

Reference No. 11.4

## RETAIL SALES OF GOODS SEPTEMBER QUARTER 1972

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2.  
**PREFACE**

This bulletin contains particulars of the value of retail sales of goods by commodity group for each State and Australia for September quarter 1972 and for some earlier periods. Monthly totals, for Australia only, from July 1968 to November 1972 are also shown.

2. Figures for the years 1947-48, 1948-49, 1952-53, 1956-57 and 1961-62 are derived from censuses of retail establishments taken in respect of those years. Figures shown for other years and for monthly and quarterly periods are estimates derived from sample surveys of retail establishments conducted by the Bureau each month and quarter.

**Scope of the statistics**

3. The statistics included in this bulletin relate to retail sales of goods made by establishments which normally sell by retail to the general public from fixed premises. Sales from premises not open to the general public, such as licensed clubs, are excluded. Sales of some delivered milk and bread are also excluded. Sales of services (as distinct from goods) such as repairs, accommodation, entertainment and meals are excluded. Retail sales relate principally to sales to the final consumer of goods generally used for household and personal purposes. For this reason, sales of building materials, builders' hardware and supplies such as tools of trade, paint, etc., commercial refrigerators, business machines and equipment, tractors, farm machinery and implements, earth-moving equipment, grain, feed, fertilisers and agricultural supplies have been excluded.

4. Details are shown of the value only of retail sales of goods. To assess the movement in the volume of retail sales made, it would be necessary to allow for variation in prices.

**Quarterly estimates**

5. Quarterly statistics shown in this bulletin are derived from returns received from a sample of retail establishments throughout Australia. These establishments account for approximately 45 percent of the total value of retail sales in Australia. From these sample returns, totals for all retail establishments in Australia are estimated by methods appropriate to a stratified sample. Estimates from June quarter 1971 are subject to revision at a later stage when more precise information is available relating to trading by new businesses.

6. In addition to the estimates compiled from the full sample, preliminary quarterly figures, which are normally published in less detail about eight weeks after the end of each quarter, are compiled on the basis of returns received from approximately 80 per cent of establishments included in the full quarterly sample. The preliminary figures for September quarter 1972 published in the bulletin *Retail Sales of Goods (Preliminary)* (Reference No. 11.5) of 1 December 1972 are now replaced by the September quarter figures shown herein.

**Monthly estimates**

7. Provisional monthly estimates, which are published about 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.). These estimates are based on monthly returns collected from a sub-sample of the establishments included in the quarterly sample. The monthly sub-sample is comparatively small since it is designed to provide prompt estimates of the value of retail sales without placing an undue burden on either the resources of the Bureau or upon retail establishments. Monthly estimates are subsequently adjusted in accordance with quarterly estimates when the latter become available.

**Standard errors of estimates**

8. As the estimates are derived from returns received from a sample of retail establishments they may differ from the results which would have been 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 a sample estimate will differ from results which would be obtained from a comparable complete collection by 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 of \$495 million to \$505 million and 19 chances in 20 that the figure would be within the range of \$490 million to \$510 million.

9. For September quarter 1972 the standard error of the estimate of total value of retail sales (excluding motor vehicles, parts, petrol, etc.) for Australia is approximately 0.4 per cent and for each State varies between 0.8 and 1.1 per cent. The standard errors of estimates for individual commodity groups (including motor vehicles, parts, petrol, etc.) for Australia vary between 1.1 and 1.9 per cent and those of the corresponding estimates for each State vary between 1.0 and 4.0 per cent and are generally below 3.5 per cent. Set out in the table below are details of the standard errors of the estimates for Australia for individual commodity groups.

VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS  
ESTIMATED STANDARD ERRORS, SEPTEMBER QUARTER 1972

| <i>Commodity group</i>                               | <i>Estimated standard error<br/>of the value of retail<br/>sales for Australia<br/>(per cent)</i> |
|------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Groceries                                            | 1.1                                                                                               |
| Butchers' meat                                       | 1.4                                                                                               |
| Other food                                           | 1.4                                                                                               |
| Beer, wine and spirits                               | 1.6                                                                                               |
| Clothing and drapery                                 | 1.1                                                                                               |
| Footwear                                             | 1.7                                                                                               |
| Hardware, china and glassware                        | 1.4                                                                                               |
| Electrical goods                                     | 1.0                                                                                               |
| Furniture and floor coverings                        | 1.3                                                                                               |
| Chemists' goods                                      | 1.9                                                                                               |
| Newspapers, books and<br>stationery                  | 1.9                                                                                               |
| Other goods                                          | 1.1                                                                                               |
| Total (excl. motor vehicles,<br>parts, petrol, etc.) | 0.4                                                                                               |
| Motor vehicles, parts,<br>petrol, etc.               | 1.6                                                                                               |

10. The standard errors shown in paragraph 9 above give a measure of the accuracy of the level of the current quarterly estimates of the value of retail sales. The standard error of the movement in the value of retail sales from quarter to quarter i.e. the difference between the estimates for the current and previous quarters, is generally about one-third of the standard error of the level of the current quarterly estimate of the value of retail sales. For example, the standard error of the estimate of the value of total retail sales (excluding motor vehicles, parts, petrol, etc.) for Australia is shown in paragraph 9 above as being about 0.4 per cent and the standard error of the corresponding estimate of movement is therefore about 0.1 per cent. The original series in Table 1 of this bulletin shows the movement in the total value of retail sales (excluding motor vehicles, parts, petrol, etc.) for Australia between June quarter and September quarter 1972 as being an increase of \$41.3 million; the standard error of this estimated movement is about 0.1 per cent of the September quarter 1972 estimate of the value of retail sales or approximately \$2.5 million. Therefore, there are 2 chances in 3 that the movement between June quarter and September quarter 1972 was between \$38.8 million and \$43.8 million and 19 chances in 20 that it was between \$36.3 million and \$43.6 million. Expressed in another way, the series shows a **proportionate** movement of 1.6 per cent in the total value of retail sales (excluding motor vehicles, parts, petrol, etc.) for Australia between June quarter and September quarter 1972 and this has a standard error of 0.1 percentage points, i.e. there are 2 chances in 3 that the proportionate movement was between 1.5 per cent and 1.7 per cent and 19 chances in 20 that it was between 1.4 per cent and 1.8 per cent.

11. The standard error of the provisional estimates of the total value of monthly retail sales (excluding motor vehicles, parts, petrol, etc.) is about 1.0 per cent. The standard error of the month-to-month movement of the provisional estimates of the value of retail sales is generally about 0.3 per cent of the current monthly estimate. For example, the movement in the value of retail sales between the months of October and November 1972 is shown by the original series in Table 2 as an increase of \$56.0 million. The standard error of this movement is about 0.3 per cent of the November 1972 estimate i.e. approximately \$2.9 million. Therefore, there are 2 chances in 3 that the movement in the value of retail sales between October and November 1972 was between \$53.1 million and \$58.9 million and 19 chances in 20 that it was between \$50.2 million and \$61.8 million. Expressed in another way, the estimates show a **proportionate** movement in the value of retail sales between October and November 1972 of 6.2 per cent and this has a standard error of about 0.3 percentage points, i.e. there are 2 chances in 3 that the proportionate movement was between 5.9 per cent and 6.5 per cent and 19 chances in 20 that it was between 5.6 per cent and 6.8 per cent.

