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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 December 2009**

Retail trade sales estimates	December 2009 (R million)	% change between December 2008 and December 2009	% change between October to December 2008 and October to December 2009	% change between January to December 2008 and January to December 2009
At current prices	60 075	3,3	2,1	4,9
At constant (2008) prices	53 745	-3,7	-5,3	-4,9

**Key findings regarding retail trade sales for the year 2009**

**Retail trade sales in real terms**

*Retail trade sales, at constant (2008) prices, for the year 2009 reflected a decrease of 4,9% compared with 2008, while sales for 2008 increased by 0,3% compared with 2007 – see Table 4 on page 6.*

**Retail trade sales in nominal terms**

Retail trade sales, at current prices, for the year 2009 reflected an increase of 4,9% compared with 2008, while sales for 2008 increased by 11,7% compared with 2007 – see Table 2 on page 5.

**Key findings regarding retail trade sales for December 2009**

**Retail trade sales in real terms**

*Retail trade sales, at constant (2008) prices, for the fourth quarter of 2009 reflected a decrease of 5,3% compared with the fourth quarter of 2008, while sales for the corresponding period in 2008 decreased by 0,5%.*

The main contributors to the decrease of 5,3% for the fourth quarter of 2009 compared with the fourth quarter of 2008 were all other retailers (-12,2% and contributing -1,7 percentage points), general dealers (-3,3% and contributing -1,2 percentage points) and retailers in hardware, paint and glass (-16,5% and contributing -1,2 percentage points) – see Table C on page 3.

Retail trade sales, at constant (2008) prices, for December 2009 reflected a decrease of 3,7% compared with December 2008.

**Retail trade sales in nominal terms**

Retail trade sales, at current prices, for the fourth quarter of 2009 increased by 2,1% compared with the fourth quarter of 2008. The main contributor to this increase was general dealers (6,7% and contributing 2,5 percentage points) - see Table B on page 3.

Retail trade sales, at current prices, for December 2009 increased by 3,3% compared with December 2008, while sales for the corresponding period in 2008 increased by 12,5% - see Table 2 on page 5.

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

Type of retailer	October to December 2008 (R million)	Weight 1/	October to December 2009 (R million)	Difference between October to December 2008 and October to December 2009 (R million)	Percentage change between October to December 2008 and October to December 2009	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	54 239	37,1	57 886	3 647	6,7	2,5
Retailers of food, beverages and tobacco in specialised stores	16 198	11,1	16 488	290	1,8	0,2
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 837	4,0	6 619	782	13,4	0,5
Retailers in textiles, clothing, footwear and leather goods	30 720	21,0	31 270	550	1,8	0,4
Retailers in household furniture, appliances and equipment	8 400	5,8	8 274	-126	-1,5	-0,1
Retailers in hardware, paint and glass	10 740	7,4	9 521	-1 219	-11,4	-0,8
All other retailers	19 900	13,6	19 096	-804	-4,0	-0,5
<b>Total 3/</b>	<b>146 032</b>	<b>100,0</b>	<b>149 155</b>	<b>3 123</b>	<b>2,1</b>	<b>2,1</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.

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

Type of retailer	October to December 2008 (R million)	Weight 1/	October to December 2009 (R million)	Difference between October to December 2008 and October to December 2009 (R million)	Percentage change between October to December 2008 and October to December 2009	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	51 905	37,0	50 196	-1 709	-3,3	-1,2
Retailers of food, beverages and tobacco in specialised stores	15 407	11,0	15 002	-405	-2,6	-0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 630	4,0	5 710	80	1,4	0,1
Retailers in textiles, clothing, footwear and leather goods	30 112	21,4	28 858	-1 254	-4,2	-0,9
Retailers in household furniture, appliances and equipment	8 292	5,9	8 109	-183	-2,2	-0,1
Retailers in hardware, paint and glass	10 040	7,1	8 384	-1 656	-16,5	-1,2
All other retailers	19 076	13,6	16 745	-2 331	-12,2	-1,7
<b>Total 3/</b>	<b>140 462</b>	<b>100,0</b>	<b>133 004</b>	<b>-7 458</b>	<b>-5,3</b>	<b>-5,3</b>

