

Statistical release

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Retail trade sales (Preliminary)

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Summary of findings: Retail trade sales

Table A – Key figures for December 2010

Retail trade sales estimates	December 2010 (R million)	% change between December 2009 and December 2010	% change between October to December 2009 and October to December 2010	% change between January to December 2009 and January to December 2010
At current prices	65 569	9,3	8,6	7,0
At constant 2008 prices	59 308	8,3	7,7	5,2

Seasonally adjusted estimates	December 2010 (R million)	% change between November and December 2010	% change between July to September 2010 and October to December 2010
At current prices	48 395	1,9	1,4
At constant 2008 prices	43 519	1,6	1,4

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 1,6% month-on-month. This followed month-on-month changes of 0,1% in November 2010 and 1,0% in October 2010.

In real terms, retail trade sales for the year 2010 reflected an increase of 5,2% compared with 2009, while sales for the fourth quarter of 2010 increased by 7,7% year-on-year. The main contributors to the increase of 7,7% were 'general dealers' (6,9% and contributing 2,6 percentage points), 'retailers in textiles, clothing, footwear and leather goods' (8,6% and contributing 1,9 percentage points), 'retailers in pharmaceutical and medical goods, cosmetics and toiletries' (18,6% and contributing 1,0 percentage point) and 'retailers in household furniture, appliances and equipment' (15,6% and contributing 1,0 percentage point) – see Table C on page 3.

Retail trade sales in real terms increased by 8,3% year-on-year in December 2010. The highest annual growth rate was recorded for 'retailers in pharmaceutical and medical goods, cosmetics and toiletries' (25,9%), followed by 'retailers in household furniture, appliances and equipment' (11,5%), 'all other retailers' (9,1%) and 'general dealers' (9,0%) – see Table 10 on page 8.

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 2009 (R million)	Weight 1/	October to December 2010 (R million)	Difference between October to December 2009 and October to December 2010 (R million)	% change between October to December 2009 and October to December 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	57 487	38,6	62 707	5 220	9,1	3,5
Retailers of food, beverages and tobacco in specialised stores	14 489	9,7	15 176	687	4,7	0,5
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 557	5,7	10 570	2 013	23,5	1,3
Retailers in textiles, clothing, footwear and leather goods	31 983	21,5	34 540	2 557	8,0	1,7
Retailers in household furniture, appliances and equipment	8 860	5,9	9 754	894	10,1	0,6
Retailers in hardware, paint and glass	9 109	6,1	9 675	566	6,2	0,4
All other retailers	18 572	12,5	19 498	926	5,0	0,6
Total 3/	149 057	100,0	161 919	12 862	8,6	8,6

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 2009 (R million)	Weight 1/	October to December 2010 (R million)	Difference between October to December 2009 and October to December 2010 (R million)	% change between October to December 2009 and October to December 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	51 273	37,8	54 812	3 539	6,9	2,6
Retailers of food, beverages and tobacco in specialised stores	13 188	9,7	13 308	120	0,9	0,1
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	7 384	5,4	8 760	1 376	18,6	1,0
Retailers in textiles, clothing, footwear and leather goods	30 067	22,1	32 643	2 576	8,6	1,9
Retailers in household furniture, appliances and equipment	8 735	6,4	10 098	1 363	15,6	1,0
Retailers in hardware, paint and glass	8 012	5,9	8 253	241	3,0	0,2
All other retailers	17 121	12,6	18 303	1 182	6,9	0,9
Total 3/	135 780	100,0	146 177	10 397	7,7	7,7

