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Results for April 2012

Table A – Key figures in retail trade sales

Retail trade sales estimates	April 2012 (R million)	% change between April 2011 and April 2012	% change between February to April 2011 and February to April 2012	% change between January to April 2011 and January to April 2012
At current prices	52 392	5,8	9,5	9,4
At constant 2008 prices	44 284	1,0	4,7	4,6

Seasonally adjusted estimates	April 2012 (R million)	% change between March and April 2012	% change between November 2011 to January 2012 and February to April 2012
At current prices	54 896	0,8	0,2
At constant 2008 prices	46 882	1,5	-0,7

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 1,5% in April 2012 compared with March 2012. This followed month-on-month changes of 2,2% in March 2012 and -2,4% in February 2012.

Retail trade sales in real terms increased by 1,0% year-on-year in April 2012 compared with the revised 6,7% increase in March 2012. Note that the year-on-year growth rate for April 2012 is affected by a relatively high base, since retail sales were boosted in April 2011 by the concentration of public holidays in late April and early May 2011 and additional school holidays after the Easter weekend.

The highest annual growth rates were recorded for:

- retailers in hardware, paint and glass (8,7%); and
- retailers in pharmaceutical and medical goods, cosmetics and toiletries (3,3%) – see Table 10 on page 8.

In real terms, retail trade sales for the three months ended April 2012 reflected an increase of 4,7% compared with the three months ended April 2011. The largest contributors to the 4,7% increase were:

- general dealers (4,1% and contributing 1,6 percentage points);
- retailers in textiles, clothing, footwear and leather goods (5,9% and contributing 1,2 percentage points); and
- ‘all other retailers’ (7,2% and contributing 0,9 of a percentage point) – see Table C on page 3.

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 2011 (R million)	Weight 1/	February to April 2012 (R million)	Difference between February to April 2011 and February to April 2012 (R million)	% change between February to April 2011 and February to April 2012	Contribution (% points) to the % change in total sales 2/
General dealers	56 550	39,7	62 796	6 246	11,0	4,4
Retailers of food, beverages and tobacco in specialised stores	14 286	10,0	15 741	1 455	10,2	1,0
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	10 298	7,2	11 026	728	7,1	0,5
Retailers in textiles, clothing, footwear and leather goods	27 065	19,0	29 473	2 408	8,9	1,7
Retailers in household furniture, appliances and equipment	7 045	4,9	7 204	159	2,3	0,1
Retailers in hardware, paint and glass	10 822	7,6	12 034	1 212	11,2	0,9
All other retailers	16 378	11,5	17 756	1 378	8,4	1,0
Total 3/	142 441	100,0	156 029	13 588	9,5	9,5

Table C – Contribution of each type of retailer to the percentage change in retail trade sales at constant 2008 prices

