

Retail trade sales

August 2003

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Key figures as at the end of August 2003

Actual estimates

| | August 2003 | % change between August 2002 and August 2003 | % change between June 2002 to August 2002 and June 2003 to August 2003 | % change between January 2002 to August 2002 and January 2003 to August 2003 |
|--|-------------|--|--|--|
| Retail trade sales at current prices (R million) | 18 612,1 | +8,3 | +9,3 | +10,8 |
| Retail trade sales at constant 1995 prices (R million) | 11 976,9 | +4,5 | +4,4 | +3,6 |

Seasonally adjusted estimates

| | August 2003 | % change between July 2003 and August 2003 | % change between March 2003 to May 2003 and June 2003 to August 2003 |
|--|-------------|--|--|
| Retail trade sales at current prices (R million) | 19 576,9 | +0,5 | +1,8 |
| Retail trade sales at constant 1995 prices (R million) | 12 699,8 | 0,0 | +2,3 |

Key findings as at the end of August 2003

Real retail trade sales reflect an increase

Seasonally adjusted real retail trade sales (at constant 1995 prices) for the three months up to August 2003 reflected an increase of 2,3% compared with the three months up to May 2003. Furthermore, real retail trade sales for the three months up to August 2003 increased by 4,4% compared with the three months up to August 2002.

Thirteen of the nineteen merchandise categories reflected increases in seasonally adjusted real retail trade sales (at constant 1995 prices) for the three months up to August 2003 compared with the three months up to May 2003. The largest percentage increase was reported for footwear for men, ladies and children (+15,7%), followed by increases reported for ladies', girls' and infants' clothing and accessories (+8,6%), 'other' domestic furnishings (+6,5%) and domestic appliances (+6,0%). The largest percentage decrease was reported for books, magazines, newspapers and stationery (-2,8%), followed by decreases reported for 'all other' merchandise (-1,8%), perishable and processed food products (-1,5%), inedible groceries (-1,4%) and alcoholic and non-alcoholic beverages (-1,4%) (see Table A).

Real retail trade sales (at constant 1995 prices) for the first eight months of 2003 increased by 3,6% compared with the first eight months of 2002. Fifteen of the nineteen merchandise categories reflected increases in real retail trade sales (at constant 1995 prices) for the first eight months of 2003 compared with the first eight months of 2002. The largest percentage increase was reported for footwear for men, ladies and children (+12,5%), followed by increases reported for 'all other' merchandise (+10,0%), glass, crockery, cutlery and kitchenware (+9,5%) and TV sets, video recorders, etc. (+9,0%). The largest percentage decrease was reported for jewellery, silverware, watches and precious stones (-2,0%), followed by decreases reported for alcoholic and non-alcoholic beverages (-1,6%), pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries (-0,9%) and other domestic furnishings (-0,1%) (see Table B).

Cash sales comprised 78,2% of total sales for August 2003. This is 0,1 of a percentage point lower than the 78,3% for August 2002. Hire purchases as a percentage of total sales increased by 0,3 of a percentage point (from 9,0% to 9,3%), while other credit sales as a percentage of total sales decreased by 0,2 of a percentage point (from 12,7% to 12,5%) during this period.

Figure 1 - Real retail trade sales (at constant 1995 prices)

