

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS
CANBERRA, AUSTRALIA

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RETAIL SALES OF GOODS : AUSTRALIA
JUNE QUARTER, 1952 (PRELIMINARY ESTIMATES)

Preliminary estimates of the total value of goods sold at retail in Australia during the quarter ended 30th June, 1952 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, of course, necessary to allow for price variations.

The returns used in these estimates for June quarter, 1952 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, 1952 will be published in greater detail on the basis of a more extensive sample than that used in these preliminary estimates.

The figures relate to retail sales of goods (as distinct from services, accommodation, entertainments, meals, etc.) in retail establishments (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 connection 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.

S. R. CARVER
ACTING COMMONWEALTH STATISTICIAN

COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

CANBERRA. A.C.T.

29TH JULY, 1952

TABLE I - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS : AUSTRALIA

£ million

Commodity Group	Year Ended -					Quarter Ended -							
	30th June, 1948	30th June, 1949	30th June, 1950	30th June, 1951	30th June, 1952(a)	30th Sept., 1950	31st Dec., 1950	31st Mar., 1951	30th June, 1951	30th Sept., 1951	31st Dec., 1951	31st Mar., 1952	30th June, 1952(a)
Groceries ..	127.6	143.4	160.3	184.7	230.1	42.6	46.8	45.9	49.4	52.5	59.1	57.2	61.3
Butcher's Meat ..	157.7	(65.3	74.4	89.1	113.6	20.2	21.2	22.4	25.3	26.7	28.2	28.7	30.0
Other Food (b) ..		(116.6	131.7	155.8	189.2	35.9	39.0	40.6	40.3	43.3	49.0	48.7	48.2
Total Food and Groceries:	285.3	325.3	366.4	429.6	532.9	98.7	107.0	108.9	115.0	122.5	136.3	134.6	139.5
Beer, Wine and Spirits	(c)	95.3	104.4	121.8	151.8	26.7	32.0	32.1	31.0	31.6	41.1	40.3	38.8
Clothing, Drapery, Piece- Goods and Footwear	199.0	237.8	261.4	322.8	343.1	71.5	83.9	76.6	90.8	81.7	95.4	75.8	90.2
Hardware ..	(c)	(72.5)	127.8	166.1	52.9	62.5	60.1	67.3	68.7	73.5	62.5	61.5
Electrical ..	(c)	152.7	(33.8)177.6	242.8	266.2	66.1	52.9	62.5	60.1	67.3	68.7	73.5
Furniture ..	(c)	(46.4)	72.3	280.3	53.0	64.4	57.7	62.5	65.8	80.2	67.5	66.8
Other Goods (d) ..	(c)	167.9	198.1	237.6	280.3	53.0	64.4	57.7	62.5	65.8	80.2	67.5	66.8
Total (Excl. Motor Vehic. etc)	843.9	979.0	1,107.9	1,354.6	1,574.3	302.8	349.8	335.4	366.6	370.3	426.5	380.7	396.8
Motor Vehicles, Parts, Petrol etc.	117.7	166.1	255.2	334.7	357.4	80.4	83.8	81.1	89.4	89.2	96.0	89.0	83.2
Total (e) :	961.6	1,145.1	1,363.1	1,689.3	1,931.7	383.2	433.6	416.5	456.0	459.5	522.5	469.7	480.0

(a) Subject to revision.

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

(c) Not available. Statistics of retail sales were not collected on a comparable basis for earlier periods.

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

(e) Excludes Australian Capital Territory and Northern Territory.

TABLE II - PROPORTION OF SALES IN EACH COMMODITY GROUP TO TOTAL RETAIL SALES OF GOODS : AUSTRALIA

(Per Cent)

