

COMMONWEALTH BUREAU OF CENSUS AND STATISTICSCANBERRA, AUSTRALIA

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

Preliminary estimates of the total value of goods sold at retail in Australia during the quarter ended 30th June, 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, IV and V) 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 June 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 June 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.

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 Sept., 1950	302.8	30th Sept., 1951	370.3	67.5	22.3
31st Dec., 1950	349.8	31st Dec., 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 Sept., 1951	370.3	30th Sept., 1952	384.2	13.9	3.8
31st Dec., 1951	426.5	31st Dec., 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	414.9	20.1	5.1

TABLE II - VALUE OF RETAIL SALES OF GOODS BY COMMODITY

GROUPS : AUSTRALIA

£ million

Commodity Group	Year ended -					
	30th June 1948	30th June 1949	30th June 1950	30th June 1951	30th June 1952	30th June 1953
Groceries	127.6	143.4	160.3	184.7	229.7	257.5
Butchers' Meat	157.7	65.3	74.4	89.1	113.2	120.3
Other Food (a)		116.6	131.7	155.8	188.5	206.7
Total Food and Groceries:	285.3	325.3	366.4	429.6	531.4	584.5
Beer, Wine and Spirits ..	(b)	95.3	104.4	121.8	150.8	169.6
Clothing, Drapery, Piece-Goods and Footwear	199.0	237.8	261.4	322.8	342.7	342.8
Hardware, China and Glassware ..	(b)	72.5	83.1	110.2	128.0	128.1
Electrical Goods and Radios ..	(b)	33.8	41.0	58.2	66.1	62.0
Furniture and Floor Coverings ..	(b)	46.4	53.5	74.4	72.3	68.3
Other Goods (c)	(b)	167.9	198.1	237.6	281.0	281.6
Total (Excluding Motor Vehicles&c)	843.9	979.0	1107.9	1354.6	1572.3	1636.9
Motor Vehicles, Parts, Petrol, etc.	117.7	166.1	255.2	334.7	357.5	325.2
TOTAL (d)	961.6	1145.1	1363.1	1689.3	1929.8	1962.1

- (a) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish etc., but excludes some 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 III - VALUE OF RETAIL SALES BY COMMODITY

GROUPS : AUSTRALIA

(£ million)