12. The provisional monthly estimates may also differ from those which would be obtained from a sample as large as that used to provide quarterly estimates. Hence, the sum of the provisional estimates for the three months comprising a quarter may differ from the estimate obtained for that quarter from the full quarterly sample. The standard error of this difference is approximately 0.8 per cent of the quarterly estimate. The monthly estimates are subsequently adjusted in accordance with the preliminary and final quarterly estimates as soon as they become available.

#### Seasonally adjusted statistics

13. This bulletin also includes seasonally adjusted retail sales statistics (see Tables 1, 2, 4 and 6). 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 month or quarter. While the normal seasonal factors should change only gradually from year to year, the trading-day adjustment for any month or quarter will vary from year to year in accordance with the combination of days which occur in the month or quarter. Adjustment has also been made for the effects of movements in the date of Easter and Australia Day. Each of the component series shown in Table 4 has been seasonally adjusted independently. As a consequence, while the unadjusted components in the original series shown in Table 4 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 seasonal adjustment methods used together with selected measures of variability for these series are given in the Appendix of this bulletin. Comparative details for other series and a general description of the seasonal adjustment methods are given in *Seasonally Adjusted Indicators 1972* (Reference No. 1.10) of 6 July 1972.

#### Commodity groups

14. In tables in this bulletin showing details of retail sales by commodity group, it should be noted that -

**Butchers' meat** includes frozen packaged meat;

**Other food** includes fresh fruit and vegetables, confectionery, soft drinks, ice cream, cakes, pastry, cooked provisions, smallgoods, fish and poultry and wrapped lunches;

**Electrical goods** includes radios, television and accessories, domestic refrigerators and musical instruments;

**Other goods** includes tobacco and cigarettes, jewellery, sporting and travel goods, toys and photographic equipment.

VALUE OF RETAIL SALES: AUSTRALIA  
QUARTERLY TOTALS

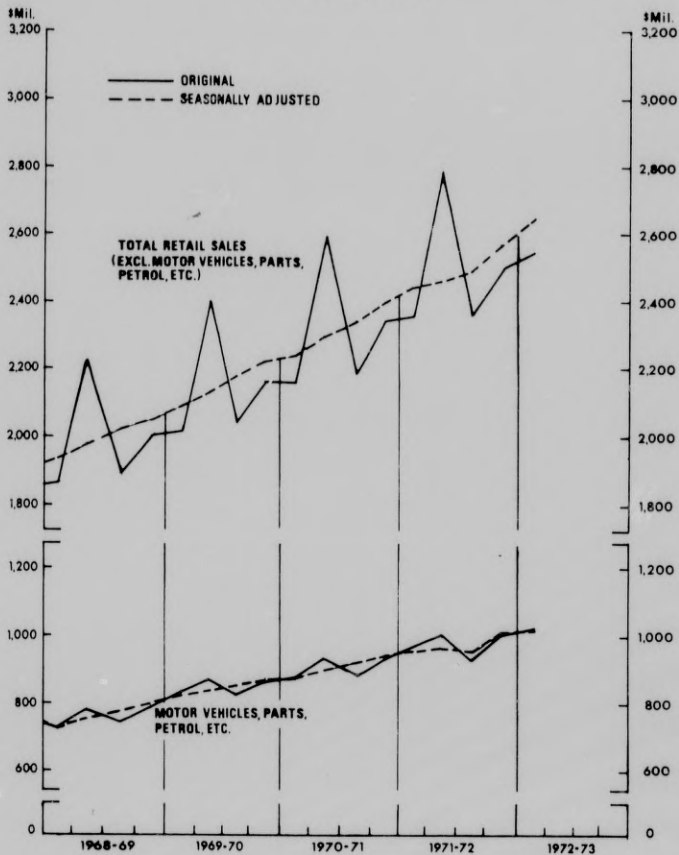


TABLE 1. — TOTAL VALUE OF RETAIL SALES OF GOODS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.) : STATES  
(\$ million)