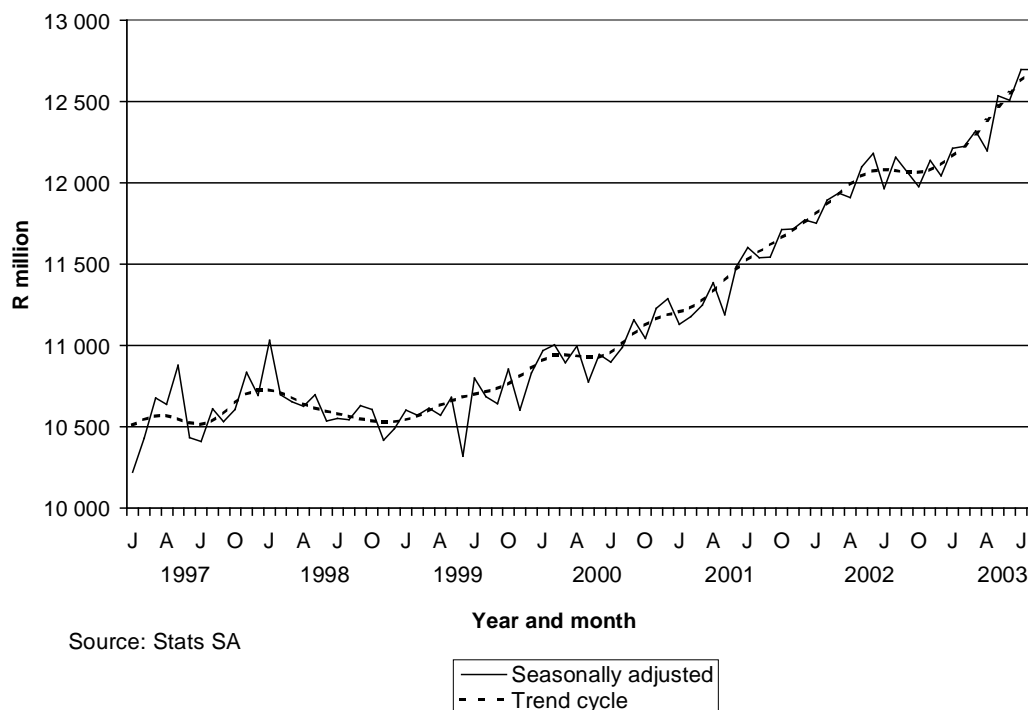


Table A - Retail trade sales according to type of merchandise (at constant 1995 prices)
 Seasonally adjusted values (R million)

| Type of merchandise | June 2003 to August 2003 (R million) | March 2003 to May 2003 (R million) | % change between March 2003 to May 2003 and June 2003 to August 2003 |
|--|---|---------------------------------------|--|
| Total | 37 904,7 | 37 057,7 | +2,3 |
| Perishable and processed food products | 9 797,2 | 9 944,5 | -1,5 |
| Inedible groceries | 1 897,6 | 1 924,1 | -1,4 |
| Alcoholic and non-alcoholic beverages | 1 388,2 | 1 408,4 | -1,4 |
| Footwear for men, ladies and children | 2 070,2 | 1 789,5 | +15,7 |
| Men's and boys' clothing and accessories | 3 439,8 | 3 246,8 | +5,9 |
| Ladies', girls' and infants' clothing and accessories | 4 931,7 | 4 543,0 | +8,6 |
| Textiles and haberdashery | 863,4 | 835,7 | +3,3 |
| Household furniture | 2 152,5 | 2 101,6 | +2,4 |
| Domestic appliances | 1 171,3 | 1 104,7 | +6,0 |
| Audio appliances | 542,5 | 519,8 | +4,4 |
| TV sets, video recorders, etc. | 599,0 | 574,3 | +4,3 |
| Other domestic furnishings | 568,4 | 533,9 | +6,5 |
| Glass, crockery, cutlery and kitchenware | 1 182,1 | 1 183,7 | -0,1 |
| Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries | 2 257,1 | 2 248,2 | +0,4 |
| Books, magazines, newspapers and stationery | 569,1 | 585,5 | -2,8 |
| Sport and recreation requisites | 1 609,1 | 1 595,2 | +0,9 |
| Jewellery, silverware, watches and precious stones | 360,4 | 359,6 | +0,2 |
| Hardware | 1 430,9 | 1 368,0 | +4,6 |
| All other merchandise 1/ | 1 199,2 | 1 221,7 | -1,8 |