Commodity Group	Year Ended -					Quarter Ended -								
	30th June, 1948	30th June, 1949	30th June, 1950	30th June, 1951	30th June, 1952 (a)	30th Sept., 1950	31st Dec., 1950	31st Mar., 1951	30th June, 1951	30th Sept., 1951	31st Dec., 1951	31st Mar., 1952	30th June, 1952 (a)	
<u>EXCLUDING MOTOR VEHICLES ETC.</u>														
Groceries ..	15.1	14.6	14.5	13.6	14.6	14.1	13.4	13.7	13.5	14.2	13.8	15.0	15.5	
Butcher's Meat ..	18.7	6.7	6.7	6.6	7.2	6.7	6.1	6.7	6.9	7.2	6.6	7.6	7.6	
Other Food (b) ..		11.9	11.9	11.5	12.0	11.8	11.1	12.1	11.0	11.7	11.5	12.8	12.1	
Total Food and Groceries:	33.8	33.2	33.1	31.7	33.8	32.6	30.6	32.5	31.4	33.1	32.0	35.4	35.2	
Beer, Wine and Spirits ..	(c)	9.7	9.4	9.0	9.7	8.8	9.1	9.6	8.5	8.5	9.6	10.6	9.8	
Clothing, Drapery, Piece-Goods and Footwear ..	23.6	24.3	23.6	23.8	21.8	23.6	24.0	22.8	24.8	22.1	22.4	19.9	22.7	
Hardware ..	(c)	(7.4)			(8.1)					(8.4)	(8.2)	(8.1)	(7.8)	
Electrical ..	(c)	15.6	16.0	17.9	16.9	17.5	17.9	17.9	18.3	18.5	17.3	16.4	15.5	
Furniture ..	(c)	(4.7)			(4.6)					(5.3)	(4.6)	(4.3)	(4.2)	
Other Goods (d) ..	(c)	17.2	17.9	17.6	17.8	17.5	18.4	17.2	17.0	17.8	18.8	17.7	16.8	
Total: (e)	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	
<u>INCLUDING MOTOR VEHICLES ETC.</u>														
Groceries ..	13.3	12.5	11.7	10.9	11.9	11.1	10.8	11.0	10.8	11.4	11.3	12.2	12.8	
Butcher's Meat ..	16.4	5.7	5.5	5.3	5.9	5.3	4.9	5.4	5.6	5.8	5.4	6.1	6.3	
Other Food (b) ..		10.2	9.7	9.2	9.8	9.4	9.0	9.7	8.8	9.4	9.4	10.4	10.0	
Total Food and Groceries:	29.7	28.4	26.9	25.4	27.6	25.8	24.7	26.1	25.2	26.7	26.1	28.7	29.1	
Beer, Wine and Spirits ..	(c)	8.3	7.7	7.2	7.8	7.0	7.4	7.7	6.8	6.9	7.9	8.6	8.1	
Clothing, Drapery, Piece-Goods and Footwear ..	20.7	20.8	19.2	19.1	17.8	18.6	19.3	18.4	19.9	17.8	18.2	16.1	18.8	
Hardware ..	(c)	(6.3)			(6.6)					(6.8)	(6.7)	(6.5)	(6.4)	
Electrical ..	(c)	13.3	13.0	14.4	13.8	13.8	14.4	14.4	14.8	15.0	14.1	13.3	12.8	
Furniture ..	(c)	(4.0)			(3.8)					(4.3)	(3.7)	(3.5)	(3.5)	
Motor Vehicles, Parts, Petrol etc.	12.2	14.5	18.7	19.8	18.5	21.0	19.3	19.5	19.6	19.4	18.4	18.9	17.3	
Other Goods (d) ..	(c)	14.7	14.5	14.1	14.5	13.8	14.9	13.9	13.7	14.3	15.3	14.4	13.9	
Total: (e)	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) Subject to revision when final figures are obtained. (b) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish, etc. but excludes meat delivered milk and some delivered bread. (c) Not available. Statistics of retail sales were not collected on a comparable basis for earlier periods. (d) Includes Tobacco, Cigarettes etc., Newspapers, Books and Stationery, Chemist's Goods, Grain and Produce, Jewellery, Office Equipment etc. (e) Excludes Australian Capital Territory and Northern Territory.

TABLE III VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS AND PERCENTAGE INCREASE OVER PREVIOUS CORRESPONDING PERIOD - AUSTRALIA
(£ Million)

Commodity Group	Quarter ended - 30th September -			Quarter ended - 31st December -			Quarter ended - 31st March -			Quarter ended - 30th June -		
	1950	1951	Percent. Increase	1950	1951	Percent. Increase	1951	1952	Percent. Increase	1951	1952 (a)	Percent. Increase
Groceries ..	42.6	42.5	23.2	46.8	59.1	26.3	45.9	57.2	24.6	49.4	61.3	24.1
Butcher's Meat ..	20.2	26.7	32.2	21.2	28.2	33.0	22.4	28.7	28.1	25.3	30.0	18.6
Other Food (b) ..	35.9	43.3	20.6	39.0	49.0	25.6	40.6	48.7	20.0	40.3	48.2	19.6
Total Food and Groceries:	98.7	122.5	24.1	107.0	136.3	27.4	108.9	134.6	23.6	115.0	139.5	21.3
Beer, Wine and Spirits	26.7	31.6	18.4	32.0	41.1	28.4	32.1	40.3	25.5	31.0	38.8	25.2
Clothing, Drapery, Piece-Goods and Footwear ..	71.5	81.7	14.3	83.9	95.4	13.7	76.6	75.8	-1.0	90.8	90.2	-0.7
Hardware ..	52.9	(31.1)	29.9	62.5	(34.9)	17.6	60.1	(30.8)	4.0	67.3	(31.0)	-8.6
Electrical ..		(17.8)			(19.5)			(16.4)				
Furniture ..		(19.8)			(19.5)			(16.4)				
Other Goods (c) ..	53.0	65.8	24.2	61.4	80.2	24.5	57.7	67.5	17.0	62.5	66.8	6.9
Total (Excl. Motor Vehicles)	302.8	370.3	22.3	349.8	426.5	21.9	335.4	380.7	13.5	366.6	396.8	8.2
Motor Vehicles, Parts, Petrol etc.	80.4	89.2	10.9	83.8	96.0	14.6	81.1	89.0	9.7	89.4	83.2	-6.9
Total: (d)	383.2	459.5	19.9	433.6	522.5	20.5	416.5	469.7	12.8	456.0	480.0	5.3

(a) Subject to revision. (b) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish etc. but excludes most delivered milk and some delivered bread. (c) Includes Tobacco, Cigarettes etc., Newspapers, Books and Stationery, Chemist's Goods, Grain and Produce, Jewellery, Office Equipment etc. (d) Excludes Australian Capital Territory and Northern Territory.
NOTE: Minus sign (-) denotes decrease.

TABLE IV. TOTAL VALUE OF RETAIL SALES OF GOODS (EXCLUDING MOTOR VEHICLES, ETC.)
AND PERCENTAGE INCREASE OVER PREVIOUS CORRESPONDING PERIOD - AUSTRALIA

Quarter Ended -	Retail Sales in each quarter of -		Percentage Increase
	1950-51	1951-52	
	£ million	£ million	
30th September	302.8	370.3	22.3
31st December	349.8	426.5	21.9
31st March	335.4	380.7	13.5
30th June	366.6	396.8 (a)	8.2

(a) Subject to Revision.