Statistics
South Africa

# Retail trade sales <br> Preliminary: April 2006 

## Embargoed until: <br> 5 July 2006 <br> 11:00

Table A - Key figures as at the end of April 2006

| Estimates | April 2006 <br> R million | \% change between April 2005 and April 2006 | \% change <br> between <br> February <br> to <br> April 2005 <br> and <br> February to <br> April 2006 | \% change <br> between <br> January to <br> April 2005 and <br> January to <br> April 2006 |
| :---: | :---: | :---: | :---: | :---: |
| Retail trade sales |  |  |  |  |
| at current prices | 34115 | +14,3 | +15,2 | +14,5 |
| at constant 2000 prices | 25214 | +9,7 | +10,3 | +9,4 |

## Key findings as at the end of April 2006

Retail trade sales increase in real terms
As indicated in table A, retail trade sales at constant (2000) prices, for the three months up to April 2006, increased by 10,3\% compared with the three months up to April 2005.

Similarly, retail trade sales at constant (2000) prices, for period January to April 2006, increased by 9,4\% compared with January to April 2005. Retail trade sales at constant (2000) prices, for April 2006, increased by $9,7 \%$ compared with April 2005.

Retail trade sales at current prices, for the three months up to April 2006, increased by $15,2 \%$ compared with the three months up to April 2005. Retail trade sales at current prices, for April 2006, increased by 14,3\% compared with April 2005.

As indicated in table B, the major contributors to the $15,2 \%$ increase in retail trade sales at current prices for the three months up to April 2006 compared with the three months up to April 2005 were general dealers (contributing $+5,7$ percentage points), retailers in textiles, clothing, footwear and leather goods (contributing $+2,7$ percentage points), ‘all other' retailers (contributing $+2,5$ percentage points) and retailers in hardware, paint and glass (contributing $+2,1$ percentage points).

Table B - Contribution of the types of dealers to the percentage change in retail trade sales at current prices

$1 /$ Weight is the percentage contribution of each type of dealer to the total
2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of dealer with its corresponding weight (1/).
3/ Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

Figure 1 below shows the trend cycle for the retail trade sales, at constant (2000) prices between January 2001 and April 2006. There was an upward trend from the beginning of 2001 until the end of 2004. The beginning of 2005 saw a brief levelling of the trend, but that began to rise from mid 2005 up to the beginning of 2006.

Figure 1 - Trend cycle of retail trade sales (at constant 2000 prices)


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## Notes

| Forthcoming issue | Issue | Expected release date |
| :--- | :--- | :--- |
|  | May 2006 | 2 August 2006 |

## Purpose of the survey

Response Rate

The results of the monthly retail trade sales survey are used to compile estimates of the Gross Domestic Product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.

The preliminary response rate for the survey on retail trade sales for April 2006 was 90,0\%.

## Detailed results

Tables 1 and 2 show retail trade sales at current prices over the period January 1999 to April 2006.

Table 1 - Total retail trade sales at current prices ( R million)

