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# Statistical release

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### Retail trade sales (Preliminary)

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**Summary of findings: Retail trade sales**

**Table A – Key figures as at the end of April 2009**

Retail trade sales estimates	April 2009 (R million)	% change between April 2008 and April 2009	% change between February to April 2008 and February to April 2009	% change between January to April 2008 and January to April 2009
<b>At current prices</b>	42 237	4,4	6,2	7,6
<b>At constant (2008) prices</b>	38 631	-6,7	-5,4	-3,8

**Key findings as at the end of April 2009**

**Retail trade sales decrease in real terms**

***Retail trade sales, at constant (2008) prices, for the three months ended April 2009 reflected a decrease of 5,4% compared with the three months ended April 2008, while sales for the same period in 2008 increased by 2,3%. Retail trade sales, at constant (2008) prices, for April 2009 decreased by 6,7% compared with April 2008.***

Retail trade sales, at current prices, for the three months ended April 2009 increased by 6,2% compared with the three months ended April 2008. The major contributors to this increase were general dealers (4,3 percentage points), retailers of food, beverages and tobacco in specialised stores (0,9 of a percentage point) and other retailers (0,7 of a percentage point). These increases were partly counteracted by decreases in sales of retailers in hardware, paint and glass (-0,6 of a percentage point) and retailers in household furniture, appliances and equipment (-0,2 of a percentage point) - see Table B on page 3.

Retail trade sales, at current prices, for April 2009 increased by 4,4% compared with April 2008, while sales for the corresponding period in 2008 increased by 12,9%.

**Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices**

Type of retailer	February to April 2008 (R million)	Weight 1/	February to April 2009 (R million)	Difference between February to April 2008 and February to April 2009 (R million)	Percentage change between February to April 2008 and February to April 2009	Contribution (percentage points) to the percentage change in total sales 2/
<b>General dealers</b>	47 893	40,5	53 010	5 117	10,7	4,3
<b>Retailers of food, beverages and tobacco in specialised stores</b>	12 519	10,6	13 620	1 101	8,8	0,9
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	5 299	4,5	5 908	609	11,5	0,5
<b>Retailers in textiles, clothing, footwear and leather goods</b>	21 492	18,2	22 049	557	2,6	0,5
<b>Retailers in household furniture, appliances and equipment</b>	7 183	6,1	6 959	-224	-3,1	-0,2
<b>Retailers in hardware, paint and glass</b>	8 684	7,3	7 923	-761	-8,8	-0,6
<b>All other retailers</b>	15 228	12,9	16 118	890	5,8	0,7
<b>Total 3/</b>	<b>118 296</b>	<b>100,0</b>	<b>125 588</b>	<b>7 292</b>	<b>6,2</b>	<b>6,2</b>