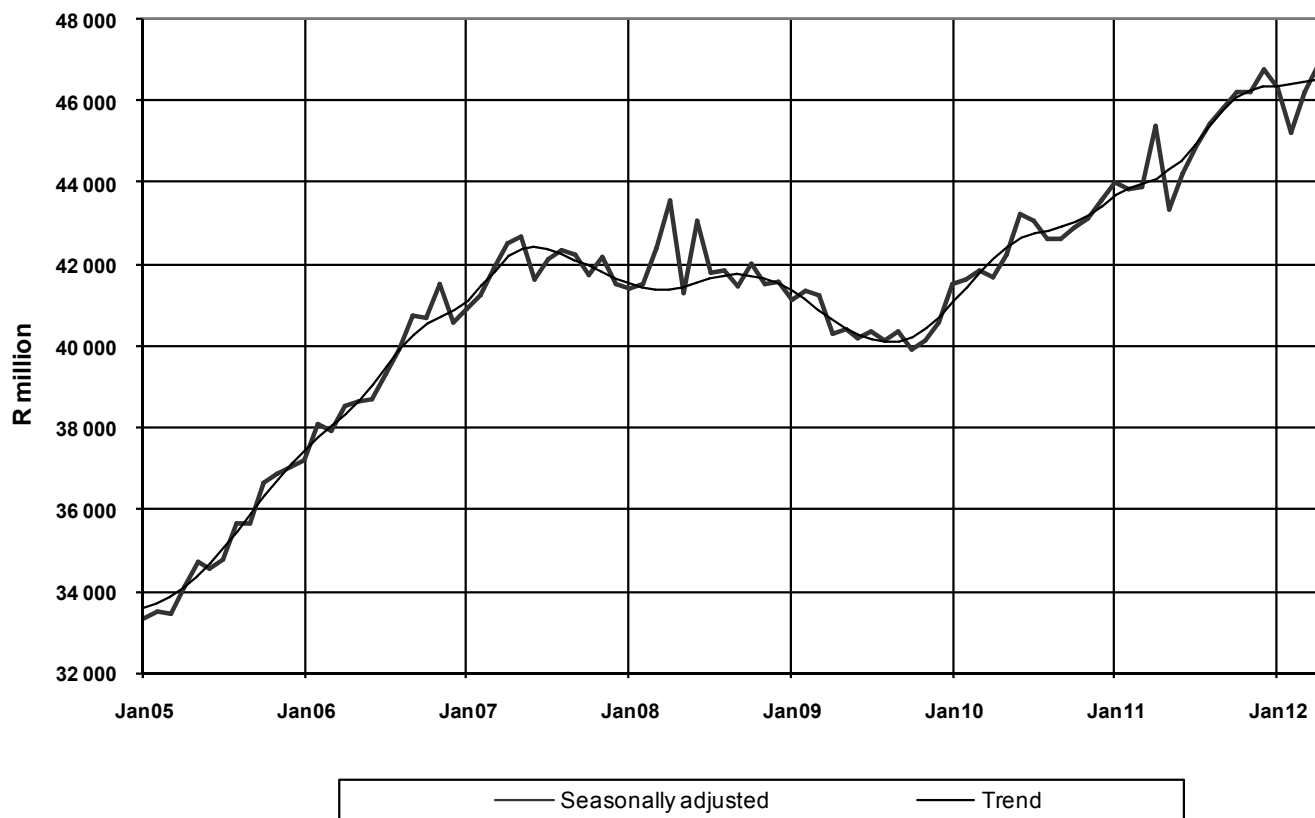
Type of retailer	February to April 2011 (R million)	Weight 1/	February to April 2012 (R million)	Difference between February to April 2011 and February to April 2012 (R million)	% change between February to April 2011 and February to April 2012	Contribution (% points) to the % change in total sales 2/
General dealers	48 392	38,3	50 382	1 990	4,1	1,6
Retailers of food, beverages and tobacco in specialised stores	12 049	9,5	12 240	191	1,6	0,2
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 422	6,7	8 756	334	4,0	0,3
Retailers in textiles, clothing, footwear and leather goods	25 448	20,2	26 945	1 497	5,9	1,2
Retailers in household furniture, appliances and equipment	7 438	5,9	7 802	364	4,9	0,3
Retailers in hardware, paint and glass	9 146	7,2	9 640	494	5,4	0,4
All other retailers	15 330	12,1	16 438	1 108	7,2	0,9
Total 3/	126 225	100,0	132 203	5 978	4,7	4,7

1/ Weight is the percentage contribution of each type of dealer 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 dealer with its corresponding weight, divided by 100.

