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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS
CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS : AUSTRALIA

MONTH OF AUGUST 1968 (PROVISIONAL)

A provisional estimate of the total value of retail sales in Australia (excluding motor vehicles, parts, petrol, etc.) for the month of August 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 samples have been redesigned as from June quarter 1968. The monthly sub-sample, although comparatively small, is as large as is necessary to enable reliable estimates of the total value of retail sales (excluding motor vehicles, parts, petrol, etc.) to be published promptly, without placing an undue burden on either the resources of the Bureau or upon retail establishments.

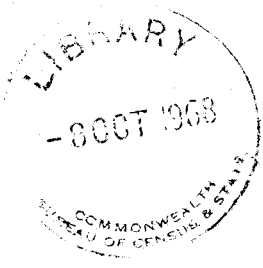
3. As the estimates are derived from returns from a sample of retail establishments, they may differ somewhat from the results which would have been obtained from a comparable complete collection. A measure of the likely difference is given by the standard error of the estimate. There are about 2 chances 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%, 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%. The standard error of the month-to-month movement of the estimates of the value of retail sales is about 0.6% of the current monthly 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% 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) March quarter 1968 of 12 July 1968.

Ref. No. 11.6



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 | 539.6 | 572.3 | (d) 618.1 |
| August | 490.0 | 517.3 | 553.2 | 595.4 | (d) 639.7 |
| September | 497.7 | 527.3 | 561.0 | 602.5 | |
| October | 527.5 | 543.4 | 564.4 | 606.2 | |
| November | 530.8 | 564.8 | 598.3 | 648.0 | |
| December | 696.1 | 737.6 | 783.2 | 814.5 | |
| January | 495.4 | 508.2 | 542.5 | 587.0 | |
| February | 464.9 | 495.8 | 528.8 | 576.5 | |
| March | 506.7 | 535.5 | 572.6 | 597.0 | |
| April | 525.8 | 538.9 | 557.2 | 598.5 (c) | |
| May | 528.6 | 562.7 | 606.6 | 659.7 (c) | |
| June | 506.5 | 535.0 | 575.0 | 587.0 (c) | |
| Total for year | 6271.9 | 6595.2 | 6982.4 | 7444.6 | |

Seasonally adjusted (e)

| | | | | | |
|-----------|-------|-------|-------|-----------|-----------|
| July | 506.9 | 536.2 | 561.4 | 605.9 | (d) 641.2 |
| August | 513.6 | 541.7 | 567.1 | 606.4 | (d) 643.6 |
| September | 514.3 | 542.4 | 569.5 | 614.5 | |
| October | 514.6 | 543.6 | 574.2 | 616.8 | |
| November | 523.5 | 545.5 | 575.8 | 620.4 | |
| December | 523.8 | 547.0 | 581.7 | 619.7 | |
| January | 527.0 | 549.0 | 585.7 | 620.3 | |
| February | 520.0 | 554.8 | 591.7 | 619.4 | |
| March | 532.0 | 557.3 | 586.4 | 626.9 | |
| April | 533.4 | 549.5 | 588.6 | 620.9 (c) | |
| May | 528.8 | 562.9 | 594.1 | 632.5 (c) | |
| June | 535.0 | 562.9 | 597.4 | 635.3 (c) | |

(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) Adjusted in accordance with the preliminary estimate for June Quarter 1968. (d) Provisional estimate (see paragraphs 2 to 4, page 1). (e) See paragraph 5, page 1.

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CANBERRA. A.C.T. 2600

4 OCTOBER 1968

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.