1/ Include cigarettes and manufactured tobacco

Table B - Retail trade sales according to type of merchandise (at constant 1995 prices)
Actual values (R million)

| Type of merchandise | January 2003 to August 2003 (R million) | January 2002 to August 2002 (R million) | % change between January 2002 to August 2002 and January 2003 to August 2003 |
|---|---|---|--|
| Total | 93 438,7 | 90 165,1 | +3,6 |
| Perishable and processed food products | 25 265,7 | 24 609,4 | +2,7 |
| Inedible groceries | 4 908,5 | 4 611,6 | +6,4 |
| Alcoholic and non-alcoholic beverages | 3 589,5 | 3 647,8 | -1,6 |
| Footwear for men, ladies and children | 4 574,5 | 4 065,6 | +12,5 |
| Men's and boys' clothing and accessories | 8 129,0 | 7 760,5 | +4,7 |
| Ladies', girls' and infants' clothing and accessories | 11 607,4 | 11 588,5 | +0,2 |
| Textiles and haberdashery | 2 067,1 | 2 013,0 | +2,7 |
| Household furniture | 4 984,9 | 4 786,4 | +4,1 |
| Domestic appliances | 2 724,9 | 2 563,6 | +6,3 |
| Audio appliances | 1 267,4 | 1 204,3 | +5,2 |
| TV sets, video recorders, etc. | 1 377,7 | 1 264,0 | +9,0 |
| Other domestic furnishings | 1 305,4 | 1 306,3 | -0,1 |
| Glass, crockery, cutlery and kitchenware | 2 934,9 | 2 681,0 | +9,5 |
| Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries | 5 845,0 | 5 895,8 | -0,9 |
| Books, magazines, newspapers and stationery | 1 520,3 | 1 518,4 | +0,1 |
| Sport and recreation requisites | 3 841,6 | 3 586,6 | +7,1 |
| Jewellery, silverware, watches and precious stones | 857,9 | 875,1 | -2,0 |
| Hardware | 3 602,1 | 3 428,5 | +5,1 |
| All other merchandise 1/ | 3 035,0 | 2 758,8 | +10,0 |

1/ Include cigarettes and manufactured tobacco

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Notes

| Forthcoming issues | Issue | Expected release date |
|---------------------------|----------------|------------------------------|
| | September 2003 | 3 December 2003 |
| | October 2003 | 14 January 2004 |
| | November 2003 | 4 February 2004 |
| | December 2003 | 3 March 2004 |
| | January 2004 | 7 April 2004 |
| | February 2004 | 5 May 2004 |
| | March 2004 | 2 June 2004 |
| | April 2004 | 7 July 2004 |
| | May 2004 | 4 August 2004 |
| | June 2004 | 1 September 2004 |
| | July 2004 | 7 October 2004 |
| | August 2004 | 2 November 2004 |

Purpose of the survey

The Retail Trade Sales Survey is a monthly survey covering a sample of private enterprises operating in the retail trade industry in South Africa. The survey collects information on the total sales of all retail trade branches from each enterprise in the sample. The results of the survey are used to compile estimates of the Gross Domestic Product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used by the private sector in the analysis of comparative business and industry performance.

Table 1 - Retail trade sales according to type of business
1.1 - At current prices (R million)

| Type of business | Actual values | | | | | Seasonally adjusted values | | | | |
|---|---------------|----------|----------|-------------|-----------|----------------------------|----------|----------|----------|----------|
| | Aug. | July | Aug. | Jan. - Aug. | | Aug. | July | June | May | Aug. |
| | 2003 | 2003* | 2002 | 2003 | 2002 | 2003 | 2003 | 2003 | 2003 | 2002 |
| Total RSA | 18 612,1 | 18 825,4 | 17 192,2 | 144 888,2 | 130 718,0 | 19 576,9 | 19 489,1 | 19 259,6 | 19 401,1 | 18 097,7 |
| Butchers | 740,6 | 775,4 | 710,8 | 6 073,9 | 5 350,3 | 773,6 | 822,7 | 805,8 | 802,9 | 742,0 |
| General dealers 1/ | 8 955,7 | 8 969,9 | 8 472,6 | 71 763,4 | 63 576,6 | 9 201,6 | 9 342,2 | 9 445,1 | 9 499,9 | 8 724,3 |
| Bottle stores | 523,6 | 506,0 | 513,7 | 4 138,5 | 3 792,3 | 548,7 | 550,4 | 527,7 | 539,1 | 538,6 |
| Dealers in clothing, footwear and textiles | 4 106,8 | 4 237,5 | 3 515,3 | 30 896,9 | 28 091,7 | 4 660,2 | 4 370,7 | 4 316,7 | 4 304,8 | 3 985,9 |
| Dealers in furniture and household requisites | 1 899,0 | 1 881,3 | 1 687,7 | 13 373,9 | 12 123,2 | 2 009,6 | 1 944,1 | 1 888,6 | 1 913,0 | 1 791,8 |
| Bookstores and stationers | 218,9 | 204,3 | 231,4 | 1 974,3 | 2 085,3 | 244,0 | 240,2 | 246,3 | 240,3 | 258,8 |
| Jewellers | 120,6 | 142,8 | 100,0 | 949,1 | 894,1 | 148,1 | 135,4 | 130,9 | 128,6 | 122,7 |
| Chemists | 924,4 | 913,7 | 874,5 | 7 028,2 | 6 643,0 | 889,3 | 885,2 | 877,1 | 860,7 | 841,0 |
| Dealers in miscellaneous goods | 1 122,5 | 1 194,3 | 1 086,1 | 8 690,1 | 8 161,3 | 1 153,1 | 1 163,6 | 1 130,3 | 1 087,1 | 1 114,3 |

