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COMMONWEALTH BUREAU OF CENSUS AND STATISTICS, CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS : AUSTRALIA JUNE QUARTER 1971 (PRELIMINARY)

Reference No. 11.5

The tables in this bulletin contain preliminary estimates of the value of retail sales for the June quarter 1971. Figures for some earlier quarters are also shown for purposes of comparison.

2. Quarterly estimates are compiled on the basis of returns received from a sample of retail establishments. However, to allow prompt publication, the preliminary estimates for the June quarter are based on returns received from approximately 80 per cent of sample establishments. Detailed estimates based on a more complete response will be published in the bulletin "Retail Sales of Goods" (Reference No. 11.4) June quarter 1971.

3. As the preliminary estimates are based on returns received from a sample of retail establishments they may differ from the results which would be obtained by a comparable complete collection. A measure of the likely difference is given by the standard error of the estimates. There are about 2 chances in 3 that the difference would be less than 1 standard error and 19 chances in 20 that the difference would be less than 2 standard errors. If, for example, a sample gives an estimate of $500 million and the standard error of this estimate is 1 per cent, i.e. $5 million, then there would be 2 chances in 3 that a comparable complete collection would give a figure within the range $495 million to $505 million and 19 chances in 20 that the figure would be within the range $490 million to $510 million.

4. The standard error of the preliminary estimate of the total value of retail sales (excluding motor vehicles, parts, petrol, etc.) for Australia is about 0.5 per cent and for the corresponding estimates for individual States varies between 0.8 and 1.4 per cent. The standard error of the preliminary estimate of the value of retail sales of motor vehicles, parts, petrol, etc. for Australia is about 1.4 per cent and for estimates of other commodity groups is about 0.8 per cent.

5. The preliminary estimates may also differ from the final quarterly estimates which are based on returns received from the full sample. The standard error of the difference between the preliminary estimates and the corresponding final estimates of the total value of retail sales (excluding motor vehicles, parts, petrol, etc.) for Australia is about 0.4 per cent of the final estimate and the standard error of the difference between the corresponding preliminary and final estimates for individual States is about 0.8 per cent. The standard error of the difference between preliminary and final estimates of commodity groups for Australia varies between 0.3 and 1.3 per cent of the final estimate.

6. Seasonally adjusted statistics are also shown in the tables in this bulletin. In addition to being adjusted for normal seasonal factors, all series have been adjusted for "trading-day" effects arising from the varying numbers of Sundays, Mondays, Tuesdays, etc. in each quarter. While the normal seasonal factors should change only gradually from year to year, the trading-day adjustment for any quarter will vary from year to year in accordance with the combination of days which occur in the quarter. Adjustment has also been made for the effects of movement in the date of Easter. Each of the component series shown in Table 1 has been seasonally adjusted independently. As a consequence, while the unadjusted components in the original series shown in Table 1 add to the totals, the adjusted components may not add to the adjusted totals. It should be noted that the seasonally adjusted figures reflect the sampling errors to which the original figures are subject. Details of the methods used in seasonally adjusting these and other series are given in "Seasonally Adjusted Indicators 1971" (Reference No. 1.10) of 2 July 1971.

7. All figures in this bulletin are on a basis comparable with the 1961-62 Retail Census. Further information relating to the basis on which the statistics of retail sales of goods are compiled is contained in the quarterly bulletin "Retail Sales of Goods" (Reference No. 11.4) March quarter 1971 of 2 July 1971.

TABLE 1. - VALUE OF RETAIL SALES OF GOODS
BY BROAD COMMODITY GROUPINGS : AUSTRALIA (a)
($ million)

