

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS
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MORNING PAPERS :	TUESDAY, 3RD AUGUST, 1954.	LIBRARY OF THE COMMONWEALTH BUREAU OF CENSUS AND STATISTICS
EVENING PAPERS :	TUESDAY, 3RD AUGUST, 1954.	
BROADCASTING STATIONS :	MIDNIGHT, MONDAY 2ND AUGUST, 1954.	
RETAIL SALES OF GOODS : AUSTRALIA		
JUNE QUARTER, 1954 (PRELIMINARY ESTIMATES)		

Preliminary estimates of the total value of goods sold at retail in Australia during the quarter ended 30th June, 1954 have been derived from returns of a representative sample of retail traders and are summarized in this Bulletin with comparisons for previous periods. The statistics herein relate to the value only of retail sales. To assess the movement in the volume of retail sales made, it is necessary to allow for variations in prices.

Because of the seasonal nature of retail trade, sales made in one quarter should not be compared with those in the previous quarter without making allowances for seasonal influences. Consequently, where percentage increases are shown in this Bulletin (Tables 1, 3 and 5) quarterly figures of retail sales are compared with those of the corresponding quarter of the previous year.

The returns used in these estimates for June quarter, 1954 cover approximately 30 per cent of all retail sales in Australia. The estimated totals for Australia have been calculated by methods appropriate to a stratified sample. Within a few weeks final estimates for June quarter, 1954 will be published in greater detail on the basis of a more extensive sample than that used in these preliminary estimates.

A Census of Retail Establishments was conducted for the year ended 30th June, 1953 and results will be available shortly, when it may be necessary to make some amendments to the estimates published herein in respect of the year 1952-53 and other periods subsequent to the 1948-49 Census.

The figures relate to goods (as distinct from services, accommodation, entertainments, meals, etc.) sold to the public from retail establishments with fixed premises (shops, rooms, kiosks and yards). Hotels, wine saloons and refreshment rooms are included in respect of goods sold; but clubs and guest houses are entirely excluded. Goods sold at retail from farms direct (e.g. milk and eggs) and from factories direct (e.g. bread delivered from factories) are excluded. The tables relate to rather more than 90 per cent of consumer retail expenditure on goods, but include also some producer expenditure made at retail, mainly in respect of motor vehicles, petrol, etc.

More complete descriptions of the types of retail establishments covered and of the commodity groupings are contained in Bulletins issued in connexion with the Census of Retail Establishments, 1948-49.

Particulars throughout this statement exclude the Australian Capital Territory and the Northern Territory, for which retail sales shown at the Census of Retail Establishments in the year ended 30th June, 1949 were £2.4 million and £2.0 million respectively.

TABLE 1 : VALUE OF RETAIL SALES OF GOODS (EXCLUDING MOTOR VEHICLES, ETC.)
 AUSTRALIA (a) - SEPTEMBER QUARTER, 1950 TO JUNE QUARTER, 1954.

Total Sales and Increase over Corresponding Quarter of Previous Year

Quarter ended -	Retail Sales (A)	Quarter ended -	Retail Sales (B)	Increase (B-A)	
				Amount	Per Cent.
	£ million		£ million	£ million	
30th September, 1950	302.8	30th September, 1951	370.3	67.5	22.3
31st December, 1950	349.8	31st December, 1951	426.5	76.7	21.9
31st March, 1951	335.4	31st March, 1952	380.7	45.3	13.5
30th June, 1951	366.6	30th June, 1952	394.8	28.2	7.7
30th September, 1951	370.3	30th September, 1952	384.2	13.9	3.8
31st December, 1951	426.5	31st December, 1952	448.5	22.0	5.2
31st March, 1952	380.7	31st March, 1953	389.3	8.6	2.3
30th June, 1952	394.8	30th June, 1953	415.0	20.2	5.1
30th September, 1952	384.2	30th September, 1953	414.2	30.0	7.8
31st December, 1952	448.5	31st December, 1953	486.8	38.3	8.5
31st March, 1953	389.3	31st March, 1954	411.6	22.3	5.7
30th June, 1953	415.0	30th June, 1954	441.1	26.1	6.3

(a) Excludes Australian Capital Territory and Northern Territory.