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

Figure 1 – Retail trade sales at constant 2008 prices



PJ Lehohla
Statistician-General

Tables

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

Month	2005	2006	2007	2008	2009	2010	2011 ^{1/}	2012 ^{1/}
January	25 227	28 257	32 788	36 430	40 935	42 918	46 228	50 356
February	24 957	28 942	32 747	37 557	40 214	41 906	44 913	50 145
March	26 666	30 777	35 830	39 707	42 502	44 970	48 000	53 492
April	27 080	31 091	35 533	40 130	41 775	44 194	49 528	52 392
May	27 790	32 100	37 074	40 380	43 147	45 643	47 382	
June	27 229	31 410	35 900	40 482	41 959	45 809	48 295	
July	27 615	32 141	36 046	40 161	42 756	46 749	49 613	
August	28 090	32 531	36 763	40 827	42 139	44 498	49 471	
September	28 677	34 349	37 338	41 222	42 869	45 726	51 059	
October	30 394	34 734	38 285	43 375	44 257	47 431	53 015	
November	32 056	37 700	40 964	45 167	45 513	49 754	55 506	
December	42 445	47 617	52 098	58 621	60 479	65 998	74 805	
Total	348 226	401 649	451 366	504 064	528 545	565 596	617 815	

1/ Preliminary.

Table 2 – Year-on-year percentage change in total retail trade sales at current prices 1/

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	5,9	12,0	16,0	11,1	12,4	4,8	7,7	8,9
February	7,8	16,0	13,1	14,7	7,1	4,2	7,2	11,6
March	9,1	15,4	16,4	10,8	7,0	5,8	6,7	11,4
April	12,9	14,8	14,3	12,9	4,1	5,8	12,1	5,8
May	9,7	15,5	15,5	8,9	6,9	5,8	3,8	
June	8,0	15,4	14,3	12,8	3,6	9,2	5,4	
July	7,8	16,4	12,1	11,4	6,5	9,3	6,1	
August	13,4	15,8	13,0	11,1	3,2	5,6	11,2	
September	10,0	19,8	8,7	10,4	4,0	6,7	11,7	
October	11,6	14,3	10,2	13,3	2,0	7,2	11,8	
November	11,6	17,6	8,7	10,3	0,8	9,3	11,6	
December	12,7	12,2	9,4	12,5	3,2	9,1	13,3	
Total	10,2	15,3	12,4	11,7	4,9	7,0	9,2	

1/ The year-on-year percentage change is the difference between retail trade sales of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

Table 3 – Seasonally adjusted total retail trade sales at current prices (R million)

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	27 328	30 971	35 466	39 304	43 398	45 640	49 314	54 137
February	27 516	31 829	35 898	39 531	43 975	45 859	49 192	53 021
March	27 396	31 716	36 553	40 717	44 278	46 226	49 416	54 458
April	27 679	32 150	37 308	41 812	43 422	45 787	50 545	54 896
May	28 593	32 616	37 765	40 723	43 968	46 919	49 269	
June	28 583	32 971	37 171	43 065	44 023	47 834	50 631	
July	28 771	33 680	38 067	41 846	44 339	47 994	51 282	
August	29 499	34 123	38 407	42 590	44 304	47 293	52 002	
September	29 547	34 895	38 525	42 605	44 196	47 420	52 839	
October	30 474	35 127	38 266	43 405	43 979	47 552	53 505	
November	30 433	35 962	39 068	43 260	44 295	47 970	53 386	
December	31 008	35 122	38 721	43 417	44 760	48 569	54 454	

Table 4 – Total retail trade sales at constant 2008 prices (R million)

Month	2005	2006	2007	2008	2009	2010	2011 ^{1/}	2012 ^{1/}
January	30 727	33 760	37 601	38 204	38 772	38 913	41 381	43 109
February	30 361	34 578	37 554	39 315	37 788	38 051	40 068	42 756
March	32 401	36 639	40 949	41 204	39 336	40 394	42 309	45 163
April	32 904	36 969	40 333	41 305	38 496	39 853	43 848	44 284
May	33 808	38 078	41 939	41 083	39 554	41 122	41 580	
June	33 206	37 172	40 428	40 855	38 462	41 337	42 333	
July	33 392	37 724	40 007	40 218	39 113	42 216	43 475	
August	34 007	38 137	40 622	40 071	38 308	40 152	43 230	
September	34 718	40 081	40 941	40 104	38 940	41 188	44 357	
October	36 752	40 248	41 659	42 002	40 234	42 729	45 938	
November	38 622	43 634	44 333	43 377	41 366	44 782	47 988	
December	50 893	55 049	56 261	56 325	55 187	59 655	64 850	
Total	421 791	472 069	502 627	504 063	485 556	510 392	541 357	

1/ Preliminary.

Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices 1/

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	4,0	9,9	11,4	1,6	1,5	0,4	6,3	4,2
February	5,8	13,9	8,6	4,7	-3,9	0,7	5,3	6,7
March	7,2	13,1	11,8	0,6	-4,5	2,7	4,7	6,7
April	10,7	12,4	9,1	2,4	-6,8	3,5	10,0	1,0
May	7,9	12,6	10,1	-2,0	-3,7	4,0	1,1	
June	6,1	11,9	8,8	1,1	-5,9	7,5	2,4	
July	5,3	13,0	6,1	0,5	-2,7	7,9	3,0	
August	10,8	12,1	6,5	-1,4	-4,4	4,8	7,7	
September	8,0	15,4	2,1	-2,0	-2,9	5,8	7,7	
October	9,9	9,5	3,5	0,8	-4,2	6,2	7,5	
November	10,2	13,0	1,6	-2,2	-4,6	8,3	7,2	
December	10,5	8,2	2,2	0,1	-2,0	8,1	8,7	
Total	8,2	11,9	6,5	0,3	-3,7	5,1	6,1	

1/ The year-on-year percentage change is the difference between retail trade sales of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million)

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	33 338	37 191	40 928	41 417	41 150	41 512	44 029	46 327
February	33 502	38 084	41 243	41 503	41 348	41 630	43 851	45 223
March	33 444	37 911	41 921	42 396	41 233	41 849	43 889	46 210
April	34 082	38 560	42 541	43 580	40 297	41 671	45 375	46 882
May	34 701	38 656	42 677	41 309	40 393	42 230	43 373	
June	34 548	38 676	41 651	43 095	40 193	43 233	44 211	
July	34 780	39 331	42 136	41 789	40 366	43 098	44 873	
August	35 653	39 944	42 344	41 843	40 146	42 655	45 443	
September	35 674	40 756	42 231	41 470	40 342	42 626	45 818	
October	36 678	40 696	41 725	42 016	39 909	42 895	46 210	
November	36 849	41 537	42 204	41 536	40 111	43 110	46 229	
December	37 054	40 570	41 540	41 558	40 603	43 547	46 764	

Table 7 – 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/	
2011	January	17 799	4 446	3 465	9 182	2 442	3 328	5 567	46 228
	February	17 858	4 381	3 230	8 063	2 216	3 706	5 461	44 913
	March	19 884	4 804	3 483	8 109	2 337	3 747	5 637	48 000
	April	18 808	5 101	3 585	10 893	2 492	3 369	5 280	49 528
	May	18 829	4 570	3 411	9 293	2 494	3 564	5 220	47 382
	June	19 874	4 709	3 411	8 876	2 541	3 702	5 184	48 295
	July	19 035	4 939	3 674	9 786	2 655	4 019	5 505	49 613
	August	19 540	4 882	3 462	8 872	2 690	4 015	6 012	49 471
	September	20 973	4 949	3 515	8 933	2 552	4 123	6 015	51 059
	October	19 820	5 457	3 668	10 591	2 866	4 466	6 146	53 015
	November	21 119	5 415	3 616	11 362	3 162	4 767	6 065	55 506
	December	29 120	8 025	4 087	17 554	4 259	4 232	7 527	74 805
Total	242 659	61 678	42 607	121 514	32 706	47 038	69 619	617 815	
2012	January	20 076	5 033	3 739	9 511	2 496	3 637	5 865	50 356
	February	20 518	4 964	3 437	8 628	2 342	4 122	6 134	50 145
	March	22 192	5 421	3 758	9 407	2 523	4 030	6 162	53 492
	April	20 086	5 356	3 831	11 438	2 339	3 882	5 460	52 392

1/ Figures are preliminary.

