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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS
CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS: AUSTRALIA
MONTH OF DECEMBER, 1964 (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 or 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 figure 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 December, 1964 is published in the table overleaf. This table also contains figures for earlier months.

5. Month to month changes in retail sales figures are affected not only by the same seasonal factors as are quarterly figures, but also by differences in the number of days in each month and by variation in types of trading day. As an example of variation in types of trading day, one month might include five Thursdays, Fridays and Saturdays and, of course, four of each of the other days of the week, whereas another month might include five Sundays, Mondays and Tuesdays. Adjustments for these factors have not been made in sales estimates in this bulletin, and this should be borne in mind when comparisons over time are being made.

6. Further information relating to the basis of statistics of retail sales of goods is contained in Statistical Bulletin No. 58 of 8th January, 1965.



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.)			
	1961-62	1962-63	1963-64	1964-65
July	207.7	212.0	228.2	245.3
August	210.2	221.4	232.1	239.5
September	215.4	214.5	221.0	243.3
October	215.0	227.4	241.9	(c) 254.8
November	223.4	239.9	247.5	(c) 256.4
December	282.1	285.5	302.9	(c) 332.9
January	210.3	219.7	233.4	
February	197.4	204.5	219.7	
March	212.2	215.5	223.9	
April	208.6	221.0	236.6	
May	231.9	239.2	249.2	
June	214.4	217.1	233.0	
Total for Year	2,628.6	2,717.7	2,869.4	

(a) Excludes Northern Territory and Australian Capital Territory. (b) Figures from April, 1963 are subject to revision when more precise information is available relating to trading by new businesses. (c) Provisional estimate (see paragraph 3).

K.M. ARCHER
COMMONWEALTH STATISTICIAN

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA, A.C.T. 5TH FEBRUARY, 1965

NOTE: Inquiries concerning these statistics may be made in Canberra by telephoning 41971 Extension 61, or in each State Capital, by telephoning the office of the Bureau of Census and Statistics.