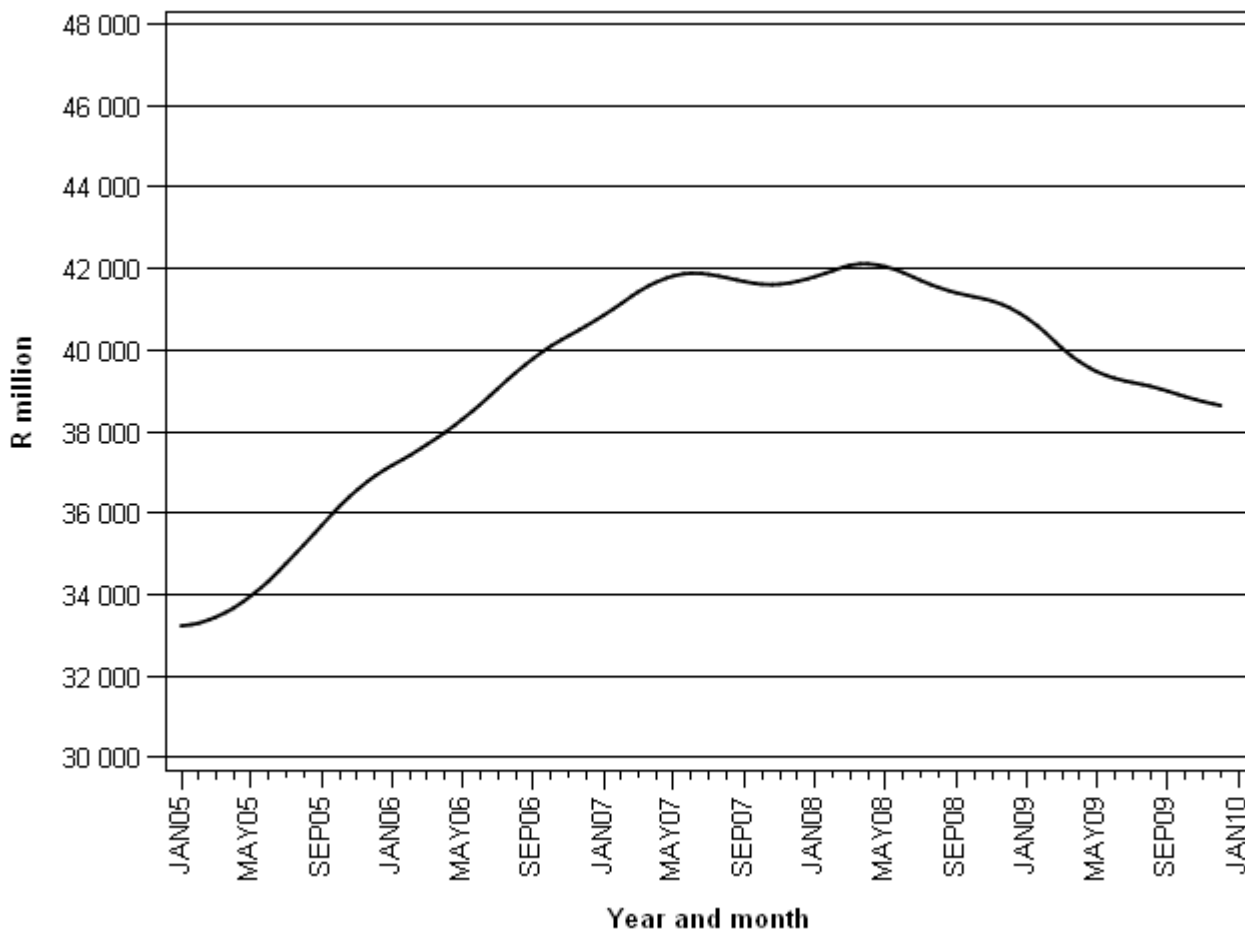
1/ Weight is the percentage contribution of each type of retailer to the total retail trade sales for the three months up to the current month of the previous year.

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 December 2009.

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



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## Detailed results

Tables 1 and 2 show total retail trade sales at current prices and percentage changes over the period January 2002 to December 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	18 343	20 890	23 634	25 034	28 041	32 536	36 150	40 621
February	17 871	20 022	22 975	24 766	28 721	32 495	37 269	39 905
March	19 951	22 192	24 259	26 461	30 541	35 555	39 402	42 176
April	19 373	21 510	23 808	26 873	30 853	35 260	39 822	41 454
May	20 377	22 652	25 128	27 577	31 854	36 790	40 070	42 816
June	20 149	21 956	25 022	27 020	31 169	35 625	40 171	41 637
July	20 112	22 283	25 420	27 403	31 895	35 770	39 853	42 427
August	20 445	22 135	24 570	27 875	32 281	36 480	40 513	41 816
September	20 403	22 597	25 881	28 457	34 085	37 051	40 906	42 540
October	21 317	23 289	27 015	30 161	34 467	37 991	43 042	43 917
November	22 760	25 086	28 509	31 810	37 410	40 650	44 820	45 163
December	29 402	32 704	37 372	42 119	47 251	51 698	58 170	60 075
<b>Total</b>	<b>250 503</b>	<b>277 316</b>	<b>313 593</b>	<b>345 556</b>	<b>398 568</b>	<b>447 901</b>	<b>500 192</b>	<b>524 547</b>

1/ Preliminary.