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

Detailed results

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
January	20 884	23 628	25 027	28 034	32 528	36 141	40 611	42 578
February	20 017	22 969	24 759	28 714	32 487	37 259	39 895	41 574
March	22 186	24 253	26 454	30 533	35 546	39 392	42 165	44 614
April	21 504	23 802	26 866	30 845	35 251	39 812	41 443	43 824
May	22 646	25 121	27 570	31 846	36 781	40 060	42 805	45 305
June	21 950	25 015	27 013	31 161	35 616	40 161	41 626	45 441
July	22 277	25 413	27 396	31 887	35 761	39 843	42 416	46 356
August	22 129	24 564	27 868	32 273	36 471	40 503	41 805	43 999
September	22 591	25 874	28 450	34 076	37 041	40 896	42 529	45 444
October	23 283	27 008	30 153	34 458	37 981	43 031	43 906	47 135
November	25 079	28 502	31 802	37 400	40 640	44 809	45 152	49 215
December	32 696	37 362	42 108	47 239	51 685	58 155	59 999	65 569
Total	277 242	313 511	345 466	398 466	447 788	500 067	524 352	561 054

1/ Preliminary

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	13,9	13,1	5,9	12,0	16,0	11,1	12,4	4,8
February	12,0	14,7	7,8	16,0	13,1	14,7	7,1	4,2
March	11,2	9,3	9,1	15,4	16,4	10,8	7,0	5,8
April	11,0	10,7	12,9	14,8	14,3	12,9	4,1	5,7
May	11,2	10,9	9,7	15,5	15,5	8,9	6,9	5,8
June	9,0	14,0	8,0	15,4	14,3	12,8	3,6	9,2
July	10,8	14,1	7,8	16,4	12,1	11,4	6,5	9,3
August	8,3	11,0	13,5	15,8	13,0	11,1	3,2	5,2
September	10,8	14,5	10,0	19,8	8,7	10,4	4,0	6,9
October	9,3	16,0	11,6	14,3	10,2	13,3	2,0	7,4
November	10,2	13,6	11,6	17,6	8,7	10,3	0,8	9,0
December	11,2	14,3	12,7	12,2	9,4	12,5	3,2	9,3
Total	10,7	13,1	10,2	15,3	12,4	11,7	4,9	7,0

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	2003	2004	2005	2006	2007	2008	2009	2010
January	22 312	25 257	27 166	30 787	35 236	39 183	43 444	45 673
February	22 154	24 760	27 331	31 653	35 717	39 264	43 674	45 455
March	22 980	24 991	27 152	31 335	36 375	40 459	43 969	45 818
April	22 377	24 770	27 795	32 143	37 063	41 659	43 221	45 706
May	22 789	25 577	28 333	32 277	37 408	40 349	43 372	46 215
June	23 089	26 039	28 250	32 605	36 795	42 345	43 395	47 006
July	23 294	26 302	28 488	33 341	37 680	41 450	43 741	47 618
August	23 220	26 150	29 213	33 851	37 925	42 202	43 875	46 625
September	23 404	26 684	29 267	34 643	38 228	42 293	43 819	47 020
October	23 113	26 854	30 170	34 821	37 939	42 951	43 807	47 352
November	23 974	27 211	30 153	35 557	38 700	42 953	43 794	47 492
December	24 048	27 417	30 882	34 913	38 507	43 157	44 642	48 395

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
January	26 369	29 315	30 484	33 493	37 303	37 891	38 476	38 631
February	25 338	28 462	30 120	34 306	37 256	38 998	37 502	37 781
March	28 048	29 979	32 143	36 349	40 624	40 869	39 036	40 108
April	27 117	29 494	32 644	36 677	40 012	40 970	38 202	39 563
May	28 486	31 090	33 540	37 777	41 607	40 752	39 252	40 867
June	27 680	31 036	32 943	36 877	40 108	40 528	38 171	41 054
July	27 881	31 452	33 127	37 426	39 690	39 901	38 820	41 914
August	27 661	30 439	33 738	37 835	40 299	39 757	38 019	39 751
September	28 239	31 904	34 443	39 762	40 615	39 795	38 650	40 975
October	29 031	33 179	36 461	39 928	41 329	41 680	39 938	42 518
November	31 193	34 759	38 316	43 287	43 983	43 037	41 064	44 351
December	40 819	45 675	50 489	54 612	55 815	55 888	54 778	59 308
Total	347 862	386 784	418 448	468 329	498 641	500 066	481 908	506 821