1.2 - At constant 1995 prices (R million)

| Type of business | Actual values | | | | | Seasonally adjusted values | | | | |
|---|---------------|----------|----------|-------------|----------|----------------------------|----------|----------|----------|----------|
| | Aug. | July | Aug. | Jan. - Aug. | | Aug. | July | June | May | Aug. |
| | 2003 | 2003* | 2002 | 2003 | 2002 | 2003 | 2003 | 2003 | 2003 | 2002 |
| Total RSA | 11 976,9 | 12 259,5 | 11 464,0 | 93 438,7 | 90 165,1 | 12 699,8 | 12 695,7 | 12 509,3 | 12 536,7 | 12 157,9 |
| Butchers | 439,8 | 467,6 | 430,7 | 3 514,6 | 3 378,9 | 451,9 | 484,2 | 469,5 | 465,9 | 442,3 |
| General dealers 1/ | 5 102,7 | 5 158,3 | 5 102,4 | 41 364,6 | 39 675,5 | 5 257,6 | 5 374,7 | 5 468,7 | 5 471,5 | 5 267,0 |
| Bottle stores | 266,1 | 258,8 | 289,2 | 2 167,7 | 2 190,9 | 281,4 | 284,7 | 274,3 | 282,2 | 305,9 |
| Dealers in clothing, footwear and textiles | 3 452,8 | 3 597,2 | 3 054,4 | 26 081,0 | 25 078,0 | 3 915,0 | 3 724,4 | 3 654,7 | 3 631,4 | 3 459,6 |
| Dealers in furniture and household requisites | 1 389,2 | 1 384,9 | 1 266,5 | 9 823,5 | 9 337,3 | 1 471,0 | 1 432,4 | 1 394,7 | 1 411,8 | 1 345,3 |
| Bookstores and stationers | 114,1 | 107,3 | 125,7 | 1 042,3 | 1 158,1 | 127,8 | 126,7 | 130,3 | 127,4 | 141,4 |
| Jewellers | 71,0 | 88,4 | 60,7 | 573,7 | 559,9 | 87,5 | 82,5 | 79,7 | 78,6 | 74,7 |
| Chemists | 433,1 | 431,0 | 435,7 | 3 311,6 | 3 386,6 | 415,5 | 416,9 | 415,5 | 406,7 | 417,8 |
| Dealers in miscellaneous goods | 708,2 | 765,9 | 698,7 | 5 559,7 | 5 399,9 | 734,1 | 748,6 | 730,3 | 699,9 | 723,1 |

1/ General dealers include grocers and other dealers in foodstuffs and general department stores