TABLE 2 : VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS
 AUSTRALIA (a)

£ million

Commodity Group	Year ended 30th June -						
	1948	1949	1950	1951	1952	1953	1954
Groceries	127.6	143.4	160.3	184.7	229.7	257.4	269.1
Butchers' Meat	157.7	65.3	74.4	89.1	113.2	120.1	124.2
Other Food (b)	116.6	116.6	131.7	155.8	188.5	207.7	220.8
Total Food and Groceries:	285.3	325.3	336.4	429.6	531.4	585.2	614.1
Beer, Wine and Spirits	(c)	95.3	104.4	121.8	150.8	169.1	182.5
Clothing, Drapery, Piece-goods and Footwear	199.0	237.8	261.4	322.8	342.7	343.4	373.2
Hardware, China and Glassware	(c)	72.5	83.1	110.2	128.0	128.5	139.3
Electrical Goods and Radios	(c)	33.8	41.0	58.2	66.1	61.8	73.9
Furniture and Floor Coverings	(c)	46.4	53.5	74.4	72.3	68.2	75.0
Other Goods (d)	(c)	167.9	198.1	237.6	281.0	280.8	295.7
Total (Excluding Motor Vehicles, etc.)	843.9	979.0	1107.9	1354.6	1572.3	1637.0	1753.7
Motor Vehicles, Parts, Petrol, etc.	117.7	166.1	255.2	334.7	357.5	325.1	375.6
TOTAL:	961.6	1145.1	1363.1	1689.3	1929.8	1962.1	2129.3

(a) Excludes Australian Capital Territory and Northern Territory.

(b) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish etc. but excludes some delivered milk and bread.

(c) Not available. Statistics of retail sales were not collected for this year in the detail shown.

(d) Includes Tobacco, Cigarettes, etc., Newspapers, Books and Stationery, Chemists' Goods, Grain and Produce, Jewellery, Office Equipment, etc.

TABLE 3 : VALUE OF RETAIL SALES BY COMMODITY GROUPS : AUSTRALIA (a)

