

17.10 Direct sales by commodity, 1982-85 (concluded)

Commodity	1984		1985		Percentage change 1984-85
	\$'000	%	\$'000	%	
Furniture, home furnishings and repairs	19,151	0.8	24,326	1.0	+ 27.0
Household electrical appliances	182,484	7.5	179,809	7.2	- 1.5
Phonograph records and tapes	44,060	1.8	53,270	2.1	+ 20.9
Video games, home computers and accessories	4,852	0.2	2,851	0.1	- 41.2
Cosmetics and personal care products	187,895	7.7	190,292	7.6	+ 1.3
Jewellery	48,114	2.0	53,149	2.1	+ 10.5
Boats and pleasure craft	17,196	0.7	12,272	0.5	- 28.6
Canvas products: awnings, sails, tents, etc.	15,276	0.6	14,463	0.6	- 5.3
Greenhouse and nursery products	99,571	4.1	100,401	4.0	+ 0.8
Orthopedic supplies and artificial limbs	7,980	0.3	8,553	0.3	+ 7.2
Monuments and tombstones	12,594	0.5	13,576	0.5	+ 7.8
Toys, games, hobbies, crafts and cards	82,443	3.4	90,632	3.6	+ 9.9
All other merchandise	157,288	6.5	161,766	6.5	+ 2.8
Total, all commodities	2,437,696	100.0	2,505,990	100.0	+ 2.8

17.11 Methods of distribution of direct sales, 1984 and 1985

Year and commodity	From premises	By mail	Home delivery	Personal selling	Through other channels ¹	Total direct sales
	%	%	%	%	%	\$'000
1984						
Meat, fish and poultry	61.4	—	—	17.1	21.5	23,598
Frozen food plans	6.1	—	—	93.9	—	12,484
Dairy products	28.6	0.1	71.4	—	—	312,798
Bakery products	47.6	—	51.6	—	0.8	103,626
Nutritional and other foods and beverages	10.0	0.8	—	62.3	27.0	120,367
Clothing and shoes	39.8	19.0	—	41.2	—	48,357
Fur goods	100.0	—	—	—	—	5,768
Books and encyclopedias	4.7	78.9	—	16.4	—	227,855
Newspapers	0.7	7.6	80.0	—	11.7	318,494
Magazines	—	88.9	—	11.1	—	147,686
Home improvement products	58.8	—	—	34.6	6.6	56,862
Household cleaners, soaps, brushes, brooms and mops	1.8	—	—	98.2	—	76,837
Dinnerware, kitchenware and utensils	1.7	7.7	—	90.7	—	104,060
Furniture, home furnishings and repairs	78.7	—	—	21.3	—	19,151
Household electrical appliances	18.6	3.5	—	77.9	—	182,484
Phonograph records and tapes	—	100.0	—	—	—	44,060
Video games, home computers and accessories	—	100.0	—	—	—	4,852
Cosmetics and personal care products	0.4	5.3	—	94.4	—	187,895
Jewellery	3.5	20.1	—	76.4	—	48,114
Boats and pleasure craft	100.0	—	—	—	—	17,196
Canvas products: awnings, sails, tents, etc.	100.0	—	—	—	—	15,276
Greenhouse and nursery products	16.8	11.1	—	—	72.1	99,571
Orthopedic supplies and artificial limbs	100.0	—	—	—	—	7,980
Monuments and tombstones	77.0	—	—	23.0	—	12,594
Toys, games, hobbies, crafts, cards	5.9	53.2	—	40.9	—	82,443
All other merchandise	8.3	53.4	—	38.1	0.1	157,288
Total, all commodities	15.4	23.3	21.8	33.2	6.2	2,437,696
1985						
Meat, fish and poultry	66.6	—	—	6.9	26.6	18,975
Frozen food plans	8.1	—	—	91.9	—	11,651
Dairy products	18.5	0.1	81.4	—	—	320,029
Bakery products	51.4	—	47.5	—	1.1	102,986
Nutritional and other foods and beverages	5.5	—	—	85.8	8.7	90,234
Clothing and shoes	48.8	15.1	—	36.1	—	60,749
Fur goods	100.0	—	—	—	—	6,914
Books and encyclopedias	3.5	78.7	—	17.8	—	244,871
Newspapers	0.5	7.3	80.1	—	12.1	348,623
Magazines	—	85.9	—	14.1	—	167,024
Home improvement products	66.1	—	—	32.2	1.6	58,427
Household cleaners, soaps, brushes, brooms and mops	0.7	—	—	99.3	—	62,896
Dinnerware, kitchenware and utensils	2.0	7.1	—	90.9	—	107,251
Furniture, home furnishings and repairs	62.8	20.9	—	16.3	—	24,326
Household electrical appliances	19.5	3.7	—	76.3	0.5	179,809
Phonograph records and tapes	—	100.0	—	—	—	53,270
Video games, home computers and accessories	—	100.0	—	—	—	2,851
Cosmetics and personal care products	0.3	3.5	—	96.1	—	190,292
Jewellery	2.4	33.5	—	64.1	—	53,149