Table 2 - Retail trade sales according to type of merchandise
2.1 - At current prices (R million)

| Type of merchandise | Actual values | | | | | | Seasonally adjusted values | | | | |
|--|---------------|----------|----------|-------------|-----------|----------|----------------------------|----------|----------|----------|--|
| | Aug. | July | Aug. | Jan. - Aug. | | Aug. | July | June | May | Aug. | |
| | 2003 | 2003* | 2002 | 2003 | 2002 | 2003 | 2003 | 2003 | 2003 | 2002 | |
| Total RSA | 18 612,1 | 18 825,4 | 17 192,2 | 144 888,2 | 130 718,0 | 19 576,9 | 19 489,1 | 19 259,6 | 19 401,1 | 18 097,7 | |
| Perishable and processed food products | 5 826,5 | 5 602,1 | 5 531,5 | 46 120,7 | 40 687,0 | 5 928,3 | 5 947,0 | 6 028,7 | 6 100,5 | 5 635,8 | |
| Inedible groceries (detergents, polishes, etc.) | 1 148,6 | 1 146,8 | 1 062,9 | 9 169,0 | 8 136,2 | 1 182,2 | 1 172,0 | 1 213,5 | 1 197,1 | 1 093,8 | |
| Alcoholic and non-alcoholic beverages | 855,7 | 824,7 | 823,7 | 6 743,4 | 6 177,4 | 890,0 | 893,5 | 872,8 | 885,4 | 858,2 | |
| Footwear for men, ladies and children | 719,9 | 785,1 | 576,6 | 5 323,8 | 4 718,0 | 819,9 | 783,2 | 768,7 | 718,3 | 656,3 | |
| Men's and boys' clothing and accessories | 1 006,4 | 1 077,5 | 873,4 | 7 981,6 | 7 412,7 | 1 206,4 | 1 099,1 | 1 076,9 | 1 103,4 | 1 043,8 | |
| Ladies', girls' and infants' clothing and accessories | 1 720,7 | 1 919,6 | 1 581,5 | 13 613,0 | 12 552,7 | 1 964,4 | 1 941,9 | 1 915,2 | 1 885,0 | 1 800,3 | |
| Textiles (blankets, sheets, materials, etc.) and haberdashery (buttons, sewing yarn, etc.) | 398,7 | 389,7 | 346,5 | 2 927,6 | 2 709,9 | 430,1 | 396,4 | 384,2 | 412,4 | 375,9 | |
| Household furniture | 1 031,3 | 1 013,9 | 914,8 | 7 300,7 | 6 546,2 | 1 103,0 | 1 064,0 | 1 040,9 | 1 041,2 | 980,4 | |
| Domestic appliances (refrigerators, stoves, etc.) | 515,5 | 521,9 | 459,6 | 3 735,8 | 3 337,3 | 547,8 | 538,7 | 519,3 | 517,6 | 488,8 | |
| Audio appliances (radios, hi-fi sets, tape recorders, etc.) | 193,6 | 200,3 | 179,3 | 1 461,4 | 1 356,0 | 207,1 | 203,6 | 199,3 | 202,4 | 191,7 | |
| TV sets, video recorders, etc. | 205,2 | 204,7 | 189,1 | 1 508,1 | 1 352,6 | 216,4 | 213,9 | 210,6 | 212,8 | 199,3 | |
| Other domestic furnishings (carpets, curtain rails, etc.) | 230,3 | 228,1 | 211,1 | 1 650,6 | 1 577,8 | 243,5 | 236,6 | 233,2 | 229,8 | 223,4 | |
| Glass, crockery, cutlery and kitchenware | 490,7 | 494,1 | 462,1 | 3 835,3 | 3 393,0 | 510,0 | 520,4 | 512,2 | 522,3 | 482,1 | |
| Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries | 1 600,3 | 1 688,8 | 1 479,7 | 12 549,8 | 11 602,4 | 1 636,5 | 1 626,8 | 1 590,8 | 1 582,5 | 1 513,2 | |
| Books, magazines, newspapers and stationery | 337,3 | 328,5 | 327,9 | 2 927,8 | 2 760,8 | 365,2 | 363,9 | 369,4 | 366,2 | 355,1 | |
| Sport and recreation requisites (toys, fire-arms, boats, etc.) | 557,3 | 609,4 | 533,0 | 4 519,2 | 4 321,0 | 629,2 | 627,8 | 608,7 | 616,6 | 597,9 | |
| Jewellery, silverware, watches and precious stones | 178,1 | 202,8 | 162,7 | 1 409,1 | 1 380,0 | 209,2 | 196,2 | 189,3 | 188,8 | 191,0 | |
| Hardware (building materials, wood, ironware, tools, etc.) | 814,9 | 801,4 | 753,1 | 5 894,0 | 5 335,6 | 784,9 | 791,2 | 762,1 | 747,2 | 723,7 | |
| All other merchandise 1/ | 781,1 | 785,9 | 723,7 | 6 217,6 | 5 361,6 | 819,6 | 822,7 | 816,9 | 833,2 | 759,2 | |

