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RETAIL SALES OF GOODS : AUSTRALIA
DECEMBER QUARTER 1975 (PRELIMINARY)



MAIN FEATURES

- The preliminary estimate of the value of retail sales (excl. Motor vehicles, parts, petrol, etc.) for the December quarter 1975 is \$5,126.6 million.
- Seasonally adjusted the December quarter preliminary estimate is 2.9 per cent greater than September quarter 1975 and 16.1 per cent greater than December quarter 1974.
- At constant (average 1968-69) prices the seasonally adjusted December quarter preliminary estimate is 1.9 per cent less than September quarter 1975 and 2.3 per cent greater than December quarter 1974.

EXPLANATORY NOTES

Introduction

The tables in this bulletin contain preliminary estimates of the value of retail sales for the December quarter 1975. 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 December 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) December quarter 1975. Estimates in this bulletin are subject to revision at a later stage when more precise information is available relating to trading by new businesses.

Scope and coverage of the statistics

3. All figures in this bulletin are on a basis comparable with the 1968-69 Retail Census. Further information relating to the basis on which the statistics of retail sales of goods are compiled is contained in the December quarter 1974 bulletin (Reference No. 11.4).

Standard errors of estimates

4. 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 \$1,000 million and the standard error of this estimate is 1 per cent, i.e. \$10 million, then there would be 2 chances in 3 that a comparable complete collection would give a figure within the range \$990 million to \$1,010 million and 19 chances in 20 that the figure would be within the range \$980 million to \$1,020 million.

5. 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 commodity groups is about 0.8 per cent.

6. 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.

Seasonally adjusted statistics

7. Seasonally adjusted statistics are also shown in the tables in this bulletin. The series shown in this bulletin have been revised following the annual re-analysis of data. 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 2 has been seasonally

adjusted independently. As a consequence, while the unadjusted components in the original series shown in Table 2 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 1976* (Reference No. 1.10) to be issued later this year.

Estimates at constant prices

8. This bulletin includes a series of value of retail sales of goods at constant (average 1968-69) prices. Quarterly figures for Australia are presented, in both

original and seasonally adjusted form. The scope of the series at constant prices is identical to that of the series at current prices.

9. The series are measures of change in the value after the direct effects of price changes have been eliminated. Measures of this type are subject to approximations and assumptions and should not be interpreted in any precise quantitative sense.

10. Further details of the nature and concepts of these measures are given in pages 5 and 6 of the Explanatory Notes of the December quarter 1974 bulletin (Reference No. 11.4)

NOTE. Inquiries concerning these statistics may be made in Canberra by telephoning Mr J. Brzozowski on 52 5649 or, in each State capital, by telephoning the office of the Australian Bureau of Statistics.

TABLE 1. - TOTAL VALUE OF RETAIL SALES OF GOODS
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.)
(\$ million)

Quarter	Original						Seasonally adjusted	
	N.S.W.	Vic.	Qld	S.A.	W.A.	Tas.	Aust. (a)	Aust. (a)
1974-75 -								
September	1,399.5	1,085.6	547.0	335.4	308.8	108.1	3,784.4	(b)3,913.9
December	1,643.9	1,252.0	630.0	392.2	362.2	129.3	4,409.6	(b)3,934.8
March	1,398.3	1,084.2	553.4	346.8	323.6	114.2	3,820.5	(b)4,100.3
June	1,561.1	1,184.6	607.4	382.2	351.6	126.4	4,213.3	(b)4,305.5
1975-76 -								
September r	1,582.2	1,198.6	631.0	386.9	362.8	128.3	4,289.8	(b)4,440.8
December (c)	1,918.9	1,428.5	742.1	462.0	423.0	152.1	5,126.6	4,570.1

(a) Excludes Northern Territory and Australian Capital Territory. (b) Revised estimates, see paragraph 7, page 1.

(c) Preliminary estimate. r - revised.

TABLE 2. - VALUE OF RETAIL SALES OF GOODS BY BROAD COMMODITY GROUPS AT CURRENT AND CONSTANT (AVERAGE 1968-69) PRICES: AUSTRALIA (a)
(\$ million)

Quarter	Food and drink (b)	Clothing, hardware, electrical and furniture (c)	Other (d)	Total (excluding motor vehicles, parts, petrol, etc.)
ORIGINAL				
Current Prices				
1974-75 -				
September	1,764.7	1,345.8	673.9	3,784.4
December	1,924.6	1,640.1	844.9	4,409.6
March	1,848.3	1,268.4	703.8	3,820.5
June	1,884.7	1,592.8	735.8	4,213.3
1975-76				
September (e)	1,956.9	1,560.1	772.8	4,289.8
December (e)	2,256.8	1,904.6	965.2	5,126.6
Constant (Average 1968-69) Prices				
1974-75 -				
September	1,192.7	946.1	437.9	2,576.7
December	1,285.8	1,100.9	532.5	2,919.2
March	1,215.1	844.1	424.4	2,483.6
June	1,209.7	1,023.2	431.9	2,664.8
1975-76 -				
September (e)	1,207.5	989.8	431.8	2,629.1
December (e)	1,317.7	1,155.2	516.8	2,989.7
SEASONALLY ADJUSTED (f)				
Current Prices				
1974-75 -				
September	1,808.5	1,389.1	705.0	3,913.9
December	1,809.1	1,411.4	723.3	3,934.8
March	1,874.8	1,475.6	752.1	4,100.3
June	1,941.1	1,578.1	783.0	4,305.5
1975-76 -				
September	2,006.3	1,612.2	810.8	4,440.8
December (e)	2,121.7	1,632.0	826.2	4,570.1
Constant (Average 1968-69) Prices				
1974-75 -				
September	1,228.5	979.3	460.0	2,668.5
December	1,206.3	950.6	456.9	2,614.9
March	1,228.5	973.1	454.0	2,652.7
June	1,246.1	1,014.8	455.7	2,719.8
1975-76 -				
September	1,244.9	1,026.4	455.4	2,726.8
December (e)	1,236.2	993.4	443.2	2,675.5

(a) Excludes Northern Territory and Australian Capital Territory. (b) Includes Groceries; 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) Preliminary estimate. (f) Revised estimates, see paragraph 7, page 1. r - revised.

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