| Month | $\mathbf{1 9 9 9}$ | $\mathbf{2 0 0 0}$ | $\mathbf{2 0 0 1}$ | $\mathbf{2 0 0 2}$ | $\mathbf{2 0 0 3}$ | $\mathbf{2 0 0 4}$ | $\mathbf{2 0 0 5} \mathbf{1 /}$ | $\mathbf{2 0 0 6} \mathbf{1 /}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| January | 16095 | 17348 | 18300 | 20373 | 23202 | 26250 | 27804 | 31144 |
| February | 15295 | 16650 | 17702 | 19850 | 22239 | 25518 | 27506 | 31898 |
| March | 17056 | 18288 | 19661 | 22160 | 24648 | 26944 | 29390 | 33952 |
| April | 16695 | 18160 | 19512 | 21517 | 23890 | 26443 | 29847 | 34115 |
| May | 17213 | 18361 | 19876 | 22632 | 25159 | 27909 | 30628 |  |
| June | 16139 | 18056 | 19805 | 22379 | 24386 | 27791 | 30010 |  |
| July | 17147 | 18195 | 20177 | 22337 | 24749 | 28232 | 30435 |  |
| August | 16692 | 17998 | 19912 | 22709 | 24585 | 27289 | 30960 |  |
| September | 16677 | 18247 | 19751 | 22662 | 25098 | 28745 | 31606 |  |
| October | 17870 | 18980 | 20951 | 23675 | 25866 | 30004 | 33499 |  |
| November | 18426 | 20292 | 22082 | 25278 | 27863 | 31664 | 35330 |  |
| December | 24620 | 26715 | 28990 | 32656 | 36323 | 41507 | 46780 |  |
| Total | $\mathbf{2 0 9 9 2 5}$ | $\mathbf{2 2 7 2 9 0}$ | $\mathbf{2 4 6 7 1 9}$ | $\mathbf{2 7 8 2 2 8}$ | $\mathbf{3 0 8} \mathbf{0 0 8}$ | $\mathbf{3 4 8} \mathbf{2 9 6}$ | $\mathbf{3 8 3} \mathbf{7 9 5}$ |  |

1/ Preliminary.
Table 2 - Percentage change in total retail trade sales at current prices ${ }_{1 /}$

| Month | $\mathbf{1 9 9 9}$ | $\mathbf{2 0 0 0}$ | $\mathbf{2 0 0 1}$ | $\mathbf{2 0 0 2}$ | $\mathbf{2 0 0 3}$ | $\mathbf{2 0 0 4}$ | $\mathbf{2 0 0 5}$ | $\mathbf{2 0 0 6}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| January | - | 7,8 | 5,5 | 11,3 | 13,9 | 13,1 | 5,9 | 12,0 |
| February | - | 8,9 | 6,3 | 12,1 | 12,0 | 14,7 | 7,8 | 16,0 |
| March | - | 7,2 | 7,5 | 12,7 | 11,2 | 9,3 | 9,1 | 15,5 |
| April | - | 8,8 | 7,4 | 10,3 | 11,0 | 10,7 | 12,9 | 14,3 |
| May | - | 6,7 | 8,3 | 13,9 | 11,2 | 10,9 | 9,7 |  |
| June | - | 11,9 | 9,7 | 13,0 | 9,0 | 14,0 | 8,0 |  |
| July | - | 6,1 | 10,9 | 10,7 | 10,8 | 14,1 | 7,8 |  |
| August | - | 7,8 | 10,6 | 14,0 | 8,3 | 11,0 | 13,5 |  |
| September | - | 9,4 | 8,2 | 14,7 | 10,7 | 14,5 | 10,0 |  |
| October | - | 6,2 | 10,4 | 13,0 | 9,3 | 16,0 | 11,6 |  |
| November | - | 10,1 | 8,8 | 14,5 | 10,2 | 13,6 | 11,6 |  |
| December | - | 8,5 | 8,5 | 12,6 | 11,2 | 14,3 | 12,7 |  |
| Total | - | $\mathbf{8 , 3}$ | $\mathbf{8 , 5}$ | $\mathbf{1 2 , 8}$ | $\mathbf{1 0 , 7}$ | $\mathbf{1 3 , 1}$ | $\mathbf{1 0 , 2}$ |  |

[^0]Tables 3 and 4 show retail trade sales at constant (2000) prices over the period January 1999 to April 2006.
Table 3 - Total retail trade sales at constant 2000 prices ( R million)