1/ Include cigarettes and manufactured tobacco

Table 2 - Retail trade sales according to type of merchandise
2.2 - At constant 1995 prices (R million)

| Type of merchandise | Actual values | | | | | Seasonally adjusted values | | | | |
|--|---------------|----------|----------|-------------|----------|----------------------------|----------|----------|----------|----------|
| | Aug. | July | Aug. | Jan. - Aug. | | Aug. | July | June | May | Aug. |
| | 2003 | 2003* | 2002 | 2003 | 2002 | 2003 | 2003 | 2003 | 2003 | 2002 |
| Total RSA | 11 976,9 | 12 259,5 | 11 464,0 | 93 438,7 | 90 165,1 | 12 699,8 | 12 695,7 | 12 509,3 | 12 536,7 | 12 157,9 |
| Perishable and processed food products | 3 194,4 | 3 089,4 | 3 209,9 | 25 265,7 | 24 609,4 | 3 234,8 | 3 256,2 | 3 306,2 | 3 339,7 | 3 253,5 |
| Inedible groceries (detergents, polishes, etc.) | 607,1 | 604,6 | 581,8 | 4 908,5 | 4 611,6 | 627,3 | 619,6 | 650,7 | 643,3 | 600,8 |
| Alcoholic and non-alcoholic beverages | 442,2 | 426,4 | 475,1 | 3 589,5 | 3 647,8 | 462,4 | 466,6 | 459,1 | 467,6 | 497,6 |
| Footwear for men, ladies and children | 623,8 | 680,3 | 484,1 | 4 574,5 | 4 065,6 | 719,6 | 684,9 | 665,7 | 616,4 | 557,3 |
| Men's and boys' clothing and accessories | 1 018,6 | 1 091,7 | 895,8 | 8 129,0 | 7 760,5 | 1 212,3 | 1 124,6 | 1 102,9 | 1 133,3 | 1 063,4 |
| Ladies', girls' and infants' clothing and accessories | 1 452,1 | 1 632,3 | 1 420,9 | 11 607,4 | 11 588,5 | 1 650,4 | 1 650,8 | 1 630,5 | 1 597,6 | 1 609,8 |
| Textiles (blankets, sheets, materials, etc.) and haberdashery (buttons, sewing yarn, etc.) | 283,9 | 277,4 | 251,6 | 2 067,1 | 2 013,0 | 306,1 | 282,7 | 274,6 | 292,2 | 272,7 |
| Household furniture | 693,5 | 681,8 | 658,6 | 4 984,9 | 4 786,4 | 736,2 | 713,9 | 702,4 | 714,7 | 700,7 |
| Domestic appliances (refrigerators, stoves, etc.) | 375,7 | 380,4 | 343,0 | 2 724,9 | 2 563,6 | 397,6 | 392,9 | 380,8 | 377,1 | 363,6 |
| Audio appliances (radios, hi-fi sets, tape recorders, etc.) | 170,6 | 176,5 | 152,3 | 1 267,4 | 1 204,3 | 183,9 | 181,1 | 177,5 | 174,9 | 164,3 |
| TV sets, video recorders, etc. | 190,3 | 189,8 | 169,2 | 1 377,7 | 1 264,0 | 202,8 | 199,7 | 196,4 | 192,5 | 180,1 |
| Other domestic furnishings (carpets, curtain rails, etc.) | 183,4 | 181,5 | 171,2 | 1 305,4 | 1 306,3 | 193,9 | 188,4 | 186,1 | 180,9 | 181,2 |
| Glass, crockery, cutlery and kitchenware | 376,0 | 378,3 | 361,6 | 2 934,9 | 2 681,0 | 390,6 | 398,5 | 393,0 | 399,8 | 377,2 |
| Pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries | 741,6 | 782,6 | 736,8 | 5 845,0 | 5 895,8 | 755,4 | 757,5 | 744,3 | 739,3 | 750,6 |
| Books, magazines, newspapers and stationery | 172,8 | 168,4 | 177,0 | 1 520,3 | 1 518,4 | 187,9 | 188,6 | 192,6 | 191,5 | 192,6 |
| Sport and recreation requisites (toys, fire-arms, boats, etc.) | 479,2 | 524,4 | 436,5 | 3 841,6 | 3 586,6 | 542,6 | 541,6 | 524,9 | 527,5 | 491,0 |
| Jewellery, silverware, watches and precious stones | 105,7 | 125,9 | 100,3 | 857,9 | 875,1 | 123,6 | 120,5 | 116,3 | 116,2 | 117,3 |
| Hardware (building materials, wood, ironware, tools, etc.) | 491,5 | 486,3 | 473,3 | 3 602,1 | 3 428,5 | 475,6 | 483,9 | 471,5 | 458,9 | 456,9 |
| All other merchandise 1/ | 374,5 | 381,3 | 365,0 | 3 035,0 | 2 758,8 | 395,8 | 400,4 | 403,0 | 410,8 | 385,3 |