Commodity Group				1950	1951	1952	1953
<u>March Quarter</u>							
Groceries	..	..		(a)	45.9	57.2	62.3
Butchers' Meat	..	..		(a)	22.4	28.7	29.2
Other Food (b)	..	..		(a)	40.6	48.7	52.1
<u>Total Food and Groceries:</u>				(a)	108.9	134.6	143.6
Beer, Wine and Spirits	..	..		(a)	32.1	40.3	43.8
Clothing, Drapery, Piece-Goods and Footwear	..	..		(a)	76.6	75.8	73.9
Hardware, China and Glassware	..	..		(a)	26.6	30.8	30.4
Electrical Goods and Radios	..	..		(a)	14.8	15.3	14.9
Furniture and Floor Coverings	..	..		(a)	18.7	16.4	16.2
Other Goods (c)	..	..		(a)	57.7	67.5	66.5
<u>Total (excl. Motor Vehicles, etc.):</u>				(a)	335.4	380.7	382.3
Motor Vehicles, Parts, Petrol, etc.	..	..		(a)	81.1	89.0	78.5
<u>TOTAL: (d)</u>				(a)	416.5	469.7	460.8
<u>June Quarter</u>							
Groceries	..	..		(a)	49.4	60.9	65.4
Butchers' Meat	..	..		(a)	25.3	29.6	30.8
Other Food (b)	..	..		(a)	40.3	47.5	51.5
<u>Total Food and Groceries:</u>				(a)	115.0	138.0	147.7
Beer, Wine and Spirits	..	..		(a)	31.0	37.8	41.4
Clothing, Drapery, Piece-Goods and Footwear	..	..		(a)	90.8	89.8	93.4
Hardware, China and Glassware	..	..		(a)	31.3	31.2	32.3
Electrical Goods and Radios	..	..		(a)	15.4	13.9	14.7
Furniture and Floor Coverings	..	..		(a)	20.6	16.6	17.1
Other Goods (c)	..	..		(a)	62.5	67.5	68.3
<u>Total (excl. Motor Vehicles, etc.):</u>				(a)	366.6	394.8	414.9
Motor Vehicles, Parts, Petrol, etc.	..	..		(a)	89.4	83.3	84.2
<u>TOTAL: (d)</u>				(a)	456.0	478.1	499.1
<u>September Quarter</u>							
Groceries	..	..		42.6	52.5	61.9	
Butchers' Meat	..	..		20.2	26.7	30.1	
Other Food (b)	..	..		35.9	43.3	48.7	
<u>Total Food and Groceries:</u>				98.7	122.5	140.7	
Beer, Wine and Spirits	..	..		26.7	31.6	37.9	
Clothing, Drapery, Piece-Goods and Footwear	..	..		71.5	81.7	78.0	
Hardware, China and Glassware	..	..		24.4	31.1	30.2	
Electrical Goods and Radios	..	..		12.0	17.8	13.9	
Furniture and Floor Coverings	..	..		16.5	19.8	16.4	
Other Goods (c)	..	..		53.0	65.8	67.1	
<u>Total (excl. Motor Vehicles, etc.):</u>				302.8	370.3	384.2	
Motor Vehicles, Parts, Petrol, etc.	..	..		80.4	89.2	75.8	
<u>TOTAL: (d)</u>				383.2	459.5	460.0	
<u>December Quarter</u>							
Groceries	..	..		46.8	59.1	67.9	
Butchers' Meat	..	..		21.2	28.2	30.2	
Other Food (b)	..	..		39.0	49.0	54.4	
<u>Total Food and Groceries:</u>				107.0	136.3	152.5	
Beer, Wine and Spirits	..	..		32.0	41.1	46.5	
Clothing, Drapery, Piece-Goods and Footwear	..	..		83.9	95.4	97.5	
Hardware, China and Glassware	..	..		27.9	34.9	35.2	
Electrical Goods and Radios	..	..		16.0	19.1	18.5	
Furniture and Floor Coverings	..	..		18.6	19.5	18.6	
Other Goods (c)	..	..		64.4	80.2	79.7	
<u>Total (excl. Motor Vehicles, etc.):</u>				349.8	426.5	448.5	
Motor Vehicles, Parts, Petrol, etc.	..	..		83.8	96.0	86.7	
<u>TOTAL: (d)</u>				433.6	522.5	535.2	

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

TABLE IV - VALUE OF RETAIL SALES OF GOODS BY COMMODITY GROUPS FOR CORRESPONDING QUARTERS - AUSTRALIA

Commodity Group	September Quarter						December Quarter				
	1950	1951	1952	Percentage Increase			1950	1951	1952	Percentage Increase	
				1950 to 1951	1951 to 1952					1950 to 1951	1951 to 1952
Groceries ..	£.mill.	£.mill.	£.mill.	%	%		£.mill.	£.mill.	£.mill.	%	%
Butchers' Meat ..	42.6	52.5	61.9	23	18		46.8	59.1	67.9	26	15
Other Food (a) ..	20.2	26.7	30.1	32	13		21.2	28.2	30.2	33	7
<u>Total Food and Groceries:</u>	35.9	43.3	48.7	21	12		39.0	49.0	54.4	26	11
Beer, Wine and Spirits ..	98.7	122.5	140.7	24	15		107.0	136.3	152.5	27	12
Clothing, Drapery, Piece-Goods and Footwear ..	26.7	31.6	37.9	18	20		32.0	41.1	46.5	28	13
Hardware, China and Glassware ..	71.5	81.7	78.0	14	(-) 5		83.9	95.4	97.5	14	2
Electrical Goods and Radios ..	24.4	31.1	30.2	27	(-) 3		27.9	34.9	35.2	25	1
Furniture and Floor Coverings ..	12.0	17.8	13.9	48	(-) 22		16.0	19.1	18.5	19	(-) 3
Other Goods (b) ..	16.5	19.8	16.4	20	(-) 17		18.6	19.5	18.6	5	(-) 5
<u>Total (Excluding Motor Vehicles etc.):</u>	53.0	65.8	67.1	24	2		64.4	80.2	79.7	25	(-) 1
Motor Vehicles, Parts, Petrol, etc.	302.8	370.3	384.2	22	4		349.8	426.5	448.5	22	5
<u>TOTAL: (c)</u>	80.4	89.2	75.8	11	(-) 15		83.8	96.0	86.7	15	(-) 10
	383.2	459.5	460.0	20	..		433.6	522.5	535.2	21	2