| Month | $\mathbf{1 9 9 9}$ | $\mathbf{2 0 0 0}$ | $\mathbf{2 0 0 1}$ | $\mathbf{2 0 0 2}$ | $\mathbf{2 0 0 3}$ | $\mathbf{2 0 0 4}$ | $\mathbf{2 0 0 5} \mathbf{1 /}$ | $\mathbf{2 0 0 6} \mathbf{1 /}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| January | 17844 | 17996 | 17819 | 18504 | 19033 | 21050 | 21825 | 23329 |
| February | 16919 | 17236 | 17203 | 17947 | 18274 | 20333 | 21556 | 23787 |
| March | 18805 | 18757 | 18959 | 19715 | 20088 | 21384 | 22800 | 25243 |
| April | 18306 | 18362 | 18672 | 18891 | 19391 | 20920 | 22977 | 25214 |
| May | 18771 | 18491 | 18911 | 19663 | 20538 | 22063 | 23488 |  |
| June | 17467 | 18056 | 18719 | 19259 | 20054 | 21848 | 23120 |  |
| July | 18418 | 17997 | 18963 | 19108 | 20121 | 22212 | 23162 |  |
| August | 17891 | 17749 | 18750 | 19278 | 19874 | 21572 | 23437 |  |
| September | 17741 | 17925 | 18546 | 18964 | 20257 | 22634 | 23764 |  |
| October | 18910 | 18572 | 19563 | 19566 | 20927 | 23478 | 25131 |  |
| November | 19355 | 19836 | 20465 | 20805 | 22470 | 24603 | 26544 |  |
| December | 25808 | 26088 | 26694 | 26877 | 29292 | 32427 | 35173 |  |
| Total | $\mathbf{2 2 6 2 3 5}$ | $\mathbf{2 2 7 0 6 5}$ | $\mathbf{2 3 3 2 6 4}$ | $\mathbf{2 3 8 5 7 7}$ | $\mathbf{2 5 0 3 6}$ | $\mathbf{2 7 4 5 2 4}$ | $\mathbf{2 9 2 9 7 7}$ |  |

1/ Preliminary.

Table 4 - Percentage change in total retail trade sales at constant 2000 prices ${ }_{1 /}$

| Month | $\mathbf{1 9 9 9}$ | $\mathbf{2 0 0 0}$ | $\mathbf{2 0 0 1}$ | $\mathbf{2 0 0 2}$ | $\mathbf{2 0 0 3}$ | $\mathbf{2 0 0 4}$ | $\mathbf{2 0 0 5}$ | $\mathbf{2 0 0 6}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| January | - | 0,9 | $-1,0$ | 3,8 | 2,9 | 10,6 | 3,7 | 6,9 |
| February | - | 1,9 | $-0,2$ | 4,3 | 1,8 | 11,3 | 6,0 | 10,3 |
| March | - | $-0,3$ | 1,1 | 4,0 | 1,9 | 6,5 | 6,6 | 10,7 |
| April | - | 0,3 | 1,7 | 1,2 | 2,6 | 7,9 | 9,8 | 9,7 |
| May | - | $-1,5$ | 2,3 | 4,0 | 4,4 | 7,4 | 6,5 |  |
| June | - | 3,4 | 3,7 | 2,9 | 4,1 | 8,9 | 5,8 |  |
| July | - | $-2,3$ | 5,4 | 0,8 | 5,3 | 10,4 | 4,3 |  |
| August | - | $-0,8$ | 5,6 | 2,8 | 3,1 | 8,5 | 8,6 |  |
| September | - | 1,0 | 3,5 | 2,3 | 6,8 | 11,7 | 5,0 |  |
| October | - | $-1,8$ | 5,3 | $-0,0$ | 7,0 | 12,2 | 7,0 |  |
| November | - | 2,5 | 3,2 | 1,7 | 8,0 | 9,5 | 7,9 |  |
| December | - | 1,1 | 2,3 | 0,7 | 9,0 | 10,7 | 8,5 |  |
| Total | - | $\mathbf{0 , 4}$ | $\mathbf{2 , 7}$ | $\mathbf{2 , 3}$ | $\mathbf{4 , 9}$ | $\mathbf{9 , 7}$ | $\mathbf{6 , 7}$ |  |