1/ Include cigarettes and manufactured tobacco

Table 3 - Retail trade sales at current prices according to province (R million)

| Province | Actual values | | | | |
|---------------|---------------|----------|----------|-------------|-----------|
| | Aug. | July | Aug. | Jan. - Aug. | |
| | 2003 | 2003* | 2002 | 2003 | 2002 |
| Total RSA | 18 612,1 | 18 825,4 | 17 192,2 | 144 888,2 | 130 718,0 |
| Western Cape | 3 479,0 | 3 449,6 | 3 217,9 | 27 335,2 | 25 150,0 |
| Eastern Cape | 1 564,2 | 1 597,4 | 1 463,9 | 12 147,8 | 10 938,7 |
| Northern Cape | 514,5 | 543,3 | 426,1 | 4 076,5 | 3 470,7 |
| Free State | 916,7 | 923,8 | 802,9 | 7 110,0 | 6 098,5 |
| KwaZulu-Natal | 3 107,2 | 3 146,1 | 2 903,6 | 24 080,6 | 21 932,0 |
| North West | 1 012,0 | 1 034,9 | 864,7 | 7 670,8 | 6 505,6 |
| Gauteng | 6 365,3 | 6 429,6 | 5 993,2 | 49 697,1 | 45 259,3 |
| Mpumalanga | 937,9 | 971,2 | 862,3 | 7 202,2 | 6 416,9 |
| Limpopo | 715,3 | 729,3 | 657,7 | 5 568,2 | 4 946,3 |

Table 4 - Cash sales, instalment sale transactions and other credit sales at current prices (R million)

| Type of sales | Actual values | | | | | Seasonally adjusted values | | | | |
|--|---------------|----------|----------|-------------|-----------|----------------------------|----------|----------|----------|----------|
| | Aug. | July | Aug. | Jan. - Aug. | | Aug. | July | June | May | Aug. |
| | 2003 | 2003* | 2002 | 2003 | 2002 | 2003 | 2003 | 2003 | 2003 | 2002 |
| Total RSA | 18 612,1 | 18 825,4 | 17 192,2 | 144 888,2 | 130 718,0 | 19 576,9 | 19 489,1 | 19 259,6 | 19 401,1 | 18 097,7 |
| Cash sales (including instalment sale transactions financed by financial institutions) | 14 556,8 | 14 558,1 | 13 461,2 | 114 061,5 | 101 986,4 | 15 114,0 | 15 178,9 | 15 114,2 | 15 111,5 | 13 997,7 |
| Instalment sale transactions (hire purchase, financed by own business) | 1 731,2 | 1 722,7 | 1 543,6 | 12 206,3 | 11 046,3 | 1 890,8 | 1 864,3 | 1 777,4 | 1 862,5 | 1 681,3 |
| Other credit sales | 2 324,0 | 2 544,6 | 2 187,4 | 18 620,4 | 17 685,2 | 2 528,8 | 2 500,6 | 2 488,9 | 2 444,0 | 2 376,6 |

