.

¹ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory

² Modelled expenditure (includes package expenditure)

- Tasmania's share of all international visitors to Australia for the year ending June 2014 was 2.6 per cent, showing no significant change compared with 2.7 per cent for the year ending June 2013.

Intrastate Visitation³ (National Visitor Survey)

- In the year ending June 2014, the number of intrastate day trips in Tasmania decreased by 6 per cent to 4.58 million, whilst intrastate overnight trips increased by 3 per cent to 1.2 million compared to the year ending June 2013.
- The number of overnight intrastate holiday trips in Tasmania remained steady, VFR trips decreased by 5 per cent, and overnight business trips increased by 28 per cent, for the year ending June 2014.
- Total spend by overnight intrastate visitors in Tasmania decreased by 2 per cent to \$359 million for the year ending June 2014.

³ Travel undertaken by a visitor in their home state

Total Visitors to Tasmania

| | YE Jun 2013 | YE Jun 2014 | % change | |
|--|-------------|-------------|----------|-----|
| <i>Visitors</i> | | | | |
| Visitors on scheduled air and sea services | 961,600 | 1,057,900 | ↑ | 10% |

| | YE Jun 2013 | YE Jun 2014 | % change | |
|----------------------------------|-------------|-------------|----------|------|
| <i>Visitors</i> | | | | |
| Day visitors | 27,800 | 17,500 | ↓ | -37% |
| Overnight visitors | 933,800 | 1,040,400 | ↑ | 11% |
| Total visitors | 961,600 | 1,057,900 | ↑ | 10% |
| <i>Nights</i> | | | | |
| Nights (million) | 8.39 | 9.44 | ↑ | 12% |
| Average length of stay (nights) | 8.7 | 8.9 | ↑ | 2% |
| <i>Expenditure</i> | | | | |
| Expenditure (\$million) | \$1,461 | \$1,727 | ↑ | 18% |
| Average spend per visitor | \$1,519 | \$1,633 | ↑ | 7% |
| Average spend per night | \$174 | \$183 | ↑ | 5% |
| Holiday spend (\$million) | \$836 | \$1,095 | ↑ | 31% |
| <i>Purpose of Visit</i> | | | | |
| Holiday | 383,900 | 478,300 | ↑ | 25% |
| Visit friends or relatives (VFR) | 295,900 | 306,600 | ↑ | 4% |
| Total leisure (Holiday+VFR) | 679,700 | 784,900 | ↑ | 15% |
| Business or employment | 185,000 | 180,300 | ↓ | -3% |
| Convention/conference/seminar | 32,300 | 34,600 | ↑ | 7% |
| <i>Regions Visited</i> | | | | |
| Southern | 765,200 | 833,800 | ↑ | 9% |
| East Coast | 233,700 | 281,100 | ↑ | 20% |
| Northern | 503,900 | 570,300 | ↑ | 13% |
| Cradle Coast | 374,900 | 421,100 | ↑ | 12% |
| <i>Mode of departure</i> | | | | |
| Air visitors | 859,800 | 945,600 | ↑ | 10% |
| Sea visitors | 101,800 | 112,300 | ↑ | 10% |

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

Interstate Visitors to Tasmania

| Table 3. Interstate visitors to Tasmania on scheduled air and sea services | | | | |
|--|-------------|-------------|---|----------|
| | YE Jun 2013 | YE Jun 2014 | | % change |
| Visitors | | | | |
| Day visitors | 27,600 | 17,100 | ↓ | -38% |
| Overnight visitors | 811,700 | 892,800 | ↑ | 10% |
| Total visitors | 839,300 | 909,900 | ↑ | 8% |
| Nights | | | | |
| Nights (million) | 6.40 | 7.21 | ↑ | 13% |
| Average length of stay (nights) | 7.6 | 7.9 | ↑ | 4% |
| Expenditure | | | | |
| Expenditure (\$million) | \$1,229 | \$1,438 | ↑ | 17% |
| Average spend per visitor | \$1,464 | \$1,580 | ↑ | 8% |
| Average spend per night | \$192 | \$199 | ↑ | 4% |
| Holiday spend (\$million) | \$697 | \$886 | ↑ | 27% |
| Purpose of Visit | | | | |
| Holiday | 309,600 | 374,100 | ↑ | 21% |
| Visit friends or relatives (VFR) | 270,800 | 279,600 | ↑ | 3% |
| Total leisure (Holiday+VFR) | 580,400 | 653,700 | ↑ | 13% |
| Business or employment | 173,000 | 169,800 | ↓ | -2% |
| Convention/conference/seminar | 29,200 | 31,600 | ↑ | 8% |
| Regions Visited | | | | |
| Southern | 658,500 | 694,900 | ↑ | 6% |
| East Coast | 185,700 | 210,600 | ↑ | 13% |
| Northern | 434,900 | 478,000 | ↑ | 10% |
| Cradle Coast | 317,500 | 347,700 | ↑ | 10% |
| Mode of departure | | | | |
| Air visitors | 744,200 | 805,800 | ↑ | 8% |
| Sea visitors | 95,000 | 104,100 | ↑ | 10% |

