

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS  
CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS: AUSTRALIA  
MONTH OF AUGUST, 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 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 August, 1964 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. 7 of 20th July, 1964.

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           | 207.8                                                 | 212.1   | 228.1       | (d) 243.8 |
| August         | 210.3                                                 | 221.6   | 232.0       | (d) 238.3 |
| September      | 215.5                                                 | 214.7   | 221.0       |           |
| October        | 215.1                                                 | 227.5   | 241.9       |           |
| November       | 223.5                                                 | 240.0   | 247.5       |           |
| December       | 282.3                                                 | 285.7   | 303.0       |           |
| January        | 210.5                                                 | 219.9   | 233.4       |           |
| February       | 197.6                                                 | 204.6   | 219.7       |           |
| March          | 212.5                                                 | 215.6   | 223.9       |           |
| April          | 208.7                                                 | 221.1   | (c) 236.4   |           |
| May            | 232.1                                                 | 239.4   | (c) 249.0   |           |
| June           | 214.5                                                 | 217.2   | (c) 232.9   |           |
| Total for Year | 2,630.4                                               | 2,719.4 | (c) 2,868.8 |           |

(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) Preliminary estimate (see paragraph 2). (d) Provisional estimate (see paragraph 3).

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CANBERRA, A.C.T.

30TH SEPTEMBER, 1964.

K. M. ARCHER  
COMMONWEALTH STATISTICIAN

NOTE: Inquiries concerning these statistics may be made in Canberra by telephoning 4 1971 Extension 61 or, in each State capital, by telephoning the office of the Bureau of Census and Statistics.