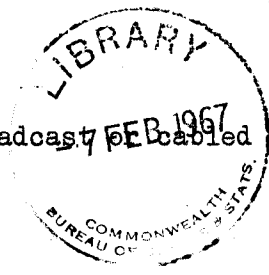


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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA, AUSTRALIA



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RETAIL SALES OF GOODS : AUSTRALIA
MONTH OF DECEMBER 1966 (PROVISIONAL)

A provisional estimate of the total value of retail sales in Australia (excluding motor vehicles, parts, petrol, etc.) for the month of December 1966, is shown in the table below. This table also contains figures for earlier months.

2. Provisional 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. Month to month changes in retail sales figures are affected by seasonal factors and also by differences in the number of days in each month and by variation in type of trading days (the number of Mondays, Tuesdays, Wednesdays, etc. in the month). Adjustments for these factors have not been made in the sales estimates in this bulletin.
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 1966 of 10 January 1967.

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.)				
	1962-63	1963-64	1964-65	1965-66	1966-67
July	426.9	463.6	499.2	525.0	535.8
August	445.9	471.5	487.4	513.6	549.4
September	431.9	449.1	495.0	523.5	557.2
October	459.9	492.0	524.3	538.4	(c) 562.8
November	485.4	503.2	527.5	559.6	(c) 593.9
December	577.4	616.1	691.8	730.7	(c) 779.6
January	446.4	474.9	491.7	503.2	
February	415.2	447.1	461.4	490.7	
March	437.7	455.6	503.0	530.1	
April	450.1	481.6	522.1	534.9	
May	487.1	506.9	524.7	558.4	
June	442.3	474.4	502.8	531.0	
<u>Total for Year</u>	5,506.2	5,836.0	6,230.9	6,539.1	

(a) Excludes Northern Territory and Australian Capital Territory. (b) Figures from April, 1965 are subject to revision when more precise information is available relating to trading by new businesses. (c) Provisional estimates (see paragraph 2).

K. M. ARCHER
COMMONWEALTH STATISTICIAN

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA, A.C.T.

3 FEBRUARY 1967

NOTE. - Inquiries concerning these statistics may be made in Canberra by telephoning 639111, Extension 2343, or in each State Capital, by telephoning the office of the Bureau of Census and Statistics.