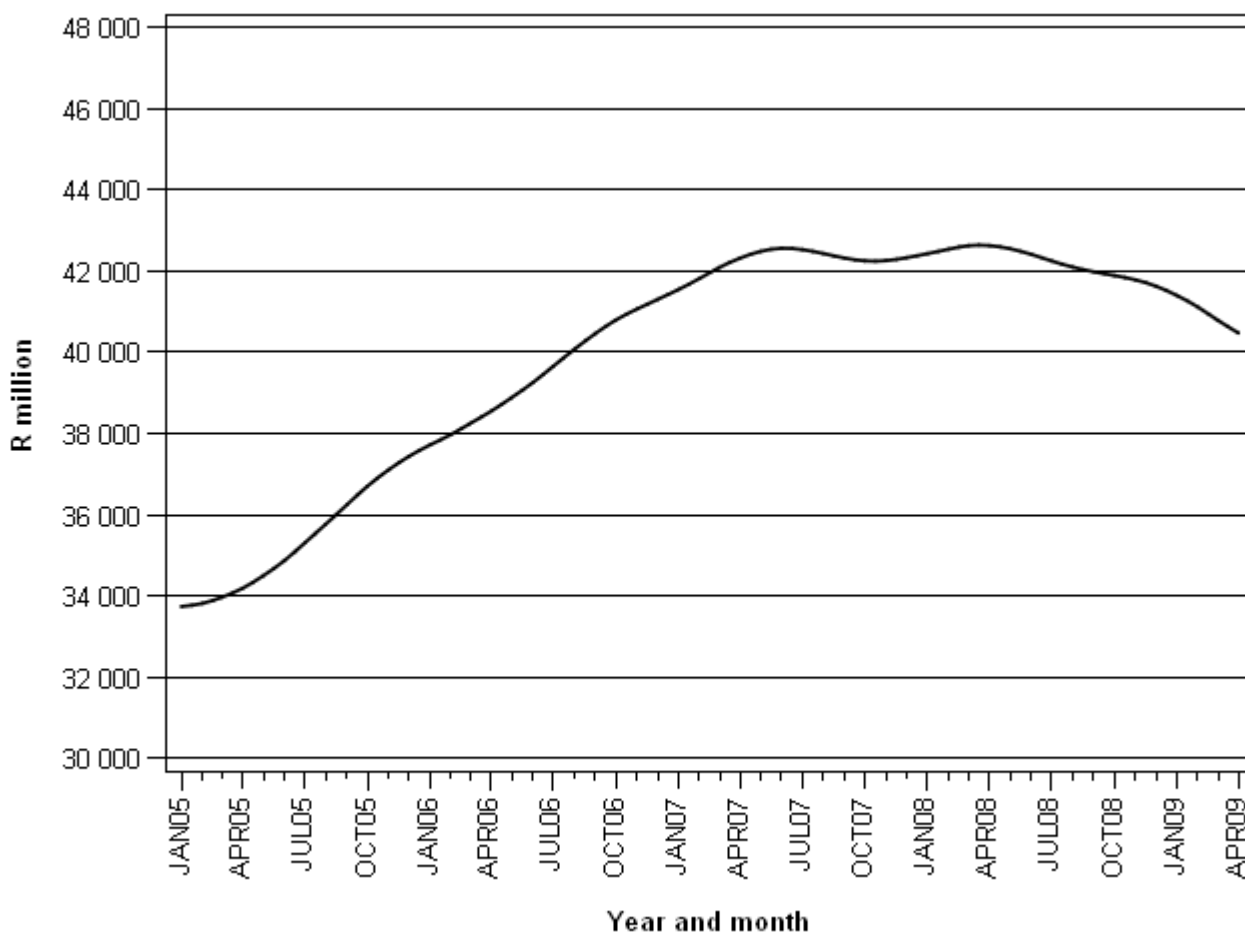
1/ Weight is the percentage contribution of each type of retailer to the total retail trade sales for the three months up to the current month of the previous year.

2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of retailer with its corresponding weight, divided by 100.

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 in retail trade sales at constant (2008) prices between January 2005 and April 2009.

**Figure 1 – Trend cycle of retail trade sales at constant (2008) prices**



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## Detailed results

Tables 1 and 2 show retail trade sales at current prices and percentage changes over the period January 2002 to April 2009.

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

Month	2002	2003	2004	2005	2006	2007	2008 <sup>1/</sup>	2009 <sup>1/</sup>
January	18 627	21 213	24 000	25 421	28 475	33 039	36 709	41 249
February	18 148	20 332	23 331	25 149	29 165	32 998	37 846	40 522
March	20 260	22 536	24 635	26 871	31 014	36 105	40 012	42 829
April	19 673	21 843	24 177	27 289	31 330	35 806	40 438	42 237
May	20 693	23 003	25 517	28 004	32 347	37 359	40 690	
June	20 461	22 296	25 409	27 438	31 651	36 176	40 793	
July	20 423	22 628	25 813	27 827	32 389	36 323	40 470	
August	20 762	22 478	24 950	28 306	32 781	37 044	41 140	
September	20 719	22 947	26 282	28 897	34 612	37 624	41 539	
October	21 647	23 650	27 433	30 628	35 000	38 579	43 708	
November	23 112	25 474	28 950	32 302	37 989	41 279	45 513	
December	29 857	33 210	37 950	42 771	47 982	52 498	59 070	
<b>Total</b>	<b>254 382</b>	<b>281 610</b>	<b>318 447</b>	<b>350 903</b>	<b>404 735</b>	<b>454 830</b>	<b>507 928</b>	

<sup>1/</sup> Preliminary.

