

COMMONWEALTH BUREAU OF CENSUS AND STATISTICSCANBERRA, AUSTRALIA

CONFIDENTIAL: To be treated as strictly confidential until released for publication as follows:-

MORNING PAPERS : FRIDAY, 1ST MAY, 1953
EVENING PAPERS : FRIDAY, 1ST MAY, 1953
BROADCASTING STATIONS : MIDNIGHT, THURSDAY, 30TH APRIL, 1953

RETAIL SALES OF GOODS : AUSTRALIAMARCH QUARTER, 1953 (PRELIMINARY ESTIMATES)

Preliminary estimates of the total value of goods sold at retail in Australia during the quarter ended 31st March, 1953 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 IV) 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 March quarter, 1953 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 March quarter, 1953 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 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 I - RETAIL SALES OF GOODS (EXCLUDING MOTOR VEHICLES, ETC.) - AUSTRALIA

SEPTEMBER QUARTER, 1950 TO MARCH QUARTER, 1953

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	387.3	6.6	1.7

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 30th June			Quarter ended 30th Sept.			Quarter ended 31st Dec.			Quarter ended 31st March		
	June	June	Percent. Increase	Sept.	Sept.	Percent. Increase	Dec.	Dec.	Percent. Increase	March	March	Percent. Increase
	Quarter	Quarter		Quarter	Quarter		Quarter	Quarter		Quarter	Quarter	
	1951	1952		1951	1952		1951	1952		1952	1953	
	£ mill.	£ mill.		£ mill.	£ mill.		£ mill.	£ mill.		£ mill.	£ mill.	
Groceries ..	49.4	60.9	23.3	52.5	61.9	17.9	59.1	67.9	14.9	57.2	61.4	7.3
Butchers' Meat ..	25.3	29.6	17.0	26.7	30.1	12.7	28.2	30.2	7.1	28.7	28.8	0.3
Other Food (a) ..	40.3	47.5	17.9	43.3	48.7	12.5	49.0	54.4	11.0	48.7	52.4	7.6
Total Food and Groceries:	115.0	138.0	20.0	122.5	140.7	14.9	136.3	152.5	11.9	134.6	142.6	5.9
Beer, Wine and Spirits	31.0	37.8	21.9	31.6	37.9	19.9	41.1	46.5	13.1	40.3	44.7	10.9
Clothing, Drapery, Piecegoods and Footwear ..	90.8	89.8	-1.1	81.7	78.0	-4.5	95.4	97.5	2.2	75.8	73.3	-3.3
Hardware, China and Glassware	31.3	31.2	-0.3	31.1	30.2	-2.9	34.9	35.2	0.9	30.8	30.6	-0.7
Electrical Goods and Radios	15.4	13.9	-9.7	17.8	13.9	-21.9	19.1	18.5	-3.1	15.3	14.7	-3.9
Furniture and Floor Coverings	20.6	16.6	-19.4	19.8	16.4	-17.2	19.5	18.6	-4.6	16.4	16.0	-3.4
Other Goods (b) ..	62.5	67.5	8.0	65.8	67.1	2.0	80.2	79.7	-0.6	67.5	65.4	-3.1
Total (Excl. Motor Vehicles)	366.6	394.8	7.7	370.3	384.2	3.8	426.5	438.5	2.8	380.7	387.3	1.7
Motor Vehicles, Parts, Petrol etc.	89.4	83.3	-6.8	89.2	75.8	-15.0	96.0	86.7	-9.7	89.0	78.9	-11.3
Total (c)	456.0	478.1	4.8	459.5	460.0	0.1	522.5	525.2	2.4	469.7	466.2	-0.7

(a) 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. (b) Includes Tobacco, Cigarettes etc., Newspapers, Books and Stationery, Chemists' 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 Mar. 1951	30th June 1951	30th Sept. 1951	31st Dec. 1951	31st March 1952	30th June 1952	30th Sept. 1952	31st Dec. 1952	31st Mar. 1953	
Groceries ..	127.6	143.4	160.3	184.7	229.7	45.9	49.4	52.5	59.1	57.2	60.9	61.9	67.9	61.4	
Butchers' Meat ..	157.7	65.3	74.4	89.1	113.2	22.4	25.3	26.7	28.2	28.7	29.6	30.1	30.2	28.8	
Other Food (a) ..		116.6	131.7	155.8	188.5	40.6	40.3	43.3	49.0	48.7	47.5	48.7	54.4	52.4	
Total Food and Groceries	285.3	325.3	366.4	429.6	531.4	108.9	115.0	122.5	136.3	134.6	138.0	140.7	152.5	142.6	
Beer, Wine and Spirits ..	(b)	95.3	104.4	121.8	150.8	32.1	31.0	31.6	41.1	40.3	37.8	37.9	46.5	44.7	
Clothing, Drapery, Piecegoods and Footwear ..	199.0	237.8	261.4	322.8	342.7	76.6	90.8	81.7	95.4	75.8	89.8	78.0	97.5	73.3	
Hardware, China and Glassware	(b)	72.5	83.1	110.2	128.0	26.6	31.3	31.1	34.9	30.8	31.2	30.2	35.2	30.6	
Electrical Goods and Radios	(b)	33.8	41.0	58.2	66.1	14.8	15.4	17.8	19.1	15.3	13.9	13.9	18.5	14.7	
Furniture and Floor Coverings	(b)	46.4	53.5	74.4	72.3	18.7	20.6	19.8	19.5	16.4	16.6	16.4	18.6	16.0	
Other Goods (c) ..	(b)	167.9	198.1	237.6	281.0	57.7	62.5	65.8	80.2	67.5	67.5	67.1	79.7	65.4	
Total (excluding Motor Vehicles etc.)	843.9	979.0	1,107.9	1,354.6	1,572.3	335.4	366.6	370.3	426.5	380.7	394.8	384.2	448.5	387.3	
Motor Vehicles, Parts, Petrol, etc.	117.7	166.1	255.2	334.7	357.5	81.1	89.4	89.2	96.0	89.0	83.3	75.8	86.7	78.9	
TOTAL (d)	961.6	1,145.1	1,363.1	1,689.3	1,929.8	416.5	456.0	459.5	522.5	469.7	478.1	460.0	535.2	466.2	

- (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, Chemists' Goods, Grain and Produce, Jewellery, Office Equipment, etc.
- (d) Excludes Australian Capital Territory and Northern Territory.

**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							
<u>Total Value of Retail Sales (incl. Motor Vehicles etc.) -</u>	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.
1947-48	385.5	270.3	130.5	80.4	65.1	29.8	961.6
1948-49	358.2	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

<u>Total Value of Retail Sales (incl. Motor Vehicles etc.) -</u>	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.	£ mill.
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	61.1	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	179.0	131.0	63.1	42.5	35.4	15.2	466.2
<u>Increase over Corres- ponding Quarter of Previous Year -</u>	%	%	%	%	%	%	%
September, 1951	20	17	21	24	23	21	20
December, 1951	20	20	19	22	22	21	21
March, 1952	10	13	10	19	18	21	13
June, 1952	2	5	4	8	11	10	5
September, 1952	-2	1	-	-	6	3	-
December, 1952	2	1	5	2	6	7	2
March, 1953	-1	-1	3	-3	-	-1	-1

(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