| Period         | Original |         |         |       |       |       | Seasonally adjusted (a) |           |
|----------------|----------|---------|---------|-------|-------|-------|-------------------------|-----------|
|                | N.S.W.   | Vic.    | Qld     | S.A.  | W.A.  | Tas.  | Aust. (b)               | Aust. (b) |
| <b>Year</b>    |          |         |         |       |       |       |                         |           |
| 1947-48        | 671.6    | 469.2   | 221.4   | 135.2 | 110.4 | 50.6  | 1,658.4                 | ..        |
| 1948-49        | 777.0    | 544.0   | 256.8   | 159.0 | 129.4 | 58.2  | 1,924.4                 | ..        |
| 1950-53        | 1,346.4  | 951.9   | 449.6   | 287.1 | 252.8 | 109.7 | 3,397.5                 | ..        |
| 1952-53        | 1,248.1  | 889.2   | 417.0   | 271.7 | 227.8 | 103.6 | 3,157.4                 | ..        |
| 1956-57        | 1,634.8  | 1,202.4 | 558.1   | 362.3 | 282.4 | 131.1 | 4,171.1                 | ..        |
| 1961-62        | 2,060.4  | 1,517.1 | 701.6   | 451.6 | 360.3 | 166.1 | 5,257.1                 | ..        |
| 1962-63        | 2,159.6  | 1,585.8 | 738.4   | 479.9 | 378.3 | 172.9 | 5,514.9                 | ..        |
| 1963-64        | 2,260.1  | 1,693.9 | 797.6   | 525.3 | 401.7 | 180.2 | 5,858.8                 | ..        |
| 1964-65        | 2,407.5  | 1,822.1 | 855.1   | 574.5 | 437.0 | 191.0 | 6,287.2                 | ..        |
| 1965-66        | 2,526.6  | 1,920.0 | 897.0   | 602.0 | 480.9 | 198.3 | 6,624.8                 | ..        |
| 1966-67        | 2,680.4  | 2,042.1 | 960.6   | 627.1 | 524.3 | 215.0 | 7,049.5                 | ..        |
| 1967-68        | 2,866.5  | 2,177.1 | 1,020.6 | 663.6 | 578.0 | 227.9 | 7,533.7                 | ..        |
| 1968-69        | 3,026.9  | 2,301.2 | 1,069.2 | 706.9 | 651.5 | 240.9 | 7,996.6                 | ..        |
| 1969-70        | 3,268.1  | 2,491.3 | 1,145.6 | 762.3 | 708.4 | 256.0 | 8,631.7                 | ..        |
| 1970-71        | 3,500.8  | 2,680.0 | 1,240.0 | 818.8 | 778.2 | 272.1 | 9,289.9                 | ..        |
| 1971-72        | 3,747.3  | 2,885.6 | 1,366.3 | 890.9 | 836.9 | 291.3 | 10,018.3                | ..        |
| <b>Quarter</b> |          |         |         |       |       |       |                         |           |
| 1968-69        |          |         |         |       |       |       |                         |           |
| September      | 705.8    | 538.1   | 255.9   | 165.6 | 150.1 | 56.0  | 1,871.5                 | 1,939.5   |
| December       | 848.5    | 642.9   | 294.0   | 194.2 | 178.6 | 67.4  | 2,225.6                 | 1,981.0   |
| March          | 710.8    | 547.0   | 254.1   | 170.0 | 158.5 | 57.0  | 1,897.4                 | 2,028.5   |
| June           | 761.8    | 573.2   | 265.2   | 177.1 | 164.3 | 60.5  | 2,002.1                 | 2,053.0   |
| 1969-70        |          |         |         |       |       |       |                         |           |
| September      | 767.8    | 577.6   | 271.6   | 178.0 | 164.6 | 59.4  | 2,019.0                 | 2,096.3   |
| December       | 916.2    | 696.1   | 314.9   | 209.7 | 195.4 | 71.8  | 2,404.1                 | 2,137.1   |
| March          | 763.7    | 592.4   | 273.5   | 183.5 | 170.1 | 60.3  | 2,043.5                 | 2,182.6   |
| June           | 820.4    | 625.2   | 285.6   | 191.1 | 178.3 | 64.5  | 2,165.1                 | 2,223.0   |
| 1970-71        |          |         |         |       |       |       |                         |           |
| September      | 818.0    | 622.0   | 291.1   | 188.5 | 179.1 | 63.2  | 2,161.9                 | 2,243.8   |
| December       | 983.8    | 752.7   | 335.9   | 229.4 | 215.9 | 76.1  | 2,593.8                 | 2,301.8   |
| March          | 817.2    | 632.5   | 295.8   | 194.0 | 186.0 | 64.1  | 2,189.6                 | 2,345.6   |
| June           | 881.8    | 672.8   | 317.2   | 206.9 | 197.2 | 68.7  | 2,344.6                 | 2,403.4   |
| 1971-72        |          |         |         |       |       |       |                         |           |
| September      | 884.7    | 677.5   | 326.3   | 207.7 | 197.2 | 67.9  | 2,361.3                 | 2,447.4   |
| December       | 1,048.1  | 805.8   | 373.1   | 247.1 | 232.0 | 81.8  | 2,787.9                 | 2,468.5   |
| March          | 876.3    | 681.3   | 323.7   | 213.3 | 199.9 | 68.8  | 2,363.3                 | 2,496.5   |
| June           | 938.2    | 721.0   | 343.2   | 222.8 | 207.8 | 72.8  | 2,505.8                 | 2,570.5   |
| 1972-73        |          |         |         |       |       |       |                         |           |
| September      | 944.9    | 738.6   | 354.9   | 227.0 | 208.8 | 72.9  | 2,547.1                 | 2,646.7   |

(a) See paragraph 13, page 4. (b) Excludes Northern Territory and Australian Capital Territory.

TABLE 2. - TOTAL VALUE OF RETAIL SALES OF GOODS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.)  
MONTHLY ESTIMATES : AUSTRALIA (a)  
(\$ million)

| Month                   | 1968-69 | 1969-70 | 1970-71 | 1971-72  | 1972-73  |
|-------------------------|---------|---------|---------|----------|----------|
| ORIGINAL                |         |         |         |          |          |
| July                    | 623.1   | 671.8   | 727.8   | 792.8    | 821.3    |
| August                  | 645.0   | 675.8   | 711.5   | 775.7    | 859.4    |
| September               | 603.4   | 671.4   | 722.6   | 792.8    | 866.4    |
| October                 | 663.1   | 726.6   | 788.0   | 829.5    | (b)900.0 |
| November                | 695.3   | 716.9   | 777.7   | 860.8    | (b)956.0 |
| December                | 867.2   | 950.6   | 1,028.1 | 1,097.6  |          |
| January                 | 652.6   | 703.3   | 735.0   | 759.3    |          |
| February                | 597.3   | 654.2   | 689.2   | 777.4    |          |
| March                   | 647.5   | 686.0   | 765.4   | 826.6    |          |
| April                   | 646.2   | 710.8   | 775.2   | 793.8    |          |
| May                     | 710.8   | 753.9   | 804.2   | 879.4    |          |
| June                    | 645.1   | 700.4   | 765.2   | 832.6    |          |
| Total for year          | 7,996.6 | 8,631.7 | 9,289.9 | 10,018.3 |          |
| SEASONALLY ADJUSTED (c) |         |         |         |          |          |
| July                    | 646.8   | 695.3   | 743.2   | 811.9    | 873.1    |
| August                  | 652.3   | 700.4   | 748.1   | 815.8    | 881.7    |
| September               | 640.2   | 700.1   | 753.4   | 822.8    | 893.1    |
| October                 | 654.5   | 705.5   | 765.7   | 824.3    | (b)906.4 |
| November                | 660.6   | 705.1   | 764.5   | 830.5    | (b)916.5 |
| December                | 666.1   | 722.1   | 769.5   | 809.6    |          |
| January                 | 673.9   | 727.7   | 770.7   | 815.8    |          |
| February                | 666.8   | 730.8   | 778.3   | 839.3    |          |
| March                   | 684.9   | 730.3   | 791.2   | 841.9    |          |
| April                   | 677.6   | 735.5   | 798.1   | 846.6    |          |
| May                     | 683.2   | 741.8   | 802.0   | 855.8    |          |
| June                    | 696.3   | 741.3   | 808.4   | 863.9    |          |

(a) Excludes Northern Territory and Australian Capital Territory. (b) Provisional estimates (see paragraph 7, page 2). (c) See paragraph 13, page 4.

TABLE 3. - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.) : AUSTRALIA (a)  
(\$ million)