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

| | YE Jun 2013 | YE Jun 2014 | | % change |
|---------------------------|-------------|-------------|---|----------|
| Victoria | 384,800 | 394,700 | ↑ | 3% |
| N.S.W. | 204,000 | 226,800 | ↑ | 11% |
| Queensland | 116,100 | 150,800 | ↑ | 30% |
| South Australia | 43,700 | 47,700 | ↑ | 9% |
| Western Australia | 52,800 | 55,300 | ↑ | 5% |
| A.C.T. | 23,600 | 22,400 | ↓ | -5% |
| N.T. | 7,700 | 5,600 | ↓ | -28% |
| Total interstate visitors | 839,300 | 909,900 | ↑ | 8% |

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

| | to Tasmania | | | to Australia | | |
|----------------------------------|-------------|-------------|----------|--------------|-------------|----------|
| | YE Jun 2013 | YE Jun 2014 | % Change | YE Jun 2013 | YE Jun 2014 | % Change |
| Visitors | | | | | | |
| International visitors | 155,900 | 162,300 | ↑ 4% | 5,714,300 | 6,147,400 | ↑ 8% |
| Nights | | | | | | |
| Nights ('000s) | 3,226 | 2,731 | ↓ -15% | 214,709 | 216,001 | ↑ 1% |
| Average length of stay (nights) | 21 | 17 | ↓ -19% | 38 | 35 | ↓ -6% |
| Expenditure | | | | | | |
| Expenditure (\$million) | \$257 | \$236 | ↓ -8% | \$18,949 | \$19,733 | ↑ 4% |
| Average spend per visitor | \$1,646 | \$1,451 | ↓ -12% | \$3,316 | \$3,210 | ↓ -3% |
| Average spend per night | \$80 | \$86 | ↑ 8% | \$88 | \$91 | ↑ 4% |
| Holiday spend (\$million) | \$122 | \$141 | ↑ 16% | \$6,744 | \$7,144 | ↑ 6% |
| Purpose of Visit | | | | | | |
| Holiday | 105,400 | 124,400 | ↑ 18% | 2,537,700 | 2,774,100 | ↑ 9% |
| Visit friends or relatives (VFR) | 30,700 | 28,800 | ↓ -6% | 1,492,900 | 1,716,600 | ↑ 15% |
| Business | 15,400 | 9,100 | ↓ -41% | 822,000 | 821,600 | → 0% |
| Education | 7,000 | 4,300 | ↓ -39% | 368,000 | 360,400 | ↓ -2% |
| Employment | 3,800 | 3,500 | ↓ -7% | 234,400 | 218,000 | ↓ -7% |
| Other Reason | 1,100 | 800 | ↓ -26% | 259,300 | 256,700 | ↓ -1% |
| Total | 155,900 | 162,300 | ↑ 4% | 5,714,300 | 6,147,400 | ↑ 8% |

Source: International Visitor Survey (IVS), Tourism Research Australia

* Modelled expenditure including package expenditure. The total expenditure in Australia does not include small amounts that cannot be allocated to a particular purpose.

** The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit.

| | YE Jun 2013 | YE Jun 2014 | % Change | YE Jun 2013 | YE Jun 2014 | % Point difference |
|--------------------------------|-----------------|-------------|----------|---------------------|-------------|--------------------|
| <i>State/territory visited</i> | <i>Visitors</i> | | | <i>Market Share</i> | | |
| New South Wales | 2,917,800 | 3,111,700 | ↑ 7% | 51% | 51% | ⇒ 0% |
| Victoria | 1,848,200 | 2,048,900 | ↑ 11% | 32% | 33% | ↑ 1% |
| Queensland | 2,043,000 | 2,064,800 | ↑ 1% | 36% | 34% | ↓ -2% |
| South Australia | 360,800 | 386,300 | ↑ 7% | 6% | 6% | ⇒ 0% |
| Western Australia | 746,000 | 796,300 | ↑ 7% | 13% | 13% | ⇒ 0% |
| Tasmania | 155,900 | 162,300 | ↑ 4% | 3% | 3% | ⇒ 0% |
| Northern Territory | 263,800 | 266,500 | ↑ 1% | 5% | 4% | ⇒ 0% |
| Australia Capital Territory | 178,000 | 180,800 | ↑ 2% | 3% | 3% | ⇒ 0% |
| Total visitors to Australia | 5,714,300 | 6,147,400 | ↑ 8% | 100% | 100% | ⇒ 0% |