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

Table 8 – Year-on-year percentage change in 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	
2011	January	7,0	1,1	18,5	6,2	5,8	21,1	6,1	7,7
	February	7,0	2,8	12,8	5,4	1,4	22,3	4,6	7,2
	March	9,7	-1,8	7,4	3,5	5,1	12,1	6,1	6,7
	April	12,0	9,6	12,2	16,1	5,5	10,9	10,6	12,1
	May	9,2	-4,3	7,3	-1,3	2,2	-1,3	4,8	3,8
	June	7,3	2,6	8,7	4,2	2,8	7,4	1,2	5,4
	July	4,3	4,9	6,7	8,5	7,4	13,8	3,2	6,1
	August	12,0	7,6	10,1	8,3	10,8	11,8	16,5	11,2
	September	13,1	6,2	9,0	8,8	5,2	19,9	15,2	11,7
	October	10,7	13,6	6,3	13,0	11,5	20,1	9,6	11,8
	November	12,8	13,0	6,4	11,9	5,5	20,7	5,5	11,6
	December	15,9	15,5	6,8	14,4	2,8	7,9	12,2	13,3
Total	10,3	6,3	9,2	8,8	5,4	13,7	8,0	9,2	
2012	January	12,8	13,2	7,9	3,6	2,2	9,3	5,4	8,9
	February	14,9	13,3	6,4	7,0	5,7	11,2	12,3	11,6
	March	11,6	12,8	7,9	16,0	8,0	7,6	9,3	11,4
	April	6,8	5,0	6,9	5,0	-6,1	15,2	3,4	5,8

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

Group type	Type of retailer included in group type 1/
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

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

Table 9 – 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/
2011	January	15 410	3 826	2 857	8 670	2 541	2 840	5 237	41 381
	February	15 435	3 764	2 652	7 599	2 330	3 146	5 142	40 068
	March	16 937	4 027	2 841	7 621	2 463	3 162	5 258	42 309
	April	16 020	4 258	2 929	10 228	2 645	2 838	4 930	43 848
	May	15 876	3 783	2 762	8 685	2 645	2 982	4 847	41 580
	June	16 743	3 892	2 780	8 303	2 700	3 093	4 822	42 333
	July	15 996	4 055	2 975	9 146	2 824	3 344	5 135	43 475
	August	16 365	3 998	2 806	8 253	2 865	3 324	5 619	43 230
	September	17 434	4 037	2 844	8 287	2 732	3 396	5 627	44 357
	October	16 313	4 394	2 953	9 788	3 065	3 670	5 755	45 938
	November	17 311	4 322	2 907	10 482	3 407	3 907	5 652	47 988
	December	23 869	6 374	3 291	16 179	4 624	3 472	7 041	64 850
	Total	203 709	50 730	34 597	113 241	34 841	39 174	65 065	541 357
2012	January	16 282	3 957	3 001	8 734	2 693	2 971	5 471	43 109
	February	16 627	3 921	2 743	7 908	2 532	3 330	5 695	42 756
	March	17 725	4 189	2 987	8 591	2 736	3 224	5 711	45 163
	April	16 030	4 130	3 026	10 446	2 534	3 086	5 032	44 284

1/ Figures are preliminary.

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

Table 10 – Year-on-year percentage change in 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
2011	January	4,2	-3,8	13,8	6,8	11,3	18,2	8,4	6,3
	February	3,6	-2,5	7,9	5,6	7,2	18,9	6,6	5,3
	March	6,4	-7,3	2,8	3,4	11,1	8,7	7,7	4,7
	April	8,7	3,3	8,0	16,0	11,4	7,6	10,8	10,0
	May	5,1	-10,2	2,8	-2,2	6,8	-4,5	4,5	1,1
	June	2,7	-4,3	5,7	3,2	7,3	3,9	0,5	2,4
	July	-0,5	-2,5	3,7	7,3	11,5	9,9	2,4	3,0
	August	6,6	0,1	7,0	6,5	14,6	7,7	15,7	7,7
	September	7,2	-1,7	6,1	6,7	9,1	15,4	14,3	7,7
	October	4,0	4,0	2,8	10,6	15,4	15,5	9,2	7,5
	November	6,0	2,9	3,5	9,4	10,0	16,0	4,9	7,2
	December	8,7	4,9	3,9	11,5	7,5	3,8	11,8	8,7
	Total	5,3	-1,2	5,5	7,4	10,2	9,9	8,1	6,1
2012	January	5,7	3,4	5,0	0,7	6,0	4,6	4,5	4,2
	February	7,7	4,2	3,4	4,1	8,7	5,8	10,8	6,7
	March	4,7	4,0	5,1	12,7	11,1	2,0	8,6	6,7
	April	0,1	-3,0	3,3	2,1	-4,2	8,7	2,1	1,0