| Commodity group                                       | 1961-62 | 1963-64 | 1964-65 | 1965-66 | 1966-67 | 1967-68 | 1968-69 | 1969-70 | 1970-71 | 1971-72  |
|-------------------------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| Groceries                                             | 858.3   | 939.0   | 1,014.4 | 1,090.4 | 1,161.5 | 1,249.1 | 1,321.4 | 1,406.7 | 1,504.6 | 1,651.4  |
| Butchers' meat                                        | 422.3   | 469.7   | 510.9   | 548.7   | 590.3   | 616.2   | 632.4   | 675.0   | 711.8   | 757.6    |
| Other food                                            | 729.9   | 795.2   | 847.1   | 892.2   | 947.9   | 1,002.0 | 1,040.3 | 1,123.4 | 1,206.0 | 1,285.9  |
| Total food and groceries                              | 2,010.5 | 2,203.9 | 2,372.4 | 2,531.3 | 2,699.7 | 2,867.3 | 2,994.1 | 3,205.1 | 3,422.4 | 3,694.9  |
| Beer, wine and spirits                                | 545.9   | 593.2   | 631.1   | 684.4   | 744.0   | 811.9   | 867.2   | 944.4   | 1,018.0 | 1,089.6  |
| Clothing and drapery                                  | 900.0   | 1,015.1 | 1,079.5 | 1,120.4 | 1,173.5 | 1,248.5 | 1,314.1 | 1,400.0 | 1,511.9 | 1,629.5  |
| Footwear                                              | 154.7   | 171.1   | 177.4   | 180.5   | 197.3   | 210.0   | 216.0   | 232.9   | 250.1   | 261.9    |
| Hardware, china and glassware                         | 146.0   | 153.5   | 162.9   | 164.0   | 175.6   | 183.4   | 201.0   | 223.1   | 244.7   | 267.0    |
| Electrical goods                                      | 348.0   | 390.1   | 415.0   | 401.0   | 409.5   | 446.5   | 466.8   | 501.7   | 549.6   | 614.0    |
| Furniture and floor coverings                         | 230.1   | 272.2   | 302.6   | 312.0   | 323.9   | 358.2   | 394.8   | 435.6   | 470.9   | 506.8    |
| Chemists' goods                                       | 265.8   | 305.6   | 333.8   | 362.0   | 387.5   | 417.3   | 455.2   | 504.7   | 556.6   | 600.2    |
| Newspapers, books and stationery                      | 166.4   | 190.9   | 202.5   | 213.7   | 235.0   | 252.2   | 273.5   | 299.4   | 324.0   | 341.6    |
| Other goods                                           | 489.7   | 563.2   | 610.0   | 655.5   | 703.5   | 738.4   | 813.9   | 884.8   | 941.7   | 1,012.8  |
| Total (excluding motor vehicles, parts, petrol, etc.) | 5,257.1 | 5,858.8 | 6,287.2 | 6,624.8 | 7,049.5 | 7,533.7 | 7,996.6 | 8,631.7 | 9,289.9 | 10,018.3 |

(a) Excludes Northern Territory and Australian Capital Territory.

TABLE 4. - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.): AUSTRALIA (a)  
(\$ million)

| Commodity group                                   | September quarter |         |         |         |         | December quarter |         |         |         |
|---------------------------------------------------|-------------------|---------|---------|---------|---------|------------------|---------|---------|---------|
|                                                   | 1968              | 1969    | 1970    | 1971    | 1972    | 1968             | 1969    | 1970    | 1971    |
| ORIGINAL                                          |                   |         |         |         |         |                  |         |         |         |
| Groceries                                         | 316.6             | 337.5   | 361.4   | 392.6   | 431.0   | 349.6            | 372.4   | 400.2   | 437.8   |
| Butchers' meat                                    | 157.2             | 164.8   | 176.1   | 185.2   | 200.4   | 157.3            | 171.2   | 180.9   | 194.1   |
| Other food                                        | 247.8             | 264.0   | 287.2   | 306.4   | 323.8   | 273.6            | 293.6   | 314.3   | 335.9   |
| Total food and groceries                          | 721.6             | 766.3   | 824.7   | 884.2   | 955.2   | 780.5            | 837.2   | 895.4   | 967.8   |
| Beer, wine and spirits                            | 192.6             | 212.9   | 228.2   | 251.4   | 265.0   | 241.2            | 260.5   | 279.4   | 297.9   |
| Clothing and drapery                              | 304.3             | 323.2   | 341.9   | 381.3   | 409.2   | 380.1            | 404.8   | 439.2   | 470.6   |
| Footwear                                          | 49.7              | 53.3    | 54.9    | 61.2    | 65.2    | 61.1             | 65.5    | 68.5    | 72.7    |
| Hardware, china and glassware                     | 43.7              | 49.3    | 52.4    | 58.4    | 66.0    | 63.3             | 70.6    | 77.9    | 82.5    |
| Electrical goods                                  | 108.6             | 117.2   | 123.7   | 142.6   | 160.7   | 135.9            | 148.0   | 162.1   | 179.1   |
| Furniture and floor coverings                     | 95.8              | 106.6   | 114.2   | 126.4   | 140.3   | 114.9            | 125.8   | 137.1   | 145.2   |
| Chemists' goods                                   | 108.1             | 120.1   | 131.9   | 142.9   | 153.6   | 125.5            | 139.4   | 154.9   | 166.8   |
| Newspapers, books and stationery                  | 60.9              | 67.0    | 72.1    | 77.3    | 83.8    | 76.4             | 82.2    | 91.9    | 95.5    |
| Other goods                                       | 186.2             | 203.1   | 217.9   | 235.6   | 248.1   | 246.7            | 270.1   | 287.4   | 309.8   |
| Total (excl. motor vehicles, parts, petrol, etc.) | 1,871.5           | 2,019.0 | 2,161.9 | 2,361.3 | 2,547.1 | 2,225.6          | 2,404.1 | 2,593.8 | 2,787.9 |
| SEASONALLY ADJUSTED (b)                           |                   |         |         |         |         |                  |         |         |         |
| Groceries                                         | 319.9             | 342.3   | 367.8   | 398.8   | 437.6   | 326.3            | 348.3   | 373.1   | 407.4   |
| Butchers' meat                                    | 156.1             | 164.2   | 174.3   | 183.8   | 199.5   | 156.0            | 168.1   | 177.6   | 189.2   |
| Other food                                        | 255.5             | 271.9   | 295.8   | 313.8   | 332.6   | 259.8            | 278.9   | 297.0   | 317.0   |
| Total food and groceries                          | 731.2             | 778.1   | 837.6   | 895.4   | 968.2   | 742.5            | 795.8   | 848.0   | 914.1   |
| Beer, wine and spirits                            | 209.6             | 229.5   | 246.4   | 271.8   | 285.5   | 215.5            | 233.8   | 251.6   | 267.6   |
| Clothing and drapery                              | 318.3             | 342.0   | 359.2   | 401.6   | 431.7   | 326.6            | 344.8   | 374.9   | 403.5   |
| Footwear                                          | 52.4              | 56.3    | 58.2    | 64.6    | 69.2    | 53.6             | 57.7    | 60.2    | 64.5    |
| Hardware, china and glassware                     | 48.7              | 54.6    | 57.9    | 64.3    | 73.0    | 49.6             | 55.2    | 60.8    | 64.1    |
| Electrical goods                                  | 113.3             | 122.5   | 127.9   | 149.8   | 169.4   | 115.8            | 124.3   | 138.2   | 151.9   |
| Furniture and floor coverings                     | 94.6              | 105.3   | 113.2   | 125.5   | 139.8   | 97.8             | 107.4   | 117.3   | 124.5   |
| Chemists' goods                                   | 109.7             | 121.7   | 134.1   | 145.8   | 156.2   | 111.7            | 124.3   | 138.1   | 148.4   |
| Newspapers, books and stationery                  | 65.3              | 72.4    | 77.9    | 83.8    | 90.9    | 67.7             | 72.9    | 81.9    | 84.4    |
| Other goods                                       | 195.2             | 214.6   | 230.4   | 249.5   | 262.3   | 201.4            | 220.2   | 234.3   | 251.2   |
| Total (excl. motor vehicles, parts, petrol, etc.) | 1,939.5           | 2,096.3 | 2,243.8 | 2,447.4 | 2,646.7 | 1,981.0          | 2,137.1 | 2,301.8 | 2,468.5 |

(a) Excludes Northern Territory and Australian Capital Territory. (b) See paragraph 13, page 4.