Source: International Visitor Survey (IVS), Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

| Country of origin | YE Jun 2013 | YE Jun 2014 | % Change | YE Jun 2013 | YE Jun 2014 | % Point difference |
|---------------------|-------------|-------------|----------|-----------------------|-------------|--------------------|
| | Visitors | | | National Market Share | | |
| New Zealand | 15,400 | 15,900 | ↑ 3% | 1% | 1% | ⇒ 0% |
| Japan | 4,500 | 6,000 | ↑ 33% | 1% | 2% | ↑ 1% |
| Hong Kong | 15,600 | 15,800 | ↑ 1% | 10% | 9% | ↓ -1% |
| Singapore | 4,600 | 7,800 | ↑ 70% | 2% | 2% | ↑ 1% |
| Malaysia | 5,900 | 7,700 | ↑ 30% | 3% | 3% | ⇒ 0% |
| Indonesia | 900 | 400 | ↓ -58% | 1% | 0% | ⇒ 0% |
| Taiwan | 3,300 | 3,600 | ↑ 9% | 3% | 3% | ⇒ 0% |
| Thailand | 800 | 1,700 | ↑ 110% | 1% | 2% | ↑ 1% |
| Korea | 900 | 1,900 | ↑ 121% | 0% | 1% | ↑ 1% |
| China | 12,700 | 20,400 | ↑ 61% | 2% | 3% | ↑ 1% |
| India | 3,800 | 1,600 | ↓ -58% | 3% | 1% | ↓ -2% |
| Other Asia | 3,600 | 2,100 | ↓ -42% | 2% | 1% | ↓ -1% |
| USA includes Hawaii | 17,400 | 19,300 | ↑ 11% | 4% | 4% | ⇒ 0% |
| Canada | 4,600 | 4,600 | ↓ -1% | 4% | 4% | ⇒ 0% |
| United Kingdom | 19,400 | 18,700 | ↓ -4% | 3% | 3% | ⇒ 0% |
| Germany | 8,500 | 8,600 | ↑ 1% | 5% | 5% | ⇒ 0% |
| Scandinavia | 4,100 | 1,200 | ↓ -71% | 5% | 1% | ↓ -3% |
| France | 6,000 | 5,400 | ↓ -10% | 6% | 5% | ↓ -1% |
| Italy | 2,100 | 2,400 | ↑ 10% | 3% | 3% | ⇒ 0% |
| Netherlands | 2,200 | 1,600 | ↓ -27% | 5% | 4% | ↓ -2% |
| Switzerland | 3,800 | 3,200 | ↓ -18% | 8% | 7% | ↓ -2% |
| Other Europe | 9,200 | 6,100 | ↓ -34% | 5% | 3% | ↓ -2% |
| Other Countries | 6,300 | 6,300 | ↑ 1% | 2% | 2% | ⇒ 0% |
| Total | 155,900 | 162,300 | ↑ 4% | 3% | 3% | ⇒ 0% |

