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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS : AUSTRALIA

MONTH OF JULY 1968 (PROVISIONAL)

A provisional estimate of the total value of retail sales in Australia (excluding motor vehicles, parts, petrol, etc.) for the month of July 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. 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. 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 complete collection. A measure of the likely difference is given by the standard error of the estimate. There are about two chances in three that the sample estimates will differ from the results of a complete collection by less than one standard error and nineteen chances in twenty that they will differ by less than two standard errors. 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 average of the two monthly estimates concerned.

3. 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.

4. 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 original figures are subject.

5. 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.

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	502.2	529.5	540.4	572.2	(c)614.4
August	490.3	518.0	554.1	595.3	
September	498.0	528.0	561.9	602.3	
October	527.9	544.0	565.2	604.8	
November	531.2	565.4	599.2	646.6	
December	696.7	738.3	784.4	812.7	
January	496.0	509.1	543.4	584.8	
February	465.4	496.6	529.7	574.3	
March	507.3	536.4	573.5	594.7	
April	526.5	539.7	557.8	(c)597.6	
May	529.3	563.5	607.2	(c)658.0	
June	507.1	535.8	575.6	(c)588.5	
Total for year	6,277.9	6,604.3	6,992.4	7,431.8	
Seasonally adjusted (d)					
July	507.1	536.9	562.2	605.7	(c)637.3
August	513.8	542.3	567.8	606.2	
September	514.5	543.0	570.3	614.2	
October	515.1	544.3	575.2	615.6	
November	523.9	546.2	576.7	619.1	
December	524.3	547.5	582.4	618.1	
January	527.7	550.1	587.0	618.8	
February	520.7	555.7	592.7	616.9	
March	532.7	558.2	587.3	624.0	
April	533.9	550.2	589.2	(c)620.0	
May	529.7	564.0	595.0	(c)631.5	
June	535.4	563.6	598.0	(c)636.2	

(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 and 3, page 1). (d) See paragraph 4, page 1.

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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

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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.