Explanatory notes

- | | |
|--------------------------------------|--|
| Introduction | <p>1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry covering private retail trade enterprises.</p> <p>2 The statistical release contains information regarding -</p> <ul style="list-style-type: none"> • actual and seasonally adjusted values of retail trade sales (including Value Added Tax (VAT)) according to type of business at current prices as well as at constant 1995 prices; • actual and seasonally adjusted values of retail trade sales (including VAT) according to type of merchandise at current prices as well as at constant 1995 prices; • actual values of retail trade sales (including VAT) at current prices according to province; and • actual and seasonally adjusted values of cash sales, instalment sale transactions and other credit sales (including VAT) at current prices. |
| Scope of the survey | <p>3 The survey of retail trade sales covers a sample of retail trade enterprises. The survey collects information on the total sales of all retail trade branches from each enterprise in the sample. This survey includes -</p> <ul style="list-style-type: none"> • butchers; • general dealers; • bottle stores; • dealers in clothing, footwear and textiles; • dealers in furniture and household requisites; • bookstores and stationers; • jewellers; • chemists; and • dealers in miscellaneous goods. |
| Classification | <p>4 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. Statistics in table 1 of this publication are presented at SIC subgroup level (5 digit level). Each statistical unit is classified to the type of business which reflects the predominant activity of the enterprise.</p> |
| Statistical unit | <p>5 The statistical unit for this survey is an enterprise. An enterprise is a legal entity consisting of one or more branches, including the head office, but excluding holding or subsidiary companies. Data are only collected for those branches of the enterprise that are predominately engaged in the retail trade industry.</p> |
| Survey methodology and design | <p>6 All statistical units are stratified by type of business according to SIC and measure of size, where measure of size is the turnover of the enterprise. All large enterprises (size category one cases) are completely enumerated. For medium size enterprises (size category two) and small enterprises (size category three), samples are drawn by systematically selecting enterprises with equal probability. The results of the sample survey are raised to represent total retail trade sales in South Africa.</p> <p>7 The survey is collected by mail each month from a sample of approximately 1 600 retail trade enterprises. Questionnaires have to be returned to Stats SA within 10 days after the end of the month concerned. Fax and telephone reminders are used to follow up non-respondents.</p> |

- Seasonal adjustment** **8** Seasonally adjusted estimates of retail trade sales are generated each month, using the X-11 Seasonal Adjustment Program developed by US Bureau of the Census Economic Research and Analyses Division, 1968.
- 9** 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.
- Trend cycle** **10** The trend cycle is a long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted data.
- Reliability of estimates** **11** Data presented in this publication are based on information obtained from a sample of enterprises 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 retail trade enterprises in South Africa.
- 12** Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling error. Every effort is made to reduce non-sampling error to a minimum by careful designing of the questionnaire, pilot studies, editing of data and efficient operating procedures.
- Constant price estimates of retail trade sales** **13** The value of retail trade sales at constant prices measures the retail trade sales in terms of ruling prices in a specific base year. The current base year for retail trade sales is 1995 = 100.
- Related publications** **14** Users may also wish to refer to the following publications which are available from Stats SA:
- *Bulletin of Statistics.*
 - *SA Statistics.*
- Symbols and abbreviations** **15** Stats SA Statistics South Africa
VAT Value added tax
* Revised figures
- Rounding-off of figures** **16** When figures have been rounded-off discrepancies may occur between sums of the component items and totals.
- Pre-release policy** **17** Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za
- Response rate** **18** The response rate for the survey of retail trade sales for August 2003 was 54,4%

Glossary

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| Branch | A branch is defined as the smallest economic unit which operates as a separate entity for which comprehensive financial records are kept. |
| Enterprise | An enterprise is a legal entity consisting of one or more branches including the head office, but excluding holding or subsidiary companies. |
| Instalment sales | Instalment sales are credit sales on conditions which provides for the repayment of the principal, together with the interest, by regular instalments. |
| Real retail trade sales | Real retail trade sales figures represent the estimated total sales of merchandise in the retail trade sector, measured at constant prices (i.e. at the price ruling in a specific base year). |
| Reference month | Reference month for the survey refers to one calendar month. |
| Retail trade | Retail trade is 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. |

For more information

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