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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS : AUSTRALIA

MONTH OF SEPTEMBER 1968 (PROVISIONAL)

A provisional estimate of the total value of retail sales in Australia (excluding motor vehicles, parts, petrol, etc.) for the month of September 1968 is shown in the table overleaf. This table also contains figures for earlier months and seasonally adjusted statistics.

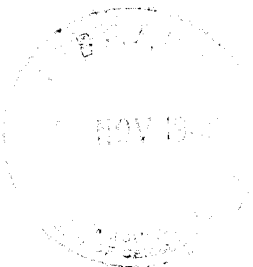
2. The provisional monthly estimates of retail sales are obtained from a sub-sample of establishments used to provide quarterly estimates of the value of retail sales. For the purpose of maintaining the accuracy of these estimates, a special survey of retail establishments was conducted in respect of the year ended 30 June 1967. The monthly and quarterly estimates for periods from September quarter 1963 have been revised on the basis of the results of the special survey and the monthly sub-sample has been redesigned as from the month of September 1968. The monthly sub-sample is comparatively small since it is designed to provide prompt estimates of the total value of retail sales (excluding motor vehicles, parts, petrol, etc.) without placing an undue burden on either the resources of the Bureau or upon retail establishments.

3. As the estimates are derived from returns received from a sample of retail establishments, they may differ somewhat from the results which would have been obtained from a comparable complete collection. A measure of the likely difference is given by the standard error of the estimate. There are about 2 chances in 3 that a sample estimate will differ from results which would be obtained from a comparable complete collection by less than 1 standard error and 19 chances in 20 that the difference would be less than 2 standard errors. If, for example, a sample gives an estimate of \$500 million and the standard error of this estimate was 1 per cent, i.e. \$5 million, then it could be concluded that there would be 2 chances in 3 that a comparable complete collection would give a figure within the range \$495 million to \$505 million and 19 chances in 20 that the figure would be within the range \$490 million to \$510 million. The standard error of the estimates of the total value of monthly retail sales (excluding motor vehicles, parts, petrol, etc.) varies between 0.6 and 1.0 per cent. The standard error of the month-to-month movement of the estimates of the value of retail sales is generally about 0.2 per cent of the current monthly estimate. However, the provisional estimate for the month of September 1968 is the first based on the redesigned sub-sample and the standard error of the movement from August to September 1968 is approximately 0.9 per cent of the September 1968 estimate.

4. The monthly estimates may also differ from those which would be obtained from a sample as large as that used to provide quarterly estimates. Hence, the sum of the estimates for the three months comprising a quarter may differ from the estimate obtained ^{for} that quarter from the full quarterly sample. The standard error of this difference is approximately 0.8 per cent of the quarterly estimate. The monthly estimates are subsequently adjusted in accordance with the preliminary and final quarterly estimates as they become available.

5. Both the original series and the seasonally adjusted series are shown overleaf. In the seasonal adjustment, account has been taken of both normal seasonal factors and "trading-day" effects (arising from the varying numbers of Sundays, Mondays, Tuesdays, etc. in the month). While the normal seasonal factors should change only gradually from year to year, the trading-day adjustment for any month will vary from year to year in accordance with the combination of days which occur in the month. No adjustment has been made for the effects of movement in the date of Easter. Details of the methods used in seasonally adjusting these and other series are given in "Seasonally Adjusted Indicators 1968" (Ref. No. 1.10) issued on 21 May 1968. It should be noted that the seasonally adjusted figures reflect the sampling errors to which the original figures are subject.

6. Further information relating to the basis on which the statistics of retail sales of goods are compiled is contained in statistical bulletin "Retail Sales of Goods" (Ref. No. 11.4) June quarter 1968 of 1 November 1968.



TOTAL VALUE OF RETAIL SALES OF GOODS
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.)

MONTHLY ESTIMATES : AUSTRALIA (a) (b)

(All figures are on a basis comparable with the 1961-62 Retail Census)

(\$ million)

Month	1964-65	1965-66	1966-67	1967-68	1968-69
Original					
July	501.9	528.7	540.2	574.1	(c)618.1
August	490.0	517.3	553.9	597.2	(c)639.7
September	497.7	527.3	561.7	604.3	(c)598.5
October	527.5	543.4	565.3	607.9	
November	530.8	564.8	599.2	649.8	
December	696.1	737.6	784.4	816.8	
January	495.4	508.2	544.1	588.9	
February	464.9	495.8	530.4	578.4	
March	506.7	535.5	574.3	598.9	
April	525.8	539.1	559.0	597.7	
May	528.6	563.0	608.5	658.8	
June	506.5	535.2	576.9	586.2	
Total for year	6271.9	6595.9	6997.9	7459.0	
Seasonally adjusted (d)					
July	506.9	536.2	561.5	608.2	(c)641.2
August	513.6	541.7	568.1	608.1	(c)643.6
September	514.3	542.4	570.3	616.6	(c)633.3
October	514.6	543.6	575.1	618.4	
November	523.5	545.5	576.7	622.4	
December	523.8	547.0	582.8	621.1	
January	527.0	549.0	587.6	622.5	
February	520.0	554.8	593.3	621.3	
March	532.0	557.3	587.8	628.4	
April	533.4	550.1	590.3	620.0	
May	528.8	563.6	596.0	631.6	
June	535.0	563.4	599.7	634.4	

(a) Excludes Northern Territory and Australian Capital Territory. (b) Figures from April 1967 are subject to revision when more precise information is available relating to trading by new businesses. (c) Provisional estimate (see paragraphs 2 to 4, page 1). (d) See paragraph 5, page 1.

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CANBERRA. A.C.T. 2600

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NOTE. Inquiries concerning these statistics may be made in Canberra by telephoning 63 9111 Extension 2343 or, in each State capital, by telephoning the office of the Bureau of Census and Statistics.