

CANBERRA, AUSTRALIA

To be treated as strictly CONFIDENTIAL and NOT to be published, broadcast or cabled before NOON on FRIDAY, 1 MARCH 1968.

RETAIL SALES OF GOODS : AUSTRALIA

MONTH OF JANUARY 1968 (PROVISIONAL)

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

2. Provisional monthly estimates are obtained from a sub-sample of establishments used to provide quarterly estimates of the value of retail sales. The sub-sample is designed to provide an estimate lying within a relatively small range above or below the true figure so as to give an early indication of trend. Undue significance should not be attached to very small movements or to the exact magnitude of any movements shown by these provisional estimates. These estimates are subsequently adjusted in accordance with the preliminary and final quarterly estimates as they become available.
3. Both the original series and the seasonally adjusted series are shown in the table 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). However, 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 1967" issued on 18 July 1967.
4. 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" September quarter 1967 of 5 January 1968.

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	Total (excluding motor vehicles, parts, petrol, etc.)				
	1963-64	1964-65	1965-66	1966-67	1967-68
ORIGINAL					
July	464.4	501.5	528.4	540.4	569.7
August	472.4	489.8	516.9	554.0	592.7
September	449.8	497.4	526.8	561.9	599.7
October	493.1	527.5	542.8	563.7	(c) 600.0
November	504.3	530.6	564.1	597.6	(c) 641.4
December	617.4	695.9	736.6	782.3	(c) 806.2
January	476.0	495.2	507.4	541.7	(d) 579.1
February	448.2	464.7	494.9	528.0	
March	456.8	506.6	534.5	571.6	
April	483.5	525.8	539.1	556.3	
May	508.8	528.4	562.9	605.5	
June	476.3	506.4	535.2	574.0	
Total for year	5,851.0	6,269.8	6,589.6	6,977.0	

SEASONALLY ADJUSTED (e)

July	477.5	506.1	535.4	562.9	602.9
August	475.9	514.2	539.6	565.9	599.3
September	477.0	512.9	541.4	571.6	615.1
October	483.8	514.5	543.9	574.0	(c) 607.9
November	481.1	524.8	545.0	575.2	(c) 615.5
December	480.8	524.4	548.9	583.8	(c) 617.3
January	488.7	524.6	547.4	582.5	(d) 610.2
February	484.9	519.8	553.0	589.9	
March	490.7	532.7	555.6	588.6	
April	496.2	533.3	550.6	587.4	
May	501.8	529.5	561.2	591.3	
June	503.9	533.1	562.2	596.7	

(a) Excludes Northern Territory and Australian Capital Territory. (b) Figures from April 1966 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 December Quarter 1967. (d) Provisional estimate (see paragraph 2, page 1). (e) See paragraph 3, page 1.

J.P. O'NEILL  
ACTING COMMONWEALTH STATISTICIAN

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA, A.C.T. 2600

1 MARCH 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.