**Table 2 – Percentage change in total retail trade sales at current prices <sup>1/</sup>**

Month	2002	2003	2004	2005	2006	2007	2008	2009
January	-	13,9	13,1	5,9	12,0	16,0	11,1	12,4
February	-	12,0	14,8	7,8	16,0	13,1	14,7	7,1
March	-	11,2	9,3	9,1	15,4	16,4	10,8	7,0
April	-	11,0	10,7	12,9	14,8	14,3	12,9	4,4
May	-	11,2	10,9	9,7	15,5	15,5	8,9	
June	-	9,0	14,0	8,0	15,4	14,3	12,8	
July	-	10,8	14,1	7,8	16,4	12,1	11,4	
August	-	8,3	11,0	13,5	15,8	13,0	11,1	
September	-	10,8	14,5	9,9	19,8	8,7	10,4	
October	-	9,3	16,0	11,6	14,3	10,2	13,3	
November	-	10,2	13,6	11,6	17,6	8,7	10,3	
December	-	11,2	14,3	12,7	12,2	9,4	12,5	
<b>Total</b>	-	<b>10,7</b>	<b>13,1</b>	<b>10,2</b>	<b>15,3</b>	<b>12,4</b>	<b>11,7</b>	

<sup>1/</sup> The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Tables 3 and 4 show retail trade sales at constant (2008) prices and percentage changes over the period January 2002 to April 2009.

**Table 3 – Total retail trade sales at constant (2008) prices (R million)**

Month	2002	2003	2004	2005	2006	2007	2008 <sup>1/</sup>	2009 <sup>1/</sup>
January	25 979	26 784	29 777	30 963	34 020	37 889	38 625	39 075
February	25 241	25 737	28 911	30 595	34 845	37 842	39 786	38 023
March	27 791	28 491	30 451	32 650	36 921	41 263	41 358	39 340
April	26 730	27 545	29 959	33 158	37 253	40 642	41 416	38 631
May	28 001	28 935	31 580	34 068	38 371	42 261	41 217	
June	27 245	28 116	31 525	33 461	37 457	40 739	41 064	
July	26 908	28 320	31 947	33 648	38 015	40 314	40 475	
August	27 104	28 098	30 917	34 269	38 430	40 933	40 411	
September	26 700	28 684	32 407	34 984	40 387	41 254	40 318	
October	27 646	29 489	33 701	37 035	40 556	41 979	42 172	
November	29 405	31 684	35 305	38 918	43 969	44 674	43 655	
December	37 938	41 461	46 394	51 284	55 471	56 693	56 617	
<b>Total</b>	<b>336 688</b>	<b>353 344</b>	<b>392 874</b>	<b>425 033</b>	<b>475 695</b>	<b>506 483</b>	<b>507 114</b>	

<sup>1/</sup> Preliminary.

**Table 4 – Percentage change in total retail trade sales at constant (2008) prices <sup>1/</sup>**

Month	2002	2003	2004	2005	2006	2007	2008	2009
January	-	3,1	11,2	4,0	9,9	11,4	1,9	1,2
February	-	2,0	12,3	5,8	13,9	8,6	5,1	-4,4
March	-	2,5	6,9	7,2	13,1	11,8	0,2	-4,9
April	-	3,0	8,8	10,7	12,3	9,1	1,9	-6,7
May	-	3,3	9,1	7,9	12,6	10,1	-2,5	
June	-	3,2	12,1	6,1	11,9	8,8	0,8	
July	-	5,2	12,8	5,3	13,0	6,0	0,4	
August	-	3,7	10,0	10,8	12,1	6,5	-1,3	
September	-	7,4	13,0	8,0	15,4	2,1	-2,3	
October	-	6,7	14,3	9,9	9,5	3,5	0,5	
November	-	7,8	11,4	10,2	13,0	1,6	-2,3	
December	-	9,3	11,9	10,5	8,2	2,2	-0,1	
<b>Total</b>	-	<b>4,9</b>	<b>11,2</b>	<b>8,2</b>	<b>11,9</b>	<b>6,5</b>	<b>0,1</b>	

<sup>1/</sup> The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Outlined below in Tables 5 and 6 are retail trade sales at current prices and percentage changes according to type of retailer. For description of type of retailer see page 9.