Commodity Group	Value of Retail Sales (£ million)					Percentage Increase			
	1950	1951	1952	1953	1954	1950 to 1951	1951 to 1952	1952 to 1953	1953 to 1954
March Quarter									
Groceries ..	(b)	45.9	57.2	62.3	64.1	(b)	25	9	3
Butchers' Meat ..	(b)	22.4	28.7	29.2	30.1	(b)	28	2	3
Other Food (c) ..	(b)	40.6	48.7	52.1	55.5	(b)	20	7	7
Total Food and Groceries:	(b)	108.9	134.6	143.6	149.7	(b)	24	7	4
Beer, Wine and Spirits ..	(b)	32.1	40.3	43.8	47.0	(b)	26	9	7
Clothing, Drapery and Footwear	(b)	76.6	75.8	73.9	79.6	(b)	- 1	- 3	8
Hardware, China and Glassware	(b)	26.6	30.8	30.4	32.1	(b)	16	- 1	6
Electrical Goods and Radios	(b)	14.8	15.3	14.9	17.7	(b)	3	- 3	19
Furniture and Floor Coverings	(b)	18.7	16.4	16.2	16.8	(b)	-12	- 1	4
Other Goods (d) ..	(b)	57.7	67.5	66.5	68.7	(b)	17	- 1	3
Total (excl. Motor Vehicles, etc.)	(b)	335.4	380.7	389.3	411.6	(b)	14	2	6
Motor Vehicles, Parts, Petrol, etc.	(b)	81.1	89.0	78.5	89.6	(b)	10	-12	14
TOTAL:	(b)	416.5	469.7	467.8	501.2	(b)	13	..	7
June Quarter									
Groceries ..	(b)	49.4	60.9	65.3	67.0	(b)	23	7	3
Butchers' Meat ..	(b)	25.3	29.6	30.6	31.5	(b)	17	3	3
Other Food (c) ..	(b)	40.3	47.5	52.5	54.1	(b)	18	11	3
Total Food and Groceries:	(b)	115.0	138.0	148.4	152.6	(b)	20	8	3
Beer, Wine and Spirits ..	(b)	31.0	37.8	40.9	44.0	(b)	22	8	8
Clothing, Drapery and Footwear	(b)	90.8	89.8	94.0	101.3	(b)	- 1	5	8
Hardware, China and Glassware	(b)	31.3	31.2	32.7	34.8	(b)	..	5	6
Electrical Goods and Radios	(b)	15.4	13.9	14.5	17.3	(b)	-10	4	19
Furniture and Floor Coverings	(b)	20.6	16.6	17.0	18.8	(b)	-19	2	11
Other Goods (d) ..	(b)	62.5	67.5	67.5	72.3	(b)	8	..	7
Total (excl. Motor Vehicles, etc.)	(b)	366.6	394.8	415.0	441.1	(b)	8	5	6
Motor Vehicles, Parts, Petrol, etc.	(b)	89.4	83.3	84.1	100.2	(b)	- 7	1	19
TOTAL:	(b)	456.0	478.1	499.1	541.3	(b)	5	4	8
September Quarter									
Groceries ..		42.6	52.5	61.9	66.6		23	18	8
Butchers' Meat ..		20.2	26.7	30.1	31.3		32	13	4
Other Food (c) ..		35.9	43.3	48.7	53.0		31	12	9
Total Food and Groceries:		98.7	122.5	140.7	150.9		24	15	7
Beer, Wine and Spirits ..		26.7	31.6	37.9	40.9		18	20	8
Clothing, Drapery and Footwear		71.5	81.7	78.0	84.8		14	- 5	9
Hardware, China and Glassware		24.4	31.1	30.2	33.3		27	- 3	10
Electrical Goods and Radios		12.0	17.8	13.9	16.2		48	-22	17
Furniture and Floor Coverings		16.5	19.8	16.4	18.3		20	-17	12
Other Goods (d) ..		53.0	65.8	67.1	69.8		24	2	4
Total (excl. Motor Vehicles, etc.)		302.8	370.3	384.2	414.2		22	4	8
Motor Vehicles, Parts, Petrol, etc.		80.4	89.2	75.8	88.1		11	-15	16
TOTAL:		383.2	459.5	460.0	502.3		20	..	9
December Quarter									
Groceries ..		46.8	59.1	67.9	71.4		26	15	5
Butchers' Meat ..		21.2	28.2	30.2	31.3		33	7	4
Other Food (c) ..		39.0	49.0	54.4	58.2		26	11	7
Total Food and Groceries:		107.0	136.3	152.5	160.9		27	12	6
Beer, Wine and Spirits ..		32.0	41.1	46.5	50.6		28	13	9
Clothing, Drapery and Footwear		83.9	95.4	97.5	107.5		14	2	10
Hardware, China and Glassware		27.9	34.9	35.2	39.1		25	1	11
Electrical Goods and Radios		16.0	19.1	18.5	22.7		19	- 3	23
Furniture and Floor Coverings		18.6	19.5	18.6	21.1		5	- 5	13
Other Goods (d) ..		64.4	80.2	79.7	84.9		25	- 1	7
Total (excl. Motor Vehicles, etc.)		349.8	426.5	448.5	486.8		22	5	9
Motor Vehicles, Parts, Petrol, etc.		83.8	96.0	86.7	97.7		15	-10	13
TOTAL:		433.6	522.5	535.2	584.5		21	2	9

(a) Excludes Australian Capital Territory and Northern Territory. (b) Not available. Statistics of retail sales were not collected on a quarterly basis prior to September Quarter, 1950. (c) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish, etc., but excludes some delivered milk and bread. (d) Includes Tobacco, Cigarettes, etc., Newspapers, Books and Stationery, Chemists' Goods, Grain and Produce, Jewellery, Office Equipment, etc.

Note: Minus sign (-) denotes decrease.

TABLE 4 : VALUE OF RETAIL SALES : PROPORTION OF SALES IN EACH COMMODITY GROUP TO TOTAL SALES, AUSTRALIA (a)
(Per Cent)