TABLE 4. - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.): AUSTRALIA (a) - continued  
(\$ million)

| Commodity group                                   | March quarter |         |         |         |         | June quarter |         |         |         |         |
|---------------------------------------------------|---------------|---------|---------|---------|---------|--------------|---------|---------|---------|---------|
|                                                   | 1968          | 1969    | 1970    | 1971    | 1972    | 1968         | 1969    | 1970    | 1971    | 1972    |
| ORIGINAL                                          |               |         |         |         |         |              |         |         |         |         |
| Groceries                                         | 305.8         | 321.8   | 342.3   | 364.1   | 408.7   | 310.5        | 333.4   | 354.5   | 378.9   | 412.3   |
| Butchers' meat                                    | 148.9         | 154.6   | 164.0   | 172.6   | 186.1   | 157.1        | 163.3   | 175.0   | 182.2   | 192.2   |
| Other food                                        | 251.7         | 262.0   | 286.1   | 300.3   | 322.0   | 249.5        | 256.9   | 279.7   | 304.2   | 321.6   |
| Total food and groceries                          | 706.4         | 738.4   | 792.4   | 837.0   | 916.8   | 717.1        | 753.6   | 809.2   | 865.3   | 926.1   |
| Beer, wine and spirits                            | 215.7         | 224.1   | 245.1   | 261.7   | 280.2   | 190.3        | 209.3   | 225.9   | 248.7   | 260.1   |
| Clothing and drapery                              | 258.2         | 276.4   | 294.6   | 313.0   | 337.3   | 329.9        | 353.3   | 377.4   | 417.8   | 440.3   |
| Footwear                                          | 44.3          | 46.3    | 50.2    | 53.7    | 56.0    | 54.8         | 58.9    | 63.9    | 73.0    | 72.0    |
| Hardware, china and glassware                     | 41.5          | 46.8    | 50.8    | 56.5    | 62.3    | 42.4         | 47.2    | 52.4    | 57.9    | 63.8    |
| Electrical goods                                  | 107.6         | 109.8   | 115.2   | 129.4   | 140.0   | 106.4        | 112.5   | 121.3   | 134.4   | 152.3   |
| Furniture and floor coverings                     | 78.7          | 87.7    | 96.3    | 106.7   | 111.1   | 87.3         | 96.4    | 106.9   | 112.9   | 124.1   |
| Chemists' goods                                   | 97.4          | 107.5   | 118.0   | 131.8   | 140.2   | 102.4        | 114.1   | 127.2   | 138.0   | 150.3   |
| Newspapers, books and stationery                  | 66.1          | 72.1    | 77.7    | 84.1    | 87.9    | 58.9         | 64.1    | 72.5    | 75.9    | 80.9    |
| Other goods                                       | 168.6         | 188.3   | 203.2   | 215.7   | 231.5   | 174.7        | 192.7   | 208.4   | 220.7   | 235.9   |
| Total (excl. motor vehicles, parts, petrol, etc.) | 1,784.5       | 1,897.4 | 2,043.5 | 2,189.6 | 2,363.3 | 1,864.2      | 2,002.1 | 2,165.1 | 2,344.6 | 2,505.8 |
| SEASONALLY ADJUSTED (b)                           |               |         |         |         |         |              |         |         |         |         |
| Groceries                                         | 315.9         | 335.5   | 353.3   | 379.2   | 419.3   | 317.0        | 340.1   | 363.9   | 386.3   | 421.6   |
| Butchers' meat                                    | 152.3         | 159.2   | 170.7   | 179.0   | 190.6   | 156.0        | 161.9   | 173.1   | 180.5   | 190.2   |
| Other food                                        | 251.0         | 263.6   | 284.6   | 303.7   | 318.9   | 255.3        | 262.8   | 289.2   | 311.1   | 330.8   |
| Total food and groceries                          | 720.1         | 758.8   | 808.9   | 863.1   | 930.0   | 727.9        | 764.4   | 826.2   | 877.4   | 942.2   |
| Beer, wine and spirits                            | 208.5         | 219.8   | 238.7   | 255.4   | 270.1   | 203.9        | 223.9   | 242.5   | 265.7   | 278.5   |
| Clothing and drapery                              | 308.7         | 332.6   | 365.6   | 379.0   | 402.3   | 313.2        | 335.1   | 358.5   | 395.7   | 417.3   |
| Footwear                                          | 51.9          | 54.7    | 58.7    | 63.5    | 64.8    | 51.5         | 55.1    | 59.9    | 67.9    | 67.0    |
| Hardware, china and glassware                     | 44.9          | 51.3    | 56.2    | 62.2    | 67.8    | 46.7         | 52.0    | 57.4    | 63.9    | 70.1    |
| Electrical goods                                  | 114.6         | 118.2   | 125.6   | 138.6   | 148.9   | 113.1        | 119.9   | 129.2   | 143.5   | 162.5   |
| Furniture and floor coverings                     | 88.4          | 99.9    | 110.1   | 120.9   | 124.9   | 93.0         | 102.6   | 113.0   | 120.0   | 131.5   |
| Chemists' goods                                   | 103.5         | 115.6   | 127.6   | 141.3   | 149.2   | 106.6        | 118.7   | 131.3   | 143.5   | 155.7   |
| Newspapers, books and stationery                  | 63.6          | 69.9    | 76.0    | 81.2    | 84.6    | 64.7         | 70.3    | 78.6    | 83.0    | 88.0    |
| Other goods                                       | 184.1         | 207.4   | 223.4   | 237.2   | 252.1   | 190.1        | 209.9   | 227.6   | 240.8   | 257.7   |
| Total (excl. motor vehicles, parts, petrol, etc.) | 1,889.5       | 2,028.5 | 2,182.6 | 2,345.6 | 2,496.5 | 1,911.9      | 2,053.0 | 2,223.0 | 2,403.4 | 2,570.5 |

(a) Excludes Northern Territory and Australian Capital Territory. (b) See paragraph 13, page 4.

