

COMMONWEALTH BUREAU OF CENSUS AND STATISTICSCANBERRA. AUSTRALIA.

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EVENING PAPERS : MONDAY, 16TH MARCH, 1953

MORNING PAPERS : TUESDAY, 17TH MARCH, 1953.

RETAIL SALES OF GOODS : AUSTRALIADECEMBER QUARTER, 1952

Estimates of the total value of goods sold at retail in Australia during the quarter ended 31st December, 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 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 made in the previous quarter without making allowance for seasonal influences. Consequently, where percentage increases are shown in this Bulletin (Tables I, II and VI) quarterly figures of retail sales are compared with sales made in the corresponding quarter of the previous year.

The returns used in these estimates for December quarter, 1952 cover approximately 40 per cent of all retail sales in Australia. The estimated totals for Australia have been calculated by methods appropriate to a stratified sample.

The figures relate to retail sales of goods (as distinct from services, repairs, 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.

TABLE I - RETAIL SALES OF GOODS (EXCLUDING MOTOR VEHICLES, ETC.) - AUSTRALIA

SEPTEMBER QUARTER, 1950 TO DECEMBER QUARTER, 1952

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	76.6	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

TABLE II - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS AND PERCENTAGE INCREASE OR DECREASE OVER CORRESPONDING QUARTER OF PREVIOUS YEAR - AUSTRALIA

Commodity Group	Quarter ended 31st March			Quarter ended 30th June			Quarter ended 30th Sept.			Quarter ended 31st Dec.		
	March Quarter 1951	March Quarter 1952	Percent. Increase	June Quarter 1951	June Quarter 1952	Percent. Increase	Sept. Quarter 1951	Sept. Quarter 1952	Percent. Increase	Dec. Quarter 1951	Dec. Quarter 1952	Percent. Increase
	£ mill.	£ mill.		£ mill.	£ mill.		£ mill.	£ mill.		£ mill.	£ mill.	
Groceries ..	45.9	57.2	24.6	49.4	60.9	23.3	52.5	61.9	17.9	59.1	67.9	14.9
Butcher's Meat ..	22.4	28.7	28.1	25.3	29.6	17.0	26.7	30.1	12.7	28.2	30.2	7.1
Other Food (a) ..	40.6	48.7	20.0	40.3	47.5	17.9	43.3	48.7	12.5	49.0	54.4	11.0
Total Food and Groceries:	108.9	134.6	23.6	115.0	138.0	20.0	122.5	140.7	14.9	136.3	152.5	11.9
Beer, Wine and Spirits	32.1	40.3	25.5	31.0	37.8	21.9	31.6	37.9	19.9	41.1	46.5	13.1
Clothing, Drapery, Piecegoods and Footwear ..	76.6	75.8	- 1.0	90.8	89.8	- 1.1	81.7	78.0	- 4.5	95.4	97.5	2.2
Hardware, China and Glassware	26.6	30.8	15.8	31.3	31.2	- 0.3	31.1	30.2	- 2.9	34.9	35.2	0.9
Electrical Goods and Radios	14.8	15.3	3.4	15.4	13.9	- 9.7	17.8	13.9	-21.9	19.1	18.5	- 3.1
Furniture and Floor Coverings	18.7	16.4	-12.3	20.6	16.6	-19.4	19.8	16.4	-17.2	19.5	18.6	- 4.6
Other Goods (b) ..	57.7	67.5	17.0	62.5	67.5	8.0	65.8	67.1	2.0	80.2	79.7	- 0.6
Total (Excl. Motor Vehicles)	335.4	380.7	13.5	366.6	394.8	7.7	370.3	384.2	3.8	426.5	448.5	5.2
Motor Vehicles, Parts, Petrol etc.	81.1	89.0	9.7	89.4	83.3	- 6.8	89.2	75.8	-15.0	96.0	86.7	- 9.7
Total (c)	416.5	469.7	12.8	456.0	478.1	4.8	459.5	460.0	0.1	522.5	535.2	2.4

(a) 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. (b) Includes Tobacco, Cigarettes etc., Newspapers, Books and Stationery, Chemist's Goods, Grain and Produce, Jewellery, Office Equipment, etc. (c) Excludes Australian Capital Territory and Northern Territory.