Commodity Group	Year ended -								Quarter ended -									
	30th June, 1948	30th June, 1949	30th June, 1950	30th June, 1951	30th June, 1952	30th June, 1953	30th June, 1954	31st Dec., 1951	31st Mar., 1952	30th June, 1952	30th Sept., 1952	31st Dec., 1952	31st Mar., 1953	30th June, 1953	30th Sept., 1953	31st Dec., 1953	31st Mar., 1954	30th June, 1954
EXCLUDING MOTOR VEHICLES ETC.																		
Groceries	15.1	14.6	14.5	13.6	14.6	15.7	15.3	13.8	15.0	15.5	16.1	15.2	16.0	15.7	16.1	14.8	15.6	15.2
Butchers' Meat ..	18.7	6.7	6.7	6.6	7.2	7.3	7.1	6.6	7.6	7.5	7.8	6.7	7.5	7.4	7.5	6.5	7.3	7.1
Other Food (b) ..		11.9	11.9	11.5	12.0	12.7	12.6	11.5	12.8	12.0	12.7	12.1	13.4	12.7	12.8	12.0	13.5	12.3
Total Food and Groceries:	33.8	33.2	33.1	31.7	33.8	35.7	35.0	31.9	35.4	35.0	36.6	34.0	36.9	35.8	36.4	33.3	36.4	34.6
Beer, Wine and Spirits ..	(c)	9.7	9.4	9.0	9.6	10.3	10.4	9.6	10.6	9.6	9.9	10.4	11.2	9.8	9.9	10.3	11.4	10.0
Clothing, Drapery, Piece-Goods and Footwear	23.6	24.3	23.6	23.8	21.8	21.0	21.3	22.4	19.9	22.7	20.3	21.7	19.0	22.6	20.5	21.8	19.3	22.9
Hardware, China and Glassware	(c)	7.4	7.5	8.1	8.1	7.8	7.9	8.2	8.1	7.9	7.9	7.9	7.9	8.0	7.9	7.9	7.8	7.9
Electrical Goods and Radios	(c)	3.5	3.7	4.3	4.2	3.8	4.2	4.5	4.0	3.5	3.6	4.1	3.8	3.5	3.9	4.6	4.3	3.9
Furniture and Floor Coverings	(c)	4.7	4.8	5.5	4.6	4.2	4.3	4.6	4.3	4.2	4.3	4.1	4.1	4.1	4.4	4.4	4.1	4.3
Other Goods (d) ..	(c)	17.2	17.9	17.6	17.9	17.2	16.9	18.8	17.7	17.1	17.4	17.8	17.1	16.3	16.9	17.7	16.7	16.4
TOTAL:	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCLUDING MOTOR VEHICLES ETC.																		
Groceries	13.3	12.5	11.7	10.9	11.9	13.1	12.6	11.3	12.2	12.8	13.5	12.7	13.3	13.1	13.3	12.4	12.8	12.4
Butchers' Meat ..	16.4	5.7	5.5	5.3	5.9	6.1	5.8	5.4	6.1	6.2	6.5	5.6	6.3	6.1	6.2	5.4	6.0	5.8
Other Food (b) ..		10.2	9.7	9.2	9.7	10.6	10.4	9.4	10.4	9.9	10.6	10.1	11.1	10.5	10.5	10.0	11.1	10.0
Total Food and Groceries:	29.7	28.4	26.9	25.4	27.5	29.8	28.8	26.1	28.7	28.9	30.6	28.4	30.7	29.7	30.0	27.8	29.9	28.2
Beer, Wine and Spirits ..	(c)	8.3	7.7	7.2	7.8	8.6	8.6	7.9	8.6	7.9	8.2	8.7	9.4	8.2	8.2	8.6	9.4	8.1
Clothing, Drapery, Piece-Goods and Footwear	20.7	20.8	19.2	19.1	17.8	17.5	17.5	18.2	16.1	18.8	16.9	18.2	15.8	18.8	16.9	18.2	15.9	18.7
Hardware, China and Glassware	(c)	6.3	6.1	6.5	6.6	6.6	6.6	6.7	6.5	6.5	6.6	6.6	6.5	6.6	6.7	6.6	6.4	6.4
Electrical Goods and Radios	(c)	3.0	3.0	3.4	3.4	3.1	3.5	3.7	3.3	2.9	3.0	3.5	3.2	2.9	3.2	3.9	3.5	3.2
Furniture and Floor Coverings	(c)	4.0	3.9	4.5	3.8	3.5	3.5	3.7	3.5	3.5	3.6	3.5	3.4	3.4	3.6	3.6	3.3	3.5
Motor Vehicles, Parts, Petrol, etc.	12.2	14.5	18.7	19.8	18.5	16.6	17.6	18.4	18.9	17.4	16.5	16.2	16.8	16.9	17.5	16.6	17.9	18.5
Other Goods (d) ..	(c)	14.7	14.5	14.1	14.6	14.3	13.9	15.3	14.4	14.1	14.6	14.9	14.2	13.5	13.9	14.7	13.7	13.4
TOTAL:	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

(a) Excludes Australian Capital Territory and Northern Territory. (b) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish, etc. but excludes some delivered milk and bread. (c) Not available. Statistics of retail sales were not collected for this year in the detail shown. (d) Includes Tobacco, Cigarettes, etc., Newspapers, Books and Stationery, Chemists' Goods, Grain and Produce, Jewellery, Office Equipment, etc.