Commodity Group	March Quarter						June Quarter				
	1951	1952	1953	Percentage Increase			1951	1952	1953	Percentage Increase	
				1951 to 1952	1952 to 1953					1951 to 1952	1952 to 1953
Groceries ..	£.mill.	£.mill.	£.mill.	%	%		£.mill.	£.mill.	£.mill.	%	%
Butchers' Meat ..	45.9	57.2	62.3	25	9		49.4	60.9	65.4	23	7
Other Food (a) ..	22.4	28.7	29.2	28	2		25.3	29.6	30.8	17	4
<u>Total Food and Groceries:</u>	40.6	48.7	52.1	20	7		40.3	47.5	51.5	18	8
Beer, Wine and Spirits ..	108.9	134.6	143.6	24	7		115.0	138.0	147.7	20	7
Clothing, Drapery, Piece-Goods and Footwear ..	32.1	40.3	43.8	26	9		31.0	37.8	41.4	22	10
Hardware, China and Glassware ..	76.6	75.8	73.9	(-) 1	(-) 3		90.8	89.8	93.4	(-) 1	4
Electrical Goods and Radios ..	26.6	30.8	30.4	16	(-) 1		31.3	31.2	32.3	..	4
Furniture and Floor Coverings ..	14.8	15.3	14.9	3	(-) 3		15.4	13.9	14.7	(-) 10	6
Other Goods (b) ..	18.7	16.4	16.2	(-) 12	(-) 1		20.6	16.6	17.1	(-) 19	3
<u>Total (Excluding Motor Vehicles, etc.)</u>	57.7	67.5	66.5	17	(-) 1		62.5	67.5	68.3	8	1
Motor Vehicles, Parts, Petrol, etc.	335.4	380.7	389.3	14	2		366.6	394.8	414.9	8	5
<u>TOTAL: (c)</u>	81.1	89.0	78.5	10	(-) 12		82.4	81.3	84.2	(-) 7	1
	416.5	469.7	467.8	13	..		456.0	478.1	499.1	5	4

(a) Includes Fresh Fruit and Vegetables, Confectionery, Soft Drinks, Ice Cream, Cakes, Pastry, Cooked Provisions, Fish, etc., but excludes some 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 Aust. Capital Territory and Northern Territory. **NOTE:** Minus sign (-) denotes decrease.

TABLE V - 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.
Total Value of Retail Sales (incl. Motor Vehicles &c.)-							
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 ..	761.4	544.8	269.8	176.0	145.8	64.3	1962.1
Percentage 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	..	3	4	2
QUARTERS							
	£.mill.	£.mill.	£.mill.	£.mill.	£.mill.	£.mill.	£. mill.
Total Value of Retail Sales (incl. Motor Vehicles &c.)-							
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 ..	192.2	138.0	70.6	45.1	36.6	16.6	499.1
Percentage 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	3	12	2	1	7	4