[^1]Outlined below in table 5 are retail trade sales according to type of dealer for January 2005 to April 2006.
Table 5 - Total retail trade sales according to type of dealer at current prices ( R million)

| Year 1/ | Month | Type A | Type B | Type C | Type D | Type E | Type F | Type G | Total $2 /$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2005 | January | 10638 | 2873 | 1274 | 4746 | 1711 | 1690 | 4873 | 27804 |
|  | February | 10529 | 2895 | 1329 | 4283 | 1669 | 1863 | 4937 | 27506 |
|  | March | 11292 | 3157 | 1335 | 4575 | 1772 | 1776 | 5482 | 29390 |
|  | April | 10538 | 3097 | 1505 | 5716 | 1833 | 1900 | 5258 | 29847 |
|  | May | 10781 | 2909 | 1567 | 5982 | 1876 | 2071 | 5442 | 30628 |
|  | June | 11024 | 3004 | 1490 | 4838 | 2072 | 2172 | 5409 | 30010 |
|  | July | 11055 | 3161 | 1356 | 5199 | 2131 | 2168 | 5366 | 30435 |
|  | August | 11129 | 3033 | 1468 | 5173 | 2118 | 2303 | 5735 | 30960 |
|  | September | 12037 | 3185 | 1366 | 5266 | 2259 | 2504 | 4990 | 31606 |
|  | October | 11997 | 3175 | 1420 | 5903 | 2381 | 2653 | 5970 | 33499 |
|  | November | 12584 | 3322 | 1391 | 6018 | 2856 | 2819 | 6340 | 35330 |
|  | December | 16784 | 4731 | 1380 | 10322 | 4183 | 2277 | 7102 | 46780 |
|  | Total | 140388 | 38542 | 16881 | 68021 | 26861 | 26196 | 66904 | 383795 |
| 2006 | January | 11692 | 3085 | 1404 | 5273 | 1971 | 2103 | 5616 | 31144 |
|  | February | 11943 | 3138 | 1415 | 4937 | 2000 | 2415 | 6049 | 31898 |
|  | March | 12845 | 3402 | 1446 | 5401 | 2168 | 2562 | 6127 | 33952 |
|  | April | 12487 | 3434 | 1438 | 6563 | 2114 | 2381 | 5697 | 34115 |

1/ Preliminary.
2/ Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

Description of type of dealers included in indicated group types in table $5{ }_{1 /}$

| Group type | Type of dealer included |
| :--- | :--- |
| Type A | General dealers |
| Type B | Retail trade in specialised food, beverages and tobacco stores |
| Type C | Retailers in pharmaceutical and medical goods, cosmetics and toiletries |
| Type D | Retailers in textiles, clothing, footwear and leather goods |
| Type E | Retailers in household furniture, appliance and equipment |
| Type F | Retailers in hardware, paint and glass |
| Type G | All other retailers |

[^2]Outlined below in table 6 are percentage changes in retail trade sales at current and at constant (2000) prices.
Table 6-Quarterly and cumulative estimates and percentage changes in total retail trade sales

| Estimates | February to <br> April 2005 <br> R million | February to <br> April 2006 <br> R million | \% change between <br> February to <br> April 2005 <br> and <br> February <br> to <br> April 2006 | ```January to April 2005 R million``` | ```January to April 2006 R million``` | \% change between January to April 2005 and January to April 2006 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Retail trade sales at current prices at constant 2000 prices | $\begin{aligned} & 86743 \\ & 67333 \end{aligned}$ | $\begin{aligned} & 99965 \\ & 74244 \end{aligned}$ | $\begin{aligned} & +15,2 \\ & +10,3 \end{aligned}$ | $\begin{array}{r} 114547 \\ 89158 \end{array}$ | $\begin{array}{r} 131109 \\ 97573 \end{array}$ | $\begin{array}{r} +14,5 \\ +9,4 \end{array}$ |

## Explanatory notes

## Introduction

## Scope of the survey

## Classification

## Statistical unit

Survey methodology and design

South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from the 2005 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT) and income tax.