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

Group type	Type of retailer included in group type 1/
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

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

Table 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	February to April 2011 (R million)	February to April 2012 (R million)	% change between February to April 2011 and February to April 2012	January to April 2011 (R million)	January to April 2012 (R million)	% change between January to April 2011 and January to April 2012
At current prices	142 441	156 029	9,5	188 669	206 385	9,4
At constant 2008 prices	126 225	132 203	4,7	167 606	175 312	4,6

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	March 2012 (R million)	April 2012 (R million)	% change between March and April 2012	November 2011 to January 2012 (R million)	February to April 2012 (R million)	% change between November 2011 to January 2012 and February to April 2012
At current prices	54 458	54 896	0,8	161 977	162 375	0,2
At constant 2008 prices	46 210	46 882	1,5	139 320	138 315	-0,7

Explanatory notes

Introduction	1	<p>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 Stats SA’s 2011 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>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).</p>
Purpose of the survey	3	<p>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.</p>
Scope of the survey	4	<p>This survey covers retail enterprises according to the following types of retailer:</p> <ul style="list-style-type: none"> • General dealers; <ul style="list-style-type: none"> ➢ 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: <ul style="list-style-type: none"> ➢ 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: <ul style="list-style-type: none"> ➢ 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: <ul style="list-style-type: none"> ➢ 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	<p>The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC)</i>, Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities (ISIC)</i> with suitable adaptations for local conditions. Each enterprise is classified to the industry, which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.</p>
Collection rate	6	<p>The preliminary collection rate for the survey on retail trade sales for April 2012 was 80,8%. The improved collection rate for the survey on retail trade sales for March 2012 was 84,3%.</p>
Statistical unit	7	<p>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</p>

directly controls all functions necessary to carry out its sales activities.

- Survey methodology and design**

8 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 30 000 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.

9 The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2011) at the SIC four-digit level from a population then of about 30 000 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.
- Weighting methodology**

10 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 group estimates. These procedures, which are in line with international best practice, are described in more detail on the Stats SA website at www.statssa.gov.za/publications/publicationsearch.asp.
- Seasonal adjustment**

11 Seasonally adjusted estimates are generated each month, using the X-12 Seasonal Adjustment Program developed by the US Bureau of the Census, 1968. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be more clearly recognised. Seasonal adjustment does not aim to remove irregular or non-seasonal influences, which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series even after adjustment for seasonal variations. Therefore the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour.
- Constant prices**

12 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 aggregating the deflated sales by type of retailer.

13 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.
- Trend cycle**

14 The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.
- Reliability of estimates**

15 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.

16 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.

- Revised figures** **17** Normally 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.

- Related publications** **18** Users may also wish to refer to the following publications available from Stats SA:
 - *Bulletin of Statistics* issued quarterly; and
 - *SA Statistics* issued annually.

- Rounding-off of figures** **19** Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

- Symbols and Abbreviations** **20**

BR	Business register
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

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.

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

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 4,0%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

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 <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)</i> .
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.

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Enquiries

Telephone number: (012) 310 8404 (technical enquiries)
(012) 310 8600 (user information services)
(012) 310 8358 (orders/subscription services)

Fax number: (012) 310 8332/086 637 6635 (technical enquiries)

Email address: elisel@statssa.gov.za
henriettef@statssa.gov.za
magdaj@statssa.gov.za (orders/subscription services)

Postal address: Private Bag X44, Pretoria, 0001

Produced by Stats SA