**TABLE 5 : TOTAL VALUE OF RETAIL SALES AND PERCENTAGE INCREASE OVER
PREVIOUS CORRESPONDING PERIOD : STATES**

Period	N.S.W.	VIC.	Q'LD.	S.A.	W.A.	TAS.	AUSTRALIA (a)
YEARS							
	£ mill	£ mill	£ mill	£ mill	£ mill	£ mill	£ mill
Total Value of Retail Sales (Incl. Motor Vehicles etc.)							
1947-48 ..	385.5	270.3	130.5	80.4	65.1	29.8	961.6
1948-49 ..	458.2	320.1	154.2	97.9	79.3	35.4	1145.1
1949-50 ..	533.4	387.5	183.1	121.2	96.7	41.2	1363.1
1950-51 ..	668.9	475.4	226.1	148.6	118.6	51.7	1689.3
1951-52 ..	754.7	540.8	256.1	175.3	141.1	61.8	1929.8
1952-53 ..	761.3	545.4	268.4	176.7	146.2	64.1	1962.1
1953-54 ..	824.4	589.2	293.4	192.9	159.8	69.6	2129.3
Increase over Previous Year -	%	%	%	%	%	%	%
1947-48 ..	(b)	(b)	(b)	(b)	(b)	(b)	(b)
1948-49 ..	19	18	18	22	22	19	19
1949-50 ..	16	21	19	24	22	16	19
1950-51 ..	25	23	23	23	23	25	24
1951-52 ..	13	14	13	18	19	20	14
1952-53 ..	1	1	5	1	4	4	2
1953-54 ..	8	8	9	9	9	9	9
QUARTERS							
	£ mill	£ mill	£ mill	£ mill	£ mill	£ mill	£ mill
Total Value of Retail Sales (Incl. Motor Vehicles etc.) -							
September, 1950	152.3	108.1	51.8	33.1	26.3	11.6	383.2
December, 1950 ..	171.3	122.6	58.3	37.6	30.5	13.3	433.6
March, 1951 ..	164.1	117.1	55.8	36.9	29.9	12.7	416.5
June, 1951 ..	181.2	127.6	60.2	41.0	31.9	14.1	456.0
September, 1951	182.3	126.8	62.7	41.0	32.3	14.4	459.5
December, 1951 ..	206.4	147.2	69.2	46.0	37.2	16.5	522.5
March, 1952 ..	180.7	132.9	61.4	44.0	35.3	15.4	469.7
June, 1952 ..	185.3	133.9	62.8	44.3	36.3	15.5	478.1
September, 1952	179.5	127.7	62.6	41.0	34.3	14.9	460.0
December, 1952	209.6	148.8	72.6	47.1	39.4	17.7	535.2
March, 1953 ..	180.1	130.3	64.0	42.8	35.5	15.1	467.8
June, 1953 ..	192.1	138.6	69.2	45.8	37.0	16.4	499.1
September, 1953	193.9	138.1	70.0	45.6	37.9	16.8	502.3
December, 1953 ..	226.5	162.1	79.9	53.2	43.6	19.2	584.5
March, 1954 ..	194.5	139.7	67.9	45.3	37.7	16.1	501.2
June, 1954 ..	209.5	149.3	75.6	48.8	40.6	17.5	541.3
Increase over Corresponding Quarter of Previous Year -	%	%	%	%	%	%	%
September, 1951	20	17	21	24	23	24	20
December, 1951	20	20	19	22	22	24	21
March, 1952 ..	10	13	10	19	18	21	13
June, 1952 ..	2	5	4	8	14	10	5
September, 1952	- 2	1	..	..	6	3	..
December, 1952	2	1	5	2	6	7	2
March, 1953 ..	..	- 2	4	- 3	1	- 2	..
June, 1953 ..	4	4	10	3	2	6	4
September, 1953	8	8	12	11	10	13	9
December, 1953	8	9	10	13	11	8	9
March, 1954 ..	8	7	6	6	6	7	7
June, 1954 ..	9	8	9	7	10	7	8

(a) Excludes Australian Capital Territory and Northern Territory.

(b) Not available. Collection of statistics of retail sales commenced yearly from 1947-48 and quarterly from September quarter, 1950.

NOTE: Minus sign (-) denotes decrease.

S.R. CARVER
ACTING COMMONWEALTH STATISTICIAN.

VALUE OF RETAIL SALES BY COMMODITY GROUPS: AUSTRALIA

QUARTERLY TOTALS, 1950-51 TO 1953-54