3 This survey covers retail enterprises according to the following types of dealer:

- General dealers
> Retail trade in non-specialised stores with food, beverages and tobacco predominating; and
$>$ other retail trade in non-specialised stores.
- Retail trade in specialised food, beverages and tobacco stores
> Retailers in fresh fruit and vegetables;
$>$ Retailers in meat and meat products;
> Retailers in bakery products;
> Retailers in beverages;
> Retailers in tobacco; and
> Retailers in other food in specialised stores.
- Retailers in pharmaceutical and medical goods, cosmetic and toiletries;
- Retailers in textiles, clothing, footwear and leather goods
> Retailers in men's and boys' clothing;
> Retailers in ladies', girls' and infants' clothing;
> General outfitters; and
$>$ Retailers in footwear.
- Retailers in household furniture, appliances and equipment;
- Retailers in hardware, paint and glass; and
- All other retailers
$>$ Retailers in reading matter and stationery;
> Retailers in jewellery, watches and clocks;
> Retailers in sports goods and entertainment requisites;
$>$ Retailers in other specialised stores. including repair of personal and household goods.

The 1993 edition of the Standard Industrial Classification of all Economic Activities (SIC), Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 International Standard Industrial Classification of all Economic Activities (ISIC) with suitable adaptations for local conditions. Statistics in this publication are presented at SIC group (four digit) level. Each enterprise is classified to the industry, which reflects its predominant activity.

5 The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2500 enterprises from a population of about 49000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up nonrespondents.

7 The value of sales is obtained monthly from the sample of 2500 enterprises (which was drawn in August 2005 at the SIC four-digit level from a population then of about 49000 retail enterprises. The retail industry is divided into four size groups. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small)

## Constant prices

Seasonal adjustment

## Trend cycle

## Reliability of estimates

## Revised figures

## Related publications

## Rounding of figures

## Pre-release policy

Symbols and abbreviations
enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups three and four to reflect the total value of sales.

9 The sales at constant prices are calculated using the price index for commodities for the metropolitan areas from the Consumer Price Index (CPI) to deflate sales at current prices. From January 2005 onwards, only the total sales will be deflated and not the type of dealer.

10 Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.

11 The trend is the long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle.

12 Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.

13 Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.

14 Revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.

15 Users may also wish to refer to the following publications available from Stats SA -

- Bulletin of Statistics issued quarterly.
- SA Statistics issued annually.

16 Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za.
BSF Business sampling frame
GDP Gross Domestic Product
ISIC International Standard Industrial Classification
SIC Standard Industrial Classification of all Economic Activities
SARS South African Revenue Service
Stats SA Statistics South Africa
VAT Value added tax

- Figures not available
* Revised figures


## Technical note

Neyman optimal allocation Before drawing in each of the surveys the population of enterprises on the business sampling frame (BSF) was stratified. Strata were formed using a combination of Standard Industrial Classification and the measure of size classes for enterprises. The Neyman optimal allocation formula given below was used to allocate samples to each stratum.

$$
\mathrm{n}_{\mathrm{h}}=\frac{\mathrm{N}_{\mathrm{h}} \mathrm{~S}_{\mathrm{h}}}{\sum \mathrm{~N}_{\mathrm{h}} \mathrm{~S}_{\mathrm{h}}}
$$

where $N_{h}$ and $S_{h}$ are the stratum population size and me stratum variance, respectively.
Neyman allocation formula not only allocates sample sizes to each stratum but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these surveys did not exceed $6.4 \%$.

Class limits

| Enterprise size | Size group | Lower limits | Upper limits |
| :--- | :---: | ---: | ---: |
| Very small | 4 | 0 | 4000000 |
| Small | 3 | 4000001 | 19000000 |
| Medium | 2 | 19000001 | 39000000 |
| Large | 1 | 39000001 |  |

## Glossary

## Enterprise

## Industry

## Statistical unit

## Retail trade

## Retailer

The enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the System of National Accounts (SNA) in the same way as in the Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC).

A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.

Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.

A retailer is an enterprise deriving more than $50 \%$ of its turnover from sales of goods to the general public for household use.

## General information

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Central Regional Library, Polokwane
Central Reference Library, Nelspruit
Central Reference Collection, Kimberley
Central Reference Library, Mmabatho
Stats SA also provides a subscription service.

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[^0]:    1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

[^1]:    1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

[^2]:    1/ See note 3 on page 9 .