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

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	14,7	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	4,1
May	-	11,2	10,9	9,7	15,5	15,5	8,9	6,9
June	-	9,0	14,0	8,0	15,4	14,3	12,8	3,6
July	-	10,8	14,1	7,8	16,4	12,1	11,4	6,5
August	-	8,3	11,0	13,5	15,8	13,0	11,1	3,2
September	-	10,8	14,5	10,0	19,8	8,7	10,4	4,0
October	-	9,3	16,0	11,6	14,3	10,2	13,3	2,0
November	-	10,2	13,6	11,6	17,6	8,7	10,3	0,8
December	-	11,2	14,3	12,7	12,2	9,4	12,5	3,3
<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>	<b>4,9</b>

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.

Tables 3 and 4 show total retail trade sales at constant (2008) prices and percentage changes over the period January 2002 to December 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	25 583	26 376	29 323	30 492	33 502	37 312	38 112	38 471
February	24 855	25 344	28 470	30 129	34 314	37 265	39 254	37 434
March	27 368	28 056	29 986	32 152	36 358	40 634	40 813	38 732
April	26 322	27 125	29 502	32 652	36 686	40 023	40 869	37 898
May	27 574	28 493	31 099	33 549	37 786	41 618	40 658	38 887
June	26 830	27 687	31 045	32 951	36 886	40 118	40 503	37 713
July	26 498	27 889	31 460	33 135	37 435	39 700	39 920	38 272
August	26 691	27 669	30 446	33 747	37 844	40 309	39 845	37 267
September	26 293	28 246	31 912	34 452	39 772	40 626	39 755	37 820
October	27 225	29 039	33 188	36 470	39 939	41 339	41 582	39 059
November	28 957	31 201	34 767	38 325	43 299	43 994	43 045	40 200
December	37 360	40 829	45 687	50 502	54 625	55 829	55 835	53 745
<b>Total</b>	<b>331 556</b>	<b>347 954</b>	<b>386 885</b>	<b>418 556</b>	<b>468 446</b>	<b>498 767</b>	<b>500 191</b>	<b>475 498</b>

1/ Preliminary.

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

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

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.

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 – 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	13 751	3 664	1 712	6 758	2 262	2 694	5 309	36 150
	February	14 072	3 868	1 828	6 492	2 059	3 302	5 649	37 269
	March	15 664	4 328	1 815	6 862	2 107	3 275	5 351	39 402
	April	14 548	4 103	1 793	8 120	2 127	3 395	5 736	39 822
	May	14 987	4 222	1 806	8 021	2 175	3 455	5 404	40 070
	June	15 828	4 026	1 800	7 475	2 285	3 495	5 263	40 171
	July	14 712	4 130	1 970	7 487	2 267	3 426	5 862	39 853
	August	15 315	4 369	1 876	7 394	2 226	3 526	5 806	40 513
	September	16 334	4 463	1 892	6 951	2 065	3 477	5 724	40 906
	October	15 913	4 874	1 913	7 988	2 354	3 734	6 267	43 042
	November	16 467	4 817	1 933	9 107	2 595	3 746	6 155	44 820
	December	21 859	6 507	1 991	13 625	3 451	3 260	7 478	58 170
	<b>Total</b>	<b>189 450</b>	<b>53 371</b>	<b>22 329</b>	<b>96 280</b>	<b>27 973</b>	<b>40 785</b>	<b>70 004</b>	<b>500 192</b>
2009	January	15 932	4 402	1 902	7 474	2 191	2 883	5 838	40 621
	February	15 797	4 229	1 856	6 828	2 036	3 073	6 087	39 905
	March	17 378	4 515	2 163	6 793	2 013	3 212	6 104	42 176
	April	15 924	4 692	2 058	8 406	1 991	2 861	5 521	41 454
	May	16 277	4 694	2 087	8 761	2 114	3 175	5 709	42 816
	June	16 785	4 521	2 203	7 348	2 148	3 147	5 484	41 637
	July	16 408	4 598	2 222	7 938	2 199	3 291	5 772	42 427
	August	16 652	4 693	2 221	7 531	2 052	2 943	5 724	41 816
	September	17 602	4 608	2 164	7 349	2 107	3 052	5 658	42 540
	October	16 915	4 872	2 189	8 387	2 224	3 282	6 046	43 917
	November	17 667	4 882	2 198	8 782	2 511	3 093	6 031	45 163
	December	23 304	6 734	2 232	14 101	3 539	3 146	7 019	60 075
	<b>Total</b>	<b>206 641</b>	<b>57 440</b>	<b>25 495</b>	<b>99 698</b>	<b>27 125</b>	<b>37 158</b>	<b>70 993</b>	<b>524 547</b>