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Intrastate Visitors

| | Tasmania | | | Australia | | |
|-------------------------------------|-------------|-------------|----------|-------------|-------------|----------|
| | YE Jun 2013 | YE Jun 2014 | % change | YE Jun 2013 | YE Jun 2014 | % change |
| Visitors | | | | | | |
| Overnight visitors ('000s) | 1,185 | 1,225 | ↑ 3% | 50,592 | 53,833 | ↑ 6% |
| Nights | | | | | | |
| Nights ('000s) | 2,822 | 2,985 | ↑ 6% | 158,492 | 171,058 | ↑ 8% |
| Average length of stay (nights) | 2.4 | 2.4 | ↑ 2% | 3.1 | 3.2 | ↑ 1% |
| Expenditure | | | | | | |
| Expenditure (\$million) | \$366 | \$359 | ↓ -2% | \$21,101 | \$22,186 | ↑ 5% |
| Spend per visitor | \$309 | \$293 | ↓ -5% | \$417 | \$412 | ↓ -1% |
| Spend per night | \$130 | \$120 | ↓ -7% | \$133 | \$130 | ↓ -3% |
| Purpose('000s) | | | | | | |
| Holiday | 568 | 570 | → 0% | 23,217 | 23,771 | ↑ 2% |
| Visit friends &/or relatives (VFR) | 330 | 315 | ↓ -5% | 17,747 | 19,322 | ↑ 9% |
| Business | 152 | 194 | ↑ 28% | 7,371 | 8,178 | ↑ 11% |
| Other reason | 83 | 67 | ↓ -19% | 2,832 | 3,190 | ↑ 13% |
| Total overnight intrastate visitors | 1,127 | 1,141 | ↑ 1% | 50,592 | 53,833 | ↑ 6% |

Source: National Visitor Survey (NVS), Tourism Research Australia

| | Tasmania | | | Australia | | |
|---|-------------|-------------|----------|-------------|-------------|----------|
| | YE Jun 2013 | YE Jun 2014 | % change | YE Jun 2013 | YE Jun 2014 | % change |
| Visitor | | | | | | |
| Day visitors ('000s) | 4,872 | 4,575 | ↓ -6% | 160,069 | 156,284 | ↓ -2% |
| Total intrastate Day+Overnight visitors ('000s) | 6,057 | 5,800 | ↓ -4% | 210,661 | 210,117 | → 0% |
| Expenditure | | | | | | |
| Expenditure (\$million) | \$517 | \$507 | ↓ -2% | \$18,065 | \$18,231 | ↑ 1% |
| Spend per visitor | \$106 | \$111 | ↑ 4% | \$113 | \$117 | ↑ 3% |
| Purpose('000s) | | | | | | |
| Holiday | 2,343 | 2,380 | ↑ 2% | 77,783 | 72,200 | ↓ -7% |
| Visit friends &/or relatives (VFR) | 1,251 | 1,105 | ↓ -12% | 48,996 | 48,073 | ↓ -2% |
| Business | 486 | 461 | ↓ -5% | 16,198 | 15,450 | ↓ -5% |
| Other reason | 793 | 630 | ↓ -21% | 19,781 | 19,719 | → 0% |
| Total day intrastate visitors | 4,872 | 4,575 | ↓ -6% | 162,757 | 155,441 | ↓ -4% |

Source: National Visitor Survey (NVS), Tourism Research Australia

Quarter ending June 2014

The TVS reports the following key findings for visitors during the April - June 2014 quarter.

- The total number of visitors to Tasmania for the June quarter 2014 was 232,500, down 1 per cent from 234,200 the previous year (Fig. 1).
- The total number of nights spent by visitors to Tasmania for the June quarter 2014 increased by 14 per cent to 2.42 million (was 2.12 million) (Fig. 2).
- Visitor expenditure was \$393 million, up 15 per cent from the same quarter of the previous year (was \$341 million) (Fig. 3).
- Of all visitors for the quarter, 108,300 (up 20 per cent) were on holiday, 65,100 (down 14 per cent) were visiting friends or relatives, 39,600 (down 16 per cent) were on business, and 6,700 (down 17 per cent) were travelling to attend a conference or convention (Fig. 4).