TABLE 5. - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.): STATES  
(\$ millions)

| JUNE QUARTER 1971                                 |        |       |       |       |       |      |           |
|---------------------------------------------------|--------|-------|-------|-------|-------|------|-----------|
| Commodity group                                   | N.S.W. | Vic.  | Qld   | S.A.  | W.A.  | Tas. | Aust. (a) |
| Groceries                                         | 138.3  | 107.7 | 53.8  | 32.6  | 35.2  | 11.3 | 378.9     |
| Butchers' meat                                    | 67.5   | 54.2  | 25.1  | 15.6  | 14.5  | 5.3  | 182.2     |
| Other food                                        | 111.5  | 88.9  | 41.5  | 27.4  | 26.8  | 8.1  | 304.2     |
| Total food and groceries                          | 317.3  | 250.8 | 120.4 | 75.6  | 76.5  | 24.7 | 865.3     |
| Beer, wine and spirits                            | 87.5   | 71.2  | 36.0  | 22.0  | 24.4  | 7.6  | 248.7     |
| Clothing and drapery                              | 167.0  | 116.8 | 51.8  | 37.2  | 31.8  | 13.2 | 417.8     |
| Footwear                                          | 26.9   | 22.3  | 9.4   | 6.9   | 5.3   | 2.2  | 73.0      |
| Hardware, china and glassware                     | 20.4   | 17.8  | 7.8   | 5.5   | 4.7   | 1.7  | 57.9      |
| Electrical goods                                  | 50.1   | 38.4  | 17.9  | 12.9  | 11.5  | 3.6  | 134.4     |
| Furniture and floor coverings                     | 44.9   | 31.4  | 13.2  | 10.4  | 9.6   | 3.4  | 112.9     |
| Chemists' goods                                   | 56.2   | 36.5  | 20.4  | 11.1  | 10.2  | 3.6  | 138.0     |
| Newspapers, books and stationery                  | 29.8   | 22.5  | 10.3  | 5.6   | 5.4   | 2.3  | 75.9      |
| Other goods                                       | 81.7   | 65.1  | 30.0  | 19.7  | 17.8  | 6.4  | 220.7     |
| Total (excl. motor vehicles, parts, petrol, etc.) | 881.8  | 672.8 | 317.2 | 206.9 | 197.2 | 68.7 | 2,344.6   |

| SEPTEMBER QUARTER 1971                            |        |       |       |       |       |      |           |
|---------------------------------------------------|--------|-------|-------|-------|-------|------|-----------|
| Commodity group                                   | N.S.W. | Vic.  | Qld   | S.A.  | W.A.  | Tas. | Aust. (a) |
| Groceries                                         | 144.3  | 111.6 | 55.0  | 33.8  | 36.1  | 11.8 | 392.6     |
| Butchers' meat                                    | 69.3   | 55.2  | 25.7  | 15.4  | 14.2  | 5.4  | 185.2     |
| Other food                                        | 112.8  | 89.3  | 42.3  | 27.5  | 26.4  | 8.1  | 306.4     |
| Total food and groceries                          | 326.4  | 256.1 | 123.0 | 76.7  | 76.7  | 25.3 | 884.2     |
| Beer, wine and spirits                            | 88.7   | 72.0  | 37.3  | 21.4  | 24.5  | 7.5  | 251.4     |
| Clothing and drapery                              | 150.7  | 105.1 | 51.3  | 33.4  | 29.3  | 11.5 | 381.3     |
| Footwear                                          | 21.8   | 18.4  | 8.8   | 5.7   | 4.7   | 1.8  | 61.2      |
| Hardware, china and glassware                     | 21.0   | 17.7  | 7.9   | 5.5   | 4.6   | 1.7  | 58.4      |
| Electrical goods                                  | 51.6   | 40.9  | 19.7  | 14.2  | 12.5  | 3.7  | 142.6     |
| Furniture and floor coverings                     | 50.7   | 35.0  | 14.7  | 12.2  | 10.2  | 3.6  | 126.4     |
| Chemists' goods                                   | 57.0   | 38.2  | 21.7  | 11.9  | 10.5  | 3.6  | 142.9     |
| Newspapers, books and stationery                  | 29.9   | 23.1  | 10.5  | 5.7   | 5.5   | 2.6  | 77.3      |
| Other goods                                       | 86.9   | 71.0  | 31.4  | 21.0  | 18.7  | 6.6  | 235.6     |
| Total (excl. motor vehicles, parts, petrol, etc.) | 884.7  | 677.5 | 326.3 | 207.7 | 197.2 | 67.9 | 2,361.3   |

(a) Excludes Northern Territory and Australian Capital Territory.

TABLE 5. - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS  
(EXCLUDING MOTOR VEHICLES, PARTS, PETROL, ETC.): STATES - continued  
(\$ million)

| JUNE QUARTER 1972                                 |        |       |       |       |       |      |           |
|---------------------------------------------------|--------|-------|-------|-------|-------|------|-----------|
| Commodity group                                   | N.S.W. | Vic.  | Qld   | S.A.  | W.A.  | Tas. | Aust. (a) |
| Groceries                                         | 151.3  | 117.1 | 57.3  | 35.8  | 38.2  | 12.6 | 412.3     |
| Butchers' meat                                    | 71.1   | 56.6  | 27.0  | 16.7  | 15.3  | 5.5  | 192.2     |
| Other food                                        | 118.5  | 93.8  | 44.6  | 28.4  | 27.9  | 8.4  | 321.6     |
| Total food and groceries                          | 340.9  | 267.5 | 128.9 | 80.9  | 81.4  | 26.5 | 926.1     |
| Beer, wine and spirits                            | 90.0   | 74.6  | 38.2  | 24.4  | 25.1  | 7.8  | 260.1     |
| Clothing and drapery                              | 174.8  | 123.4 | 55.5  | 39.1  | 33.5  | 14.0 | 440.3     |
| Footwear                                          | 26.5   | 21.7  | 9.8   | 6.6   | 5.2   | 2.2  | 72.0      |
| Hardware, china and glassware                     | 22.7   | 19.6  | 8.5   | 6.0   | 5.2   | 1.8  | 63.8      |
| Electrical goods                                  | 55.4   | 46.0  | 20.6  | 14.2  | 12.3  | 3.8  | 152.3     |
| Furniture and floor coverings                     | 49.8   | 33.8  | 15.3  | 11.5  | 10.3  | 3.4  | 124.1     |
| Chemists' goods                                   | 60.1   | 40.1  | 22.6  | 12.6  | 11.0  | 3.9  | 150.3     |
| Newspapers, books and stationery                  | 31.2   | 23.9  | 11.3  | 6.1   | 5.8   | 2.6  | 80.9      |
| Other goods                                       | 86.8   | 70.4  | 32.5  | 21.4  | 18.0  | 6.8  | 235.9     |
| Total (excl. motor vehicles, parts, petrol, etc.) | 938.2  | 721.0 | 343.2 | 222.8 | 207.8 | 72.8 | 2,505.8   |
| SEPTEMBER QUARTER 1972                            |        |       |       |       |       |      |           |
| Commodity group                                   | N.S.W. | Vic.  | Qld   | S.A.  | W.A.  | Tas. | Aust. (a) |
| Groceries                                         | 155.6  | 127.0 | 59.3  | 37.1  | 38.7  | 13.3 | 431.0     |
| Butchers' meat                                    | 74.4   | 59.7  | 27.7  | 17.3  | 15.8  | 5.5  | 200.4     |
| Other food                                        | 120.0  | 94.2  | 44.7  | 28.9  | 27.6  | 8.4  | 323.8     |
| Total food and groceries                          | 350.0  | 280.9 | 131.7 | 83.3  | 82.1  | 27.2 | 955.2     |
| Beer, wine and spirits                            | 92.2   | 76.8  | 40.1  | 23.7  | 24.2  | 8.0  | 265.0     |
| Clothing and drapery                              | 160.1  | 113.9 | 54.3  | 36.8  | 31.6  | 12.5 | 409.2     |
| Footwear                                          | 23.4   | 19.5  | 9.2   | 6.3   | 4.8   | 2.0  | 65.2      |
| Hardware, china and glassware                     | 23.7   | 19.8  | 9.1   | 6.1   | 5.6   | 1.7  | 66.0      |
| Electrical goods                                  | 55.7   | 48.8  | 23.2  | 15.6  | 13.4  | 4.0  | 160.7     |
| Furniture and floor coverings                     | 56.2   | 38.4  | 17.5  | 13.4  | 11.2  | 3.6  | 140.3     |
| Chemists' goods                                   | 61.2   | 40.5  | 23.5  | 13.1  | 11.3  | 4.0  | 153.6     |
| Newspapers, books and stationery                  | 32.0   | 25.2  | 11.8  | 6.0   | 6.0   | 2.8  | 83.8      |
| Other goods                                       | 90.4   | 74.8  | 34.5  | 22.7  | 18.6  | 7.1  | 248.1     |
| Total (excl. motor vehicles, parts, petrol, etc.) | 944.9  | 738.6 | 354.9 | 227.0 | 208.8 | 72.9 | 2,547.1   |