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 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	15,9	20,1	11,1	10,6	-3,1	7,0	10,0	12,4
	February	12,3	9,3	1,5	5,2	-1,1	-6,9	7,8	7,1
	March	10,9	4,3	19,2	-1,0	-4,5	-1,9	14,1	7,0
	April	9,5	14,4	14,8	3,5	-6,4	-15,7	-3,7	4,1
	May	8,6	11,2	15,6	9,2	-2,8	-8,1	5,6	6,9
	June	6,0	12,3	22,4	-1,7	-6,0	-10,0	4,2	3,6
	July	11,5	11,3	12,8	6,0	-3,0	-3,9	-1,5	6,5
	August	8,7	7,4	18,4	1,9	-7,8	-16,5	-1,4	3,2
	September	7,8	3,2	14,4	5,7	2,0	-12,2	-1,2	4,0
	October	6,3	0,0	14,4	5,0	-5,5	-12,1	-3,5	2,0
	November	7,3	1,3	13,7	-3,6	-3,2	-17,4	-2,0	0,8
	December	6,6	3,5	12,1	3,5	2,5	-3,5	-6,1	3,3
	<b>Total</b>	<b>9,1</b>	<b>7,6</b>	<b>14,2</b>	<b>3,6</b>	<b>-3,0</b>	<b>-8,9</b>	<b>1,4</b>	<b>4,9</b>

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 – 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	14 567	4 033	1 782	6 952	2 266	2 874	5 637	38 112
	February	14 908	4 189	1 896	6 672	2 073	3 519	5 997	39 254
	March	16 200	4 559	1 867	6 995	2 135	3 493	5 563	40 813
	April	14 923	4 273	1 841	8 235	2 142	3 583	5 872	40 869
	May	15 248	4 290	1 824	8 085	2 197	3 575	5 437	40 658
	June	16 006	4 017	1 809	7 520	2 303	3 557	5 290	40 503
	July	14 772	4 081	1 963	7 503	2 287	3 452	5 863	39 920
	August	15 076	4 246	1 854	7 343	2 221	3 389	5 716	39 845
	September	15 846	4 275	1 859	6 863	2 055	3 304	5 553	39 755
	October	15 318	4 650	1 876	7 863	2 333	3 508	6 033	41 582
	November	15 746	4 583	1 850	8 929	2 552	3 500	5 886	43 045
	December	20 841	6 174	1 904	13 320	3 407	3 032	7 157	55 835
	<b>Total</b>	<b>189 451</b>	<b>53 370</b>	<b>22 325</b>	<b>96 280</b>	<b>27 971</b>	<b>40 786</b>	<b>70 004</b>	<b>500 191</b>
2009	January	15 002	4 141	1 794	7 200	2 140	2 655	5 539	38 471
	February	14 736	3 956	1 738	6 515	1 967	2 812	5 710	37 434
	March	15 827	4 150	1 928	6 408	1 939	2 931	5 549	38 732
	April	14 398	4 297	1 808	7 893	1 916	2 594	4 992	37 898
	May	14 611	4 283	1 826	8 188	2 029	2 866	5 084	38 887
	June	15 067	4 133	1 927	6 829	2 079	2 833	4 845	37 713
	July	14 611	4 199	1 941	7 370	2 129	2 941	5 081	38 272
	August	14 505	4 278	1 928	6 967	1 979	2 611	4 999	37 267
	September	15 280	4 197	1 867	6 786	2 050	2 703	4 937	37 820
	October	14 658	4 425	1 894	7 737	2 163	2 897	5 285	39 059
	November	15 309	4 438	1 892	8 101	2 459	2 720	5 281	40 200
	December	20 229	6 139	1 924	13 020	3 487	2 767	6 179	53 745
	<b>Total</b>	<b>184 233</b>	<b>52 636</b>	<b>22 467</b>	<b>93 014</b>	<b>26 337</b>	<b>33 330</b>	<b>63 481</b>	<b>475 498</b>