Fig. 1. Total Visitors to Tasmania by Quarter

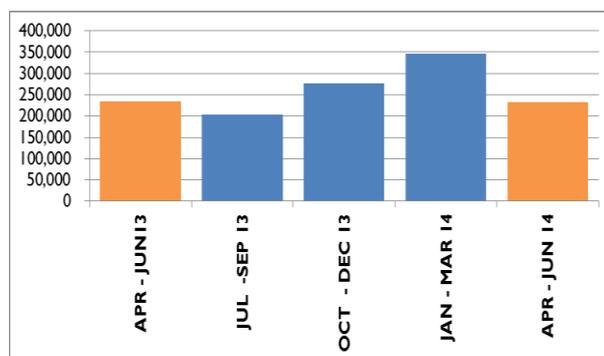


Fig. 2. Total Nights by Quarter

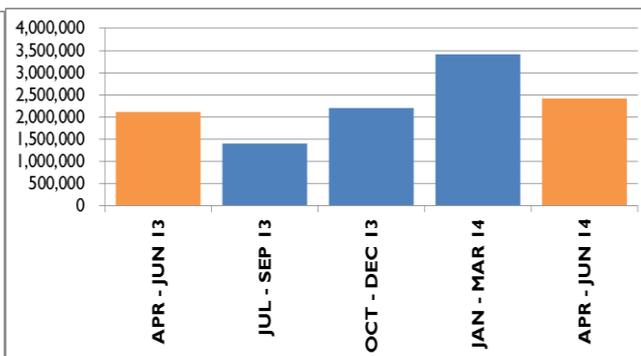


Fig. 3. Total Expenditure (\$ millions) by Quarter

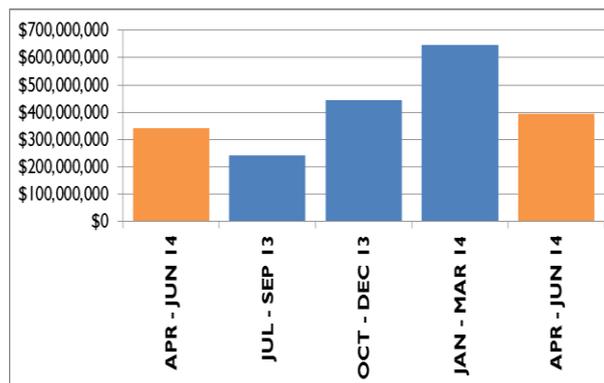
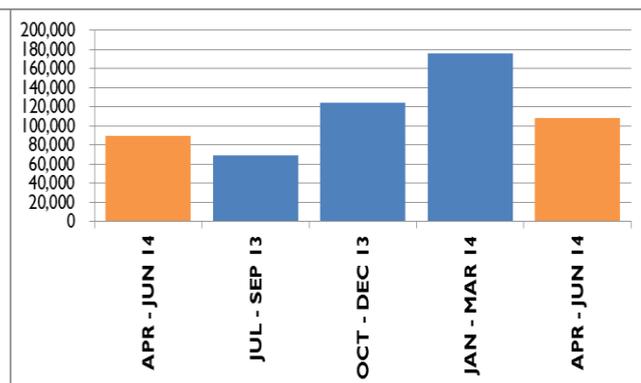


Fig. 4. Total Holiday Visitors by Quarter



Where do the statistics come from?

Tasmanian Visitor Survey (TVS)

The TVS is an exit survey designed to provide a profile of the characteristics, travel behaviour and expenditure of international and domestic visitors to Tasmania. It is nationally acknowledged as the most reliable source of statistical data about visitors to Tasmania, being based on a sample of more than 9,000 visitors per year. As an island, Tasmania has a natural advantage over other destinations when it comes to surveys of this type, because visitors can be more accurately counted as they depart via air and sea ports.

More detailed statistics from the TVS are also available through Tourism Tasmania's corporate website at www.tourismtasmania.com.au/research/tvs. The TVS Analyser service provides you with easy online access to a range of other useful visitor statistics and tables from the TVS which you can investigate and print for your own use.

International Visitor Survey (IVS)

The IVS is administered by Tourism Research Australia. The IVS is the most comprehensive source of information on international visitors to Australia. The survey gathers information from visitors about, among other things; the number of nights they stayed in Australia, travel arrangements, reasons for visiting, places visited, information sources they used to find out about Australia prior to leaving home, impressions of aspects of Australia, income earned and expenditure on the trip. The IVS samples 40,000 departing, short-term international travellers in the departure lounges of eight international airports across Australia - Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

National Visitor Survey (NVS)

The NVS is also administered by Tourism Research Australia. The NVS measures the characteristics and travel patterns of domestic tourists within Australia, including intrastate day and overnight travel. The survey results come from telephone interviews conducted with an annual sample of 120,000 Australian residents. The survey collects details about their recent travel for day trips, trips involving overnight stays and overseas travel. The NVS provides the only source of information about day and overnight travel by Tasmanians in their own state.

Why the TVS and IVS figures don't match up

Each survey is conducted by a different organisation which uses different sampling and 'weighting' methods to determine total numbers. As a result, the statistics from each survey will give differing results for identical subjects and are unlikely to tally if added together.

Caution: You are advised to exercise care when interpreting figures contained in this report or TVS Analyser. These figures are collected from a sample of visitors. They may be different from the real figure if data from 100 per cent of all visitors could have been collected. Therefore, these estimates may be subject to chance variation, or sampling error. Smaller estimates under 1000 must be treated with greater caution.