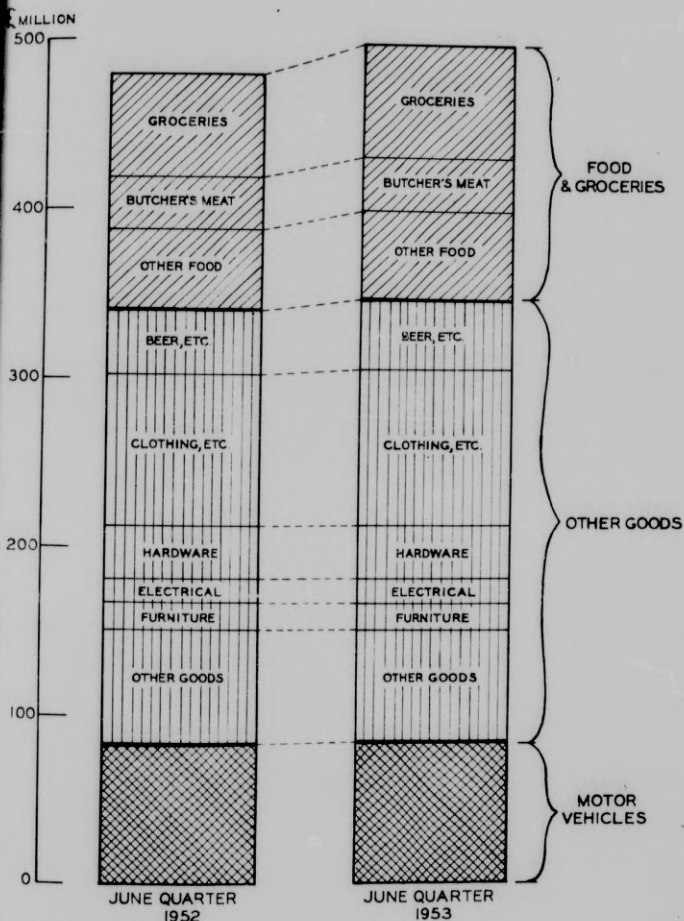
- (a) Excludes Australian Capital Territory and Northern Territory.
(b) Not available. Collection of statistics of retail sales commenced yearly from 1947-48 and quarterly from September quarter, 1950.

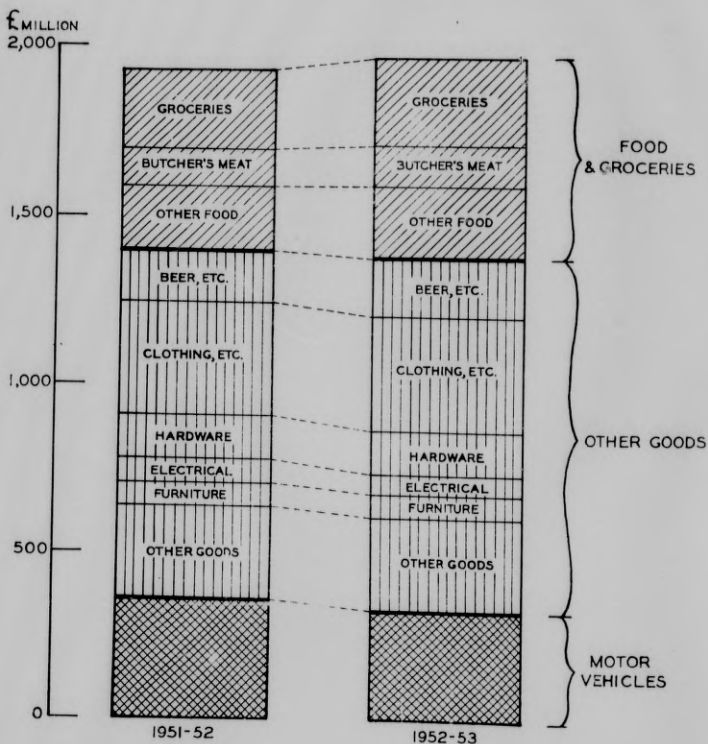
NOTE: Minus sign (-) denotes decrease.

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HOME TO COMMUNITY RECORDS FOR CORRESPONDING CHARTERS - AUSTRALIA

VALUE OF RETAIL SALES OF GOODS : AUSTRALIA JUNE QUARTERS 1952 AND 1953





COMMONWEALTH BUREAU OF CENSUS AND STATISTICS
CANBERRA, A.C.T.
JULY, 1953