Quarter	Food and drink (b)	Clothing, hardware, electrical and furniture (c)	Other (d)	Total (excluding motor vehicles, parts, petrol, etc.)	Motor vehicles, parts, petrol, etc.
Original					
1966-67 September	821.4	533.3	310.9	1,665.6	607.6
December	913.5	662.5	387.5	1,963.5	653.7
March	855.0	495.0	312.0	1,662.0	605.2
June	853.8	589.0	315.6	1,758.4	650.2
1967-68 September	879.6	579.6	330.3	1,789.5	685.6
December	970.1	715.9	409.5	2,095.5	719.9
March	922.1	530.3	332.1	1,784.5	671.2
June	907.4	620.8	336.0	1,864.2	742.0
1968-69 September	913.9	601.9	354.8	1,870.6	731.4
December	1,021.0	754.3	447.2	2,222.5	783.6
March	960.7	565.7	366.2	1,892.6	747.3
June	960.5	666.5	368.4	1,995.4	786.5
1969-70 September	975.9	647.3	387.2	2,010.4	827.1
December	1,092.8	809.8	487.6	2,390.2	862.7
March	1,032.0	602.7	395.2	2,029.9	811.9
June (e)	1,029.7	717.5	404.3	2,151.5	848.7
1970-71 September (e)	1,048.2	682.7	419.0	2,149.9	861.9
December (e)	1,166.5	874.7	529.5	2,570.7	931.1
March (e)	1,091.5	651.0	427.9	2,170.4	869.3
June (f)	1,106.6	782.3	430.8	2,319.7	908.1
Seasonally adjusted (g)					
1966-67 September	838.0	553.4	323.3	1,714.2	600.4
December	855.5	565.5	328.3	1,748.9	627.8
March	865.9	576.0	335.1	1,777.2	639.8
June	883.2	584.4	339.1	1,806.1	650.9
1967-68 September	903.0	603.0	345.2	1,852.7	676.7
December	914.1	614.9	349.3	1,876.4	693.1
March	927.3	607.3	352.6	1,889.4	691.3
June	933.1	618.5	361.1	1,912.8	749.5
1968-69 September	939.1	627.0	370.6	1,937.6	730.1
December	956.3	643.1	379.3	1,976.9	753.6
March	975.6	654.4	392.8	2,024.6	776.5
June	987.4	664.3	395.9	2,047.7	794.9
1969-70 September	1,004.2	676.3	404.6	2,084.4	823.4
December	1,022.9	686.4	413.3	2,123.9	829.1
March	1,042.3	702.9	423.9	2,169.1	849.2
June (e)	1,064.5	713.1	434.7	2,211.3	851.4
1970-71 September (e)	1,073.2	710.0	437.6	2,227.8	858.9
December (e)	1,090.8	743.9	448.4	2,282.0	888.4
March (e)	1,109.3	754.1	459.6	2,325.1	908.1
June (f)	1,137.4	779.9	462.9	2,380.6	918.6

(a) Excludes Northern Territory and Australian Capital Territory. (b) Includes Groceries; Butchers' meat; Other food; and Beer, wine and spirits. (c) Includes Clothing and drapery; Footwear; Hardware, china and glassware; Electrical goods; and Furniture and floor coverings. (d) Includes Chemists' goods; Newspapers, books and stationery; and Other goods. (e) Subject to revision when more precise information is available relating to trading by new businesses. (f) Preliminary estimate. (g) See paragraph 6 page 2.

TABLE 2. - TOTAL VALUE OF RETAIL SALES OF GOODS
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.)
($ million)

Quarter	Original							Seasonally adjusted (a)
	N.S.W.	Vic.	Qld	S.A.	W.A.	Tas.	Aust. (b)	Aust. (b)
1966-67 September	636.3	477.8	231.6	147.7	122 8	49.4	1,665.6	1,714.
December	752.0	568.4	262.8	175.1	144.6	60.6	1,963.5	1,748.
March	622.7	485.3	227.9	149.5	125.3	51.3	1,662.0	1,777.
June	669.4	510.6	238.3	154.8	131.6	53.7	1,758.4	1,806.
1967-68 September	683.0	515.6	245.5	156.5	135.0	53.9	1,789.5	1,852.
December	807.7	604.5	279.2	183.3	157.5	63.3	2,095.5	1,876.
March	670.1	519.0	244.2	159.4	138.3	53.5	1,784.5	1,889.
June	705.7	538.0	251.7	164.4	147.2	57.2	1,864.2	1,912.
1968-69 September	705.3	537.6	256.1	165.6	150.0	56.0	1,870.6	1,937.
December	847.4	641.2	294.0	194.1	178.5	67.3	2,222.5	1,976.
March	708.8	544.8	253.9	169.9	158.6	56.6	1,892.6	2,024.
June	759.4	569.9	264.8	176.9	164.5	59.9	1,995.4	2,047.
1969-70 September	764.6	573.5	271.3	177.6	164.4	59.0	2,010.4	2,084.
December	911.5	690.2	313.7	209.3	194.5	71.0	2,390.2	2,123.
March	758.6	586.7	272.6	183.0	169.7	59.3	2,029.9	2,169.
June (c)	815.8	619.1	284.4	191.0	177.7	63.5	2,151.5	2,211.
1970-71 September (c)	815.3	617.1	288.9	187.6	179.1	61.9	2,149.9	2,227.
December (c)	981.4	745.4	328.9	225.7	214.9	74.4	2,570.7	2,282.
March (c)	815.6	626.4	287.9	193.4	184.4	62.7	2,170.4	2,325.
June (d)	880.9	665.9	307.0	204.7	193.7	67.5	2,319.7	2,380.

(a) See paragraph 6, page 2. (b) Excludes Northern Territory and Australian Capital Territory. (c) Subject to revision when more precise information is available relati to trading by new businesses. (d) Preliminary estimate.

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NOTE. Inquiries concerning these statistics may be made in Canberra by telephoning 490211 extension 293 or, in each State capital, by telephoning the office of the Bureau of Census and Statistics.