**Table 5 – Total retail trade sales according to type of retailer at current prices (R million)**

Year and month 1/	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/	
2008	January	14 839	3 721	1 665	6 748	2 576	2 341	4 819	36 709
	February	15 238	3 942	1 784	6 505	2 353	2 879	5 146	37 846
	March	16 901	4 395	1 765	6 851	2 399	2 845	4 857	40 012
	April	15 754	4 182	1 750	8 136	2 431	2 960	5 225	40 438
	May	16 204	4 296	1 760	8 025	2 482	3 008	4 915	40 690
	June	17 077	4 088	1 750	7 463	2 602	3 036	4 777	40 793
	July	15 926	4 208	1 922	7 499	2 590	2 986	5 338	40 470
	August	16 566	4 448	1 829	7 401	2 541	3 071	5 283	41 140
	September	17 639	4 536	1 841	6 946	2 354	3 023	5 200	41 539
	October	17 226	4 965	1 866	8 001	2 689	3 254	5 707	43 708
	November	17 801	4 901	1 883	9 109	2 961	3 260	5 597	45 513
	December	23 502	6 584	1 929	13 555	3 916	2 822	6 763	59 070
	<b>Total</b>	<b>204 673</b>	<b>54 266</b>	<b>21 744</b>	<b>96 239</b>	<b>31 894</b>	<b>35 485</b>	<b>63 627</b>	<b>507 928</b>
2009	January	17 181	4 468	1 848	7 458	2 494	2 503	5 296	41 249
	February	17 065	4 299	1 807	6 825	2 321	2 673	5 531	40 522
	March	18 744	4 583	2 102	6 780	2 292	2 789	5 538	42 829
	April	17 201	4 738	1 999	8 444	2 346	2 461	5 049	42 237

1/ Preliminary.

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

**Table 6 – Percentage change in total retail trade sales according to type of retailer at current prices 1/**

Year and month	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total	
2009	January	15,8	20,1	11,0	10,5	-3,2	6,9	9,9	12,4
	February	12,0	9,1	1,3	4,9	-1,4	-7,2	7,5	7,1
	March	10,9	4,3	19,1	-1,0	-4,5	-2,0	14,0	7,0
	April	9,2	13,3	14,2	3,8	-3,5	-16,9	-3,4	4,4

1/ The percentage change is the difference between retail trade sales by type of retailer of the relevant year and those of the previous year expressed as a percentage.



Outlined below in Tables 7 and 8 are retail trade sales, at constant (2008) prices, and percentage changes according to type of retailer. For description of type of retailer see page 9.

**Table 7 – Total retail trade sales according to type of retailer at constant (2008) prices (R million)**

Year and month 1/		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/
2008	January	15 703	4 085	1 731	6 921	2 579	2 496	5 110	38 625
	February	16 125	4 257	1 849	6 665	2 367	3 066	5 457	39 786
	March	17 460	4 617	1 814	6 962	2 428	3 033	5 044	41 358
	April	16 141	4 343	1 795	8 226	2 446	3 122	5 343	41 416
	May	16 467	4 353	1 776	8 065	2 505	3 111	4 940	41 217
	June	17 249	4 068	1 757	7 485	2 620	3 089	4 796	41 064
	July	15 974	4 146	1 912	7 492	2 611	3 007	5 333	40 475
	August	16 289	4 310	1 806	7 328	2 533	2 950	5 195	40 411
	September	17 092	4 332	1 807	6 837	2 340	2 871	5 039	40 318
	October	16 563	4 724	1 828	7 852	2 662	3 055	5 488	42 172
	November	17 002	4 650	1 800	8 904	2 909	3 044	5 346	43 655
	December	22 383	6 229	1 842	13 212	3 862	2 623	6 466	56 617
	<b>Total</b>	<b>204 448</b>	<b>54 114</b>	<b>21 717</b>	<b>95 949</b>	<b>31 862</b>	<b>35 467</b>	<b>63 557</b>	<b>507 114</b>
2009	January	16 178	4 203	1 743	7 185	2 436	2 305	5 025	39 075
	February	15 919	4 022	1 692	6 512	2 243	2 446	5 189	38 023
	March	17 071	4 212	1 873	6 396	2 208	2 545	5 035	39 340
	April	15 552	4 339	1 757	7 929	2 258	2 231	4 565	38 631

1/ Preliminary.

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

**Table 8 – Percentage change in total retail trade sales according to type of retailer at constant (2008) prices**  
1/

Year and month		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total
2009	January	3,0	2,9	0,7	3,8	-5,5	-7,7	-1,7	1,2
	February	-1,3	-5,5	-8,5	-2,3	-5,2	-20,2	-4,9	-4,4
	March	-2,2	-8,8	3,3	-8,1	-9,1	-16,1	-0,2	-4,9
	April	-3,6	-0,1	-2,1	-3,6	-7,7	-28,5	-14,6	-6,7

1/ The percentage change is the difference between retail trade sales by type of retailer of the relevant year and those of the previous year expressed as a percentage.