NOTE : Minus sign (-) denotes decrease.

TABLE III - 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	31st Dec., 1950	31st Mar., 1951	30th June, 1951	30th Sept., 1951	31st Dec., 1951	31st Mar., 1952	30th June, 1952	30th Sept., 1952	31st Dec., 1952
Groceries	127.6	143.4	160.3	184.7	229.7	46.8	45.9	49.4	52.5	59.1	57.2	60.9	61.9	67.9
Butcher's Meat	157.7	65.3	74.4	89.1	113.2	21.2	22.4	25.3	26.7	28.2	28.7	29.6	30.1	30.2
Other Food (a)	116.6	131.7	155.8	188.5	39.0	40.6	40.3	43.3	49.0	48.7	47.5	48.7	54.4	54.4
Total Food and Groceries:	285.3	325.3	366.4	429.6	531.4	107.0	108.9	115.0	122.5	136.3	134.6	138.0	140.7	152.5
Beer, Wine and Spirits	(b)	95.3	104.4	121.8	150.8	32.0	32.1	31.0	31.6	41.1	40.3	37.8	37.9	46.5
Clothing, Drapery, Piecegoods and Footwear	199.0	237.8	261.4	322.8	342.7	83.9	76.6	90.8	81.7	95.4	75.8	89.8	78.0	97.5
Hardware, China and Glassware	(b)	72.5	83.1	110.2	128.0	27.9	26.6	31.3	31.1	34.9	30.8	31.2	30.2	35.2
Electrical Goods and Radios	(b)	33.8	41.0	58.2	66.1	16.0	14.8	15.4	17.8	19.1	15.3	13.9	13.9	18.5
Furniture and Floor Coverings	(b)	46.4	53.5	74.4	72.3	18.6	18.7	20.6	19.8	19.5	16.4	16.6	16.4	18.6
Other Goods (c)	(b)	167.9	198.1	237.6	281.0	64.4	57.7	62.5	65.8	80.2	67.5	67.5	67.1	79.7
Total (Excluding Motor Vehicles etc)	843.9	979.0	1,107.9	1,354.6	1,572.3	349.8	335.4	366.6	370.3	426.5	380.7	394.8	384.2	448.5
Motor Vehicles, Parts, Petrol, etc.	117.7	166.1	255.2	334.7	357.5	83.8	81.1	89.4	89.2	96.0	89.0	83.3	75.8	86.7
TOTAL (d)	961.6	1,145.1	1,363.1	1,689.3	1,929.8	433.6	416.5	456.0	459.5	522.5	469.7	478.1	460.0	535.2

(a) 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.

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

(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.

