

COMMONWEALTH BUREAU OF CENSUS AND STATISTICSCANBERRA, AUSTRALIA

To be treated as strictly **CONFIDENTIAL** and **NOT** to be published, broadcast or cabled before 6 p.m. on Tuesday, 31st December, 1963.

RETAIL SALES OF GOODS : AUSTRALIAMONTH OF NOVEMBER, 1963 (Provisional)

A sample survey of retail establishments in Australia is conducted by the Commonwealth Bureau of Census and Statistics each quarter. Sample estimates derived from a full response to that Survey, showing for each State retail sales classified by commodity groups, are published about three months after the end of each quarter. These estimates are subject to revision at a later stage, when more precise information is available relating to trading by new businesses.

2. Preliminary quarterly figures, which are published in less detail about seven to eight weeks after the end of each quarter, are compiled on the basis of a large response from the full quarterly sample. The movement over the corresponding quarter of the preceding year which is shown by the preliminary quarterly estimates of total value of retail sales in Australia (excluding motor vehicles, parts, petrol, etc.) normally differs by less than one per cent. from the corresponding movement shown by the estimates compiled from the full sample and published about three months after the end of the quarter.

3. Provisional monthly estimates, which are published about three to four weeks after the end of each month, relate only to the total value of retail sales in Australia (excluding motor vehicles, parts, petrol, etc.) and are based on monthly returns collected from a sub-sample of the establishments included in the quarterly sample. The sub-sample is designed to provide an estimate lying within a relatively small range above or below the true figures so as to give an early approximate indication of trend. Undue significance should not be attached to very small movements, or to the exact magnitude of any movements, shown by provisional estimates. These estimates are subsequently adjusted in accordance with quarterly estimates when the latter become available.

4. The provisional estimate for November, 1963 is published in this Bulletin. Figures for earlier months are shown for purposes of comparison.

5. Further information relating to the basis of statistics of retail sales of goods is contained in Statistical Bulletin No. 310 of 3rd October, 1963.

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.)		
	1961	1962	1963
January	Not available	210.7	219.6
February		197.8	204.5
March		212.6	215.5
April	202.6	208.9	220.3
May	220.0	232.3	239.1
June	208.3	214.7	216.9
July	207.9	212.0	(c) 227.9
August	210.4	221.6	(c) 231.8
September	215.7	214.5	(c) 220.8
October	215.2	227.2	(d) 239.6
November	223.6	239.7	(d) 245.2
December	282.5	285.4	

(a) Excludes Northern Territory and Australian Capital Territory. (b) Figures from July, 1962 are subject to revision when more precise information is available relating to trading by new businesses. (c) Preliminary estimate (see paragraph 2). (d) Provisional estimate (see paragraph 3).

K.M. ARCHER

COMMONWEALTH STATISTICIANCOMMONWEALTH BUREAU OF CENSUS AND STATISTICSCANBERRA, A.C.T. 31ST DECEMBER, 1963

**NOTE:** Inquiries concerning these statistics may be made in Canberra by telephoning 41971 Extension 63, or, in each State Capital, by telephoning the office of the Bureau of Census and Statistics.