Outlined below in Table 9 are values and percentage changes in retail trade sales at current and at constant (2008) prices.

**Table 9 – Quarterly and cumulative estimates and percentage changes in total retail trade sales**

Retail trade sales estimates	February to April 2008 (R million)	February to April 2009 (R million)	% change between February to April 2008 and February to April 2009	January to April 2008 (R million)	January to April 2009 (R million)	% change between January to April 2008 and January to April 2009
<b>At current prices</b>	118 296	125 588	6,2	155 005	166 837	7,6
<b>At constant (2008) prices</b>	122 560	115 994	-5,4	161 185	155 069	-3,8

**Description of group types (Tables 5 and 7) <sup>1/</sup>**

Group type	Type of dealer included in group type
Type A	General dealers
Type B	Retailers of food, beverages and tobacco in specialised 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, appliances and equipment
Type F	Retailers in hardware, paint and glass
Type G	All other retailers

<sup>1/</sup> See note 4 on page 10 for more detailed specifications.

## Explanatory notes

- Introduction** 1 Statistics 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 2008 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT).
- 2 As is usual, information for the latest month had to be estimated for respondents who have not reported by the cut-off date for production of results. These estimates will be revised in future statistical releases when their reported information becomes available. Published retail trade sales estimates include value-added tax (VAT).
- Purpose of the survey** 3 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.
- Scope of the survey** 4 This survey covers retail enterprises according to the following types of retailer:
- General dealers
    - Retail trade in non-specialised stores with food, beverages and tobacco predominating; and
    - Other retail trade in non-specialised stores.
  - Retailers of food, beverages and tobacco in specialised 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;
    - Repair of personal and household goods;
    - Retail trade in second-hand goods in stores; and
    - Retail trade not in stores
- Classification** 5 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.
- Response rate** 6 The preliminary response rate for the survey on retail trade sales for April 2009 was 91,3%. The improved response rate for the survey on retail trade sales for March 2009 was 94,6%.
- Statistical unit** 7 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.

<b>Survey methodology and design</b>	<b>8</b>	The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 35 000 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 non-respondents.
	<b>9</b>	The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2008) at the SIC four-digit level from a population then of about 35 000 retail enterprises. The retail sampling frame 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) 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.
<b>Weighting methodology</b>	<b>10</b>	For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form division estimates. These procedures, which are in line with international best practice, are described in more detail on the Stats SA website at <a href="http://www.statssa.gov.za/publications/publicationsearch.asp">www.statssa.gov.za/publications/publicationsearch.asp</a> .
<b>Constant prices</b>	<b>11</b>	For January 2002 to December 2007 retail trade sales at constant prices were calculated using the Consumer Price Index (CPI) for goods excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer.
	<b>12</b>	Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
<b>Trend cycle</b>	<b>13</b>	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.
<b>Reliability of estimates</b>	<b>14</b>	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.
	<b>15</b>	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.
<b>Revised figures</b>	<b>16</b>	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.
<b>Related publications</b>	<b>17</b>	Users may also wish to refer to the following publications available from Stats SA - <ul style="list-style-type: none"> <li>• <i>Bulletin of Statistics</i> issued quarterly.</li> <li>• <i>SA Statistics</i> issued annually.</li> </ul>
<b>Rounding of figures</b>	<b>18</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Pre-release policy</b>	<b>19</b>	Stats SA's pre-release policy may be inspected at its Website, <a href="http://www.statssa.gov.za">www.statssa.gov.za</a> .

**Symbols and abbreviations**

<b>20</b>	BSF	Business Sampling Frame
	GDP	Gross Domestic Product
	ISIC	International Standard Industrial Classification
	SARS	South African Revenue Service
	SIC	Standard Industrial Classification of all Economic Activities
	SNA	System of National Accounts
	Stats SA	Statistics South Africa
	VAT	Value-added tax
	-	Figures not available
	*	Revised figures

**Technical note**

**Neyman optimal allocation**

A stratified random sample was drawn from the population of enterprises on the business sampling frame (BSF). 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.

$$n_h = \frac{N_h S_h}{\sum N_h S_h}$$

where  $N_h$  and  $S_h$  are the stratum population size and the 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 strata did not exceed 3,2%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	4 000 000
Small	3	4 000 001	19 000 000
Medium	2	19 000 001	39 000 000
Large	1	39 000 001	

**Glossary**

**Enterprise**

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.

**Industry**

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)*.

**Statistical unit**

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**

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

**Retailer**

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

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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