TABLE IV - 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	31st Dec., 1950	31st Mar., 1951	30th June, 1951	30th Sept., 1951	31st Dec., 1951	31st Mar., 1952	30th June, 1952	30th Sept., 1952	31st Dec., 1952
EXCLUDING MOTOR VEHICLES ETC.														
Groceries	15.1	14.6	14.5	13.6	14.6	13.4	13.7	13.5	14.2	13.8	15.0	15.5	16.1	15.2
Butcher's Meat	18.7	6.7	6.7	6.6	7.2	6.1	6.7	6.9	7.2	6.6	7.6	7.5	7.8	6.7
Other Food (a)	11.9	11.9	11.9	11.5	12.0	11.1	12.1	11.0	11.7	11.5	12.8	12.8	12.7	12.1
Total Food and Groceries:	33.8	33.2	33.1	31.7	33.8	30.6	32.5	31.4	33.1	31.9	35.4	35.0	36.6	34.0
Beer, Wine and Spirits	(b)	9.7	9.4	9.0	9.6	9.1	9.6	8.5	8.5	9.6	10.6	9.6	9.9	10.4
Clothing, Drapery, Piece-Goods and Footwear	23.6	24.3	23.6	23.8	21.8	24.0	22.8	24.8	22.1	22.4	19.9	22.7	20.3	21.7
Hardware, China and Glassware	(b)	7.4	7.5	8.1	8.1	8.0	7.9	8.5	8.4	8.2	8.1	7.9	7.9	7.9
Electrical Goods and Radios	(b)	3.5	3.7	4.3	4.2	4.6	4.4	4.2	4.8	4.5	4.0	3.5	3.6	4.1
Furniture and Floor Coverings	(b)	4.7	4.8	5.5	4.6	5.3	5.6	5.6	5.3	4.6	4.3	4.2	4.3	4.1
Other Goods (c)	(b)	17.2	17.9	17.6	17.9	18.4	17.2	17.0	17.8	18.8	17.7	17.1	17.4	17.8
Total : (d)	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	10.8	11.0	10.8	11.4	11.3	12.2	12.8	13.5	12.7
Butcher's Meat	16.4	5.7	5.5	5.3	5.9	4.9	5.4	5.6	5.8	5.4	6.1	6.2	6.5	5.6
Other Food (a)	10.2	9.7	9.2	9.7	9.7	9.0	9.7	8.8	9.4	9.4	10.4	9.2	10.6	10.1
Total Food and Groceries:	29.7	28.4	26.9	25.4	27.5	24.7	26.1	25.2	26.6	26.1	28.7	28.9	30.6	28.4
Beer, Wine and Spirits	(b)	8.3	7.7	7.2	7.8	7.4	7.7	6.8	6.9	7.9	8.6	7.9	8.2	8.7
Clothing, Drapery, Piece-Goods and Footwear	20.7	20.8	19.2	19.1	17.8	19.3	18.4	19.9	17.8	18.2	16.1	18.8	16.9	18.2
Hardware, China and Glassware	(b)	6.3	6.1	6.5	6.6	6.4	6.4	6.9	6.8	6.7	6.5	6.5	6.6	6.6
Electrical Goods and Radios	(b)	3.0	3.0	3.4	3.4	3.7	3.6	3.4	3.9	3.7	3.3	2.9	3.0	3.5
Furniture and Floor Coverings	(b)	4.0	3.9	4.5	3.8	4.3	4.4	4.5	4.3	3.7	3.5	3.5	3.6	3.5
Motor Vehicles, Parts, Petrol, etc.	12.2	14.5	18.7	19.8	18.5	19.3	19.5	19.6	19.4	18.4	18.9	17.4	16.5	16.2
Other Goods (c)	(b)	14.7	14.5	14.1	14.6	14.9	13.9	13.7	14.3	15.3	14.4	14.1	14.6	14.9
Total : (d)	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) 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. (b) Not available. Statistics of retail sales were not collected on a comparable basis for earlier periods. (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.

TABLE V - VALUE OF RETAIL SALES IN COMMODITY GROUPS : STATES :
 QUARTERS ENDED 31ST DECEMBER, 1951, 30TH SEPTEMBER, 1952 AND 31ST DECEMBER, 1952
 (£ million)