(a) Excludes Northern Territory and Australian Capital Territory.

TABLE 6. - TOTAL VALUE OF RETAIL SALES OF MOTOR VEHICLES, PARTS, PETROL, ETC.  
(\$ million)

| Period    | Original |         |       |       |       |       | Seasonally adjusted (a) |           |
|-----------|----------|---------|-------|-------|-------|-------|-------------------------|-----------|
|           | N.S.W.   | Vic.    | Qld   | S.A.  | W.A.  | Tas.  | Aust. (b)               | Aust. (b) |
| Year      |          |         |       |       |       |       |                         |           |
| 1947-48   | 85.4     | 66.0    | 35.6  | 23.0  | 17.8  | 7.6   | 235.4                   | --        |
| 1948-49   | 123.0    | 90.2    | 46.8  | 33.8  | 27.4  | 11.0  | 332.2                   | --        |
| 1952-53   | 302.7    | 217.5   | 125.7 | 90.5  | 75.7  | 27.4  | 839.5                   | --        |
| 1952-53   | 288.0    | 204.8   | 112.6 | 84.3  | 67.9  | 25.8  | 783.4                   | --        |
| 1956-57   | 433.5    | 319.8   | 178.9 | 124.7 | 91.4  | 44.0  | 1,192.3                 | --        |
| 1961-62   | 623.1    | 431.2   | 218.0 | 143.1 | 133.9 | 53.9  | 1,603.2                 | --        |
| 1962-63   | 778.4    | 525.3   | 279.7 | 180.5 | 159.9 | 63.3  | 1,987.1                 | --        |
| 1963-64   | 842.3    | 586.7   | 326.9 | 212.5 | 168.6 | 70.8  | 2,207.8                 | --        |
| 1964-65   | 894.2    | 648.2   | 353.0 | 238.0 | 169.0 | 75.7  | 2,378.1                 | --        |
| 1965-66   | 890.5    | 657.8   | 345.9 | 220.4 | 181.7 | 77.4  | 2,373.7                 | --        |
| 1966-67   | 969.5    | 680.2   | 352.9 | 214.7 | 219.5 | 79.9  | 2,516.7                 | --        |
| 1967-68   | 1,083.3  | 760.1   | 397.1 | 242.0 | 249.9 | 86.3  | 2,818.7                 | --        |
| 1968-69   | 1,186.1  | 797.6   | 427.9 | 261.1 | 294.3 | 88.9  | 3,055.9                 | --        |
| 1969-70   | 1,329.9  | 888.1   | 465.2 | 285.7 | 320.3 | 102.0 | 3,391.2                 | --        |
| 1970-71   | 1,440.9  | 941.4   | 494.9 | 297.6 | 348.0 | 112.8 | 3,635.6                 | --        |
| 1971-72   | 1,538.9  | 1,006.3 | 562.7 | 322.5 | 354.3 | 126.0 | 3,910.7                 | --        |
| Quarter   |          |         |       |       |       |       |                         |           |
| 1968-69   |          |         |       |       |       |       |                         |           |
| September | 280.2    | 193.7   | 104.3 | 61.5  | 70.0  | 22.1  | 731.8                   | 731.1     |
| December  | 301.4    | 210.0   | 109.9 | 66.0  | 75.0  | 22.9  | 785.2                   | 754.7     |
| March     | 294.1    | 191.7   | 102.8 | 65.8  | 73.5  | 21.7  | 749.6                   | 779.3     |
| June      | 310.4    | 202.2   | 110.9 | 67.8  | 75.8  | 22.2  | 789.3                   | 797.2     |
| 1969-70   |          |         |       |       |       |       |                         |           |
| September | 320.9    | 220.1   | 117.1 | 70.6  | 79.2  | 24.6  | 832.5                   | 828.7     |
| December  | 335.6    | 232.2   | 120.8 | 73.5  | 83.5  | 25.9  | 871.5                   | 840.0     |
| March     | 326.7    | 211.7   | 112.4 | 71.4  | 77.4  | 25.0  | 824.6                   | 853.2     |
| June      | 346.7    | 224.1   | 114.9 | 70.2  | 80.2  | 26.5  | 862.6                   | 864.9     |
| 1970-71   |          |         |       |       |       |       |                         |           |
| September | 341.9    | 233.9   | 118.9 | 70.8  | 81.9  | 26.7  | 874.1                   | 873.6     |
| December  | 367.5    | 247.5   | 128.8 | 80.2  | 91.2  | 29.5  | 944.7                   | 900.8     |
| March     | 357.3    | 224.4   | 119.1 | 70.5  | 86.3  | 26.3  | 883.9                   | 923.9     |
| June      | 374.2    | 235.6   | 128.1 | 76.1  | 88.6  | 30.3  | 932.9                   | 943.0     |
| 1971-72   |          |         |       |       |       |       |                         |           |
| September | 380.1    | 245.0   | 140.1 | 82.2  | 92.3  | 30.4  | 970.1                   | 959.6     |
| December  | 394.5    | 261.8   | 142.7 | 84.0  | 90.4  | 31.6  | 1,005.0                 | 966.6     |
| March     | 370.5    | 237.4   | 132.3 | 75.9  | 83.4  | 30.8  | 930.3                   | 957.7     |
| June      | 393.8    | 262.1   | 147.6 | 80.4  | 88.2  | 33.2  | 1,005.3                 | 1,012.2   |
| 1972-73   |          |         |       |       |       |       |                         |           |
| September | 400.4    | 268.5   | 150.4 | 81.7  | 86.3  | 33.5  | 1,020.8                 | 1,015.2   |

(a) See paragraph 13, page 4. (b) Excludes Northern Territory and Australian Capital Territory.