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 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	2,7	0,7	3,6	-5,6	-7,6	-1,7	0,9
	February	-1,2	-5,6	-8,3	-2,4	-5,1	-20,1	-4,8	-4,6
	March	-2,3	-9,0	3,3	-8,4	-9,2	-16,1	-0,3	-5,1
	April	-3,5	0,6	-1,8	-4,2	-10,6	-27,6	-15,0	-7,3
	May	-4,2	-0,2	0,1	1,3	-7,6	-19,8	-6,5	-4,4
	June	-5,9	2,9	6,5	-9,2	-9,7	-20,4	-8,4	-6,9
	July	-1,1	2,9	-1,1	-1,8	-6,9	-14,8	-13,3	-4,1
	August	-3,8	0,8	4,0	-5,1	-10,9	-23,0	-12,5	-6,5
	September	-3,6	-1,8	0,4	-1,1	-0,2	-18,2	-11,1	-4,9
	October	-4,3	-4,8	1,0	-1,6	-7,3	-17,4	-12,4	-6,1
	November	-2,8	-3,2	2,3	-9,3	-3,6	-22,3	-10,3	-6,6
	December	-2,9	-0,6	1,1	-2,3	2,3	-8,7	-13,7	-3,7
	<b>Total</b>	<b>-2,8</b>	<b>-1,4</b>	<b>0,6</b>	<b>-3,4</b>	<b>-5,8</b>	<b>-18,3</b>	<b>-9,3</b>	<b>-4,9</b>

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	October to December 2008 (R million)	October to December 2009 (R million)	% change between October to December 2008 and October to December 2009	January to December 2008 (R million)	January to December 2009 (R million)	% change between January to December 2008 and January to December 2009
<b>At current prices</b>	146 032	149 155	2,1	500 192	524 547	4,9
<b>At constant (2008) prices</b>	140 462	133 004	-5,3	500 191	475 498	-4,9

**Description of group types (Tables 5 to 8) <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

<b>Introduction</b>	<p><b>1</b> 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 2009 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p><b>2</b> 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>
<b>Purpose of the survey</b>	<p><b>3</b> 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>
<b>Scope of the survey</b>	<p><b>4</b> This survey covers retail enterprises according to the following types of retailer:</p> <ul style="list-style-type: none"> <li>• General dealers <ul style="list-style-type: none"> <li>➢ Retail trade in non-specialised stores with food, beverages and tobacco predominating; and</li> <li>➢ Other retail trade in non-specialised stores.</li> </ul> </li> <li>• Retailers of food, beverages and tobacco in specialised stores <ul style="list-style-type: none"> <li>➢ Retailers in fresh fruit and vegetables;</li> <li>➢ Retailers in meat and meat products;</li> <li>➢ Retailers in bakery products;</li> <li>➢ Retailers in beverages;</li> <li>➢ Retailers in tobacco; and</li> <li>➢ Retailers in other food in specialised stores.</li> </ul> </li> <li>• Retailers in pharmaceutical and medical goods, cosmetic and toiletries;</li> <li>• Retailers in textiles, clothing, footwear and leather goods <ul style="list-style-type: none"> <li>➢ Retailers in men's and boys' clothing;</li> <li>➢ Retailers in ladies', girls' and infants' clothing;</li> <li>➢ General outfitters; and</li> <li>➢ Retailers in footwear.</li> </ul> </li> <li>• Retailers in household furniture, appliances and equipment;</li> <li>• Retailers in hardware, paint and glass; and</li> <li>• All other retailers <ul style="list-style-type: none"> <li>➢ Retailers in reading matter and stationery;</li> <li>➢ Retailers in jewellery, watches and clocks;</li> <li>➢ Retailers in sports goods and entertainment requisites;</li> <li>➢ Retailers in other specialised stores;</li> <li>➢ Repair of personal and household goods;</li> <li>➢ Retail trade in second-hand goods in stores; and</li> <li>➢ Retail trade not in stores</li> </ul> </li> </ul>
<b>Classification</b>	<p><b>5</b> 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>
<b>Response rate</b>	<p><b>6</b> The preliminary response rate for the survey on retail trade sales for December 2009 was 87,1%. The improved response rate for the survey on retail trade sales for November 2009 was 91,6%.</p>
<b>Statistical unit</b>	<p><b>7</b> 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.</p>

<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 2009) 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 group 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>	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.
<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>	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.

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

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 4,6%.

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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