Quarter Ended	N.S.W.	VIC.	Q'LD.	S.A.	W.A.	TAS.	TOTAL (a)
<u>Groceries</u>							
31st December, 1951	23.3	14.4	10.1	4.7	4.6	2.0	59.1
30th September, 1952	24.4	15.1	10.2	5.1	5.0	2.1	61.9
31st December, 1952	26.3	17.1	11.4	5.3	5.4	2.4	67.9
<u>Butcher's Meat</u>							
31st December, 1951	11.8	7.9	3.7	2.3	1.7	0.8	28.2
30th September, 1952	11.9	8.8	4.2	2.4	1.9	0.9	30.1
31st December, 1952	12.2	8.5	4.3	2.4	1.9	0.9	30.2
<u>Other Food (b)</u>							
31st December, 1951	19.9	14.5	6.5	4.0	2.8	1.3	49.0
30th September, 1952	20.2	14.1	6.3	3.8	3.0	1.3	48.7
31st December, 1952	22.5	16.0	6.8	4.4	3.3	1.4	54.4
<u>Total Foodstuffs</u>							
31st December, 1951	55.0	36.8	20.3	11.0	9.1	4.1	136.3
30th September, 1952	56.5	38.0	20.7	11.3	9.9	4.3	140.7
31st December, 1952	61.0	41.6	22.5	12.1	10.6	4.7	152.5
<u>Beer, Wine and Spirits</u>							
31st December, 1951	16.4	11.2	5.2	3.5	3.5	1.3	41.1
30th September, 1952	15.7	10.0	4.8	3.1	3.2	1.1	37.9
31st December, 1952	19.4	11.9	6.1	3.9	3.8	1.4	46.5
<u>Clothing, Drapery, Piece-Goods and Footwear</u>							
31st December, 1951	38.9	27.0	11.7	8.3	6.0	3.5	95.4
30th September, 1952	30.9	21.6	9.9	7.4	5.2	3.0	78.0
31st December, 1952	38.7	27.6	12.1	8.8	6.5	3.8	97.5
<u>Hardware, China and Glassware</u>							
31st December, 1951	15.4	8.6	4.3	3.0	2.5	1.1	34.9
30th September, 1952	12.9	7.5	3.8	2.8	2.3	0.9	30.2
31st December, 1952	14.7	9.0	4.5	3.2	2.7	1.1	35.2
<u>Electrical Goods and Radios</u>							
31st December, 1951	7.5	5.0	2.9	1.6	1.6	0.5	19.1
30th September, 1952	5.5	3.6	2.0	1.3	1.1	0.4	13.9
31st December, 1952	7.2	4.7	3.0	1.6	1.5	0.5	18.5
<u>Furniture and Floor Coverings</u>							
31st December, 1951	7.7	6.1	1.9	1.8	1.3	0.7	19.5
30th September, 1952	6.0	5.0	1.8	1.8	1.2	0.6	16.4
31st December, 1952	6.9	5.7	2.0	1.9	1.5	0.6	18.6
<u>Other Goods (c)</u>							
31st December, 1951	31.4	25.4	9.7	6.1	5.3	2.3	80.2
30th September, 1952	25.3	21.6	8.7	5.3	4.5	1.7	67.1
31st December, 1952	31.0	25.1	9.8	6.2	5.4	2.2	79.7
<u>Total (Excl. Motor Vehicles, Parts, Petrol etc.)</u>							
31st December, 1951	172.3	120.1	56.0	35.3	29.3	13.5	426.5
30th September, 1952	152.8	107.3	51.7	33.0	27.4	12.0	384.2
31st December, 1952	178.9	125.6	60.0	37.7	32.0	14.3	448.5
<u>Motor Vehicles, Parts, Petrol, etc.</u>							
31st December, 1951	34.1	27.1	13.2	10.7	7.9	3.0	96.0
30th September, 1952	26.7	20.4	10.9	8.0	6.9	2.9	75.8
31st December, 1952	30.7	23.2	12.6	9.4	7.4	3.4	86.7
<u>Total</u>							
31st December, 1951	206.4	147.2	69.2	46.0	37.2	16.5	522.5
30th September, 1952	179.5	127.7	62.6	41.0	34.3	14.9	460.0
31st December, 1952	209.6	148.8	72.6	47.1	39.4	17.7	535.2

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

TABLE IV - 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.	TOTAL (a)
YEARS							
	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.
<u>Total Value of Retail Sales (incl. Motor Vehicles etc.) -</u>							
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
<u>Increase over Previous Year -</u>	%	%	%	%	%	%	%
1947-48 (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

QUARTERS

	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.
<u>Total Value of Retail Sales (incl. Motor Vehicles etc.) -</u>							
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
<u>Increase over Corresponding Quarter of Previous Year -</u>							
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

- (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.

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CANBERRA. A.C.T.

9TH MARCH, 1953.