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NOTE. Inquiries concerning these statistics may be made in Canberra by telephoning 490 211 extension 293 or, in each State capital, by telephoning the office of the Bureau of Census and Statistics.

## APPENDIX

## SEASONAL ADJUSTMENT METHODS AND MEASURES OF VARIABILITY

The seasonally adjusted series given in this bulletin have been calculated using the X-11 Variants of the U.S. Bureau of Census Method II seasonal adjustment programs, a description of which is given in the Bureau of Census and Statistics Publication *Seasonally Adjusted Indicators, 1972* (Reference No. 1.10). As described in that publication (in paragraphs 16 to 18 of the Notes on Seasonal Adjustment Methods), the manner in which these programs have been employed for each series depends on the selection made from among alternative optional procedures allowed for in the programs. The selection of program options has been based on the results of analyses made for each individual series.

As the program options employed could affect the results of seasonal adjustment and the interpretation, the more important program options employed in calculating seasonally adjusted figures included in this bulletin are described below. The terminology used is explained in *Seasonally Adjusted Indicators, 1972*.

Users should note particularly that in addition to being adjusted for the normal seasonal factors, all of the series published in seasonally adjusted form in this bulletin have been adjusted for 'trading-day' effects arising from the varying numbers of Sundays, Mondays, Tuesdays, etc., in each month or quarter. In contrast with the normal seasonal factors, which may be expected to change only gradually from year to year, the trading-day adjustments for any month or quarter will vary from year to year in accordance with the combination of days which occur in particular months or quarters. Adjustment has also been made to all series included in this bulletin for the effects of movements in the date of Easter, and the monthly series for the movement in the date of Australia Day.

Multiplicative adjustment has been employed in calculating all the seasonally adjusted series in this bulletin. For 'Monthly Retail Sales - Total', the trend has been calculated using a 9 term (i.e. 9 months) moving average (Henderson weighted) and for all quarterly series a similar 5 term moving average. In calculating seasonal factors for all the series a 3 x 5 term moving average (i.e. a 3 term moving average of a 5 term moving average) has been employed and special adjustments have been made in the case of 'Monthly Retail Sales - Total' and 'Quarterly Retail Sales - Hardware, China and Glassware' to allow for the evident effects of abrupt changes in the seasonal patterns. The program standard limits for graduated treatment of extremes, i.e. 1.5 and 2.5 standard deviations, have been used for all the series.

Each of the component series shown in Table 4 has been seasonally adjusted independently. As a consequence, while the unadjusted components in the original series shown in Table 4 add to the totals, the adjusted components may not add to the adjusted totals. It should also be noted that the seasonally adjusted figures reflect the sampling errors to which the original figures are subject.

The seasonally adjusted figures published in this bulletin are based on analyses of series over 11 years in the case of 'Monthly Retail Sales - Total', 16 years in the case of 'Quarterly Retail Sales - Total' and 'Quarterly Retail Sales - Motor Vehicles, Parts, Petrol, etc.', and 14 years in the case of the remaining quarterly retail sales series.

To assist in interpreting movements shown by particular series included in this bulletin, selected measures of variability for original and seasonally adjusted series for trend and irregular components and for seasonal and trading-day adjustment factors are shown in the table overleaf. These measures are averages, without regard to 'sign', of the percentage change in the indicated series from month to month, or quarter to quarter, and for seasonal factors from year to year, over the whole number of months or quarters of the adjusted series (but in some instances omitting changes for the most recent months or quarters). The effects of special adjustments for the influence of Easter, and of apparent abrupt changes in seasonality are excluded from these measures of variability.

## MEASURES OF VARIABILITY

| Series                              | Average percentage change without regard to sign : |            |              |               |               |                          |                                        |
|-------------------------------------|----------------------------------------------------|------------|--------------|---------------|---------------|--------------------------|----------------------------------------|
|                                     | From quarter to quarter*                           |            |              |               |               |                          | From year to year in the seas. factors |
|                                     | Original series                                    | Seas. adj. | Trend series | Irreg. series | Seas. factors | Trading-day adj. factors |                                        |
| Monthly Retail Sales :              |                                                    |            |              |               |               |                          |                                        |
| Total (excl. M. V., parts, etc.)    | 8.35                                               | 0.82       | 0.51         | 0.59          | 5.90          | 4.18                     | 0.08                                   |
| Quarterly Retail Sales :            |                                                    |            |              |               |               |                          |                                        |
| Groceries                           | 6.15                                               | 1.63       | 1.54         | 0.47          | 4.45          | 0.98                     | 0.11                                   |
| Butchers' meat                      | 3.05                                               | 1.66       | 1.49         | 0.53          | 1.56          | 1.17                     | 0.09                                   |
| Other food                          | 4.58                                               | 1.55       | 1.42         | 0.62          | 4.15          | 1.09                     | 0.07                                   |
| Total food and groceries            | 4.50                                               | 1.52       | 1.46         | 0.31          | 3.15          | 0.99                     | 0.07                                   |
| Beer, wine and spirits              | 9.61                                               | 1.78       | 1.54         | 0.59          | 9.72          | 1.01                     | 0.08                                   |
| Clothing and drapery                | 22.19                                              | 1.54       | 1.46         | 0.51          | 21.57         | 1.13                     | 0.06                                   |
| Footwear                            | 20.13                                              | 2.13       | 1.55         | 1.16          | 19.38         | 1.08                     | 0.21                                   |
| Hardware, china and glassware       | 15.99                                              | 2.09       | 1.60         | 1.07          | 17.46         | 1.25                     | 0.17                                   |
| Electrical goods                    | 11.98                                              | 2.54       | 2.15         | 0.99          | 9.87          | 1.21                     | 0.20                                   |
| Furniture and floor coverings       | 14.41                                              | 2.36       | 2.18         | 0.72          | 12.22         | 1.10                     | 0.12                                   |
| Chemists' goods                     | 10.22                                              | 2.33       | 2.21         | 0.68          | 7.76          | 1.15                     | 0.14                                   |
| Newspapers, books and stationery    | 11.62                                              | 1.74       | 1.65         | 0.81          | 10.90         | 1.20                     | 0.19                                   |
| Other goods                         | 16.24                                              | 1.91       | 1.75         | 0.61          | 14.26         | 1.00                     | 0.11                                   |
| Total (excl. M.V., parts, etc.)     | 9.67                                               | 1.48       | 1.44         | 0.27          | 8.85          | 1.04                     | 0.07                                   |
| Motor vehicles, parts, petrol, etc. | 6.29                                               | 3.09       | 2.73         | 1.21          | 3.84          | 1.23                     | 0.25                                   |

\* From month to month for monthly series.