1/ Preliminary

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	3,1	11,2	4,0	9,9	11,4	1,6	1,5	0,4
February	2,0	12,3	5,8	13,9	8,6	4,7	-3,8	0,7
March	2,5	6,9	7,2	13,1	11,8	0,6	-4,5	2,7
April	3,0	8,8	10,7	12,4	9,1	2,4	-6,8	3,6
May	3,3	9,1	7,9	12,6	10,1	-2,1	-3,7	4,1
June	3,2	12,1	6,1	11,9	8,8	1,0	-5,8	7,6
July	5,2	12,8	5,3	13,0	6,0	0,5	-2,7	8,0
August	3,7	10,0	10,8	12,1	6,5	-1,3	-4,4	4,6
September	7,4	13,0	8,0	15,4	2,1	-2,0	-2,9	6,0
October	6,7	14,3	9,9	9,5	3,5	0,8	-4,2	6,5
November	7,8	11,4	10,2	13,0	1,6	-2,2	-4,6	8,0
December	9,3	11,9	10,5	8,2	2,2	0,1	-2,0	8,3
Total	4,9	11,2	8,2	11,9	6,5	0,3	-3,6	5,2

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	28 296	31 360	33 149	36 863	40 701	41 158	41 268	41 730
February	28 044	30 648	33 247	37 798	40 920	41 193	40 985	41 227
March	29 149	31 148	33 082	37 539	41 665	42 090	40 757	41 398
April	28 379	30 716	34 012	38 333	42 203	43 225	39 956	41 440
May	28 536	31 536	34 365	38 351	42 194	40 979	39 942	41 709
June	28 937	32 231	34 139	38 247	41 330	42 449	39 610	42 456
July	29 042	32 460	34 531	39 079	41 748	41 365	39 997	42 845
August	29 019	32 274	35 387	39 531	41 939	41 571	39 919	42 180
September	29 292	32 884	35 465	40 701	42 021	41 275	40 065	42 368
October	28 911	33 131	36 461	40 319	41 408	41 637	39 728	42 779
November	29 796	33 179	36 449	41 038	41 789	41 214	39 802	42 826
December	30 064	33 480	36 830	40 286	41 294	41 325	40 371	43 519

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/
2009	January	15 848	3 865	2 459	7 652	2 349	2 746	5 693	40 611
	February	15 727	3 716	2 402	6 997	2 184	2 929	5 941	39 895
	March	17 284	3 964	2 796	6 954	2 157	3 059	5 951	42 165
	April	15 830	4 117	2 659	8 601	2 133	2 723	5 380	41 443
	May	16 179	4 118	2 696	8 963	2 264	3 022	5 563	42 805
	June	16 673	3 964	2 844	7 513	2 299	2 993	5 340	41 626
	July	16 298	4 031	2 869	8 115	2 354	3 130	5 620	42 416
	August	16 546	4 116	2 869	7 702	2 197	2 800	5 576	41 805
	September	17 497	4 043	2 796	7 519	2 257	2 905	5 513	42 529
	October	16 818	4 276	2 829	8 583	2 383	3 124	5 893	43 906
	November	17 551	4 281	2 838	8 979	2 688	2 942	5 873	45 152
	December	23 118	5 932	2 890	14 421	3 789	3 043	6 806	59 999
Total		205 369	50 423	32 947	101 999	29 054	35 416	69 149	524 352
2010	January	16 628	3 989	2 848	8 556	2 374	2 402	5 782	42 578
	February	16 692	3 868	2 791	7 574	2 248	2 650	5 753	41 574
	March	18 150	4 447	3 167	7 771	2 290	2 926	5 863	44 614
	April	16 791	4 233	3 125	9 322	2 433	2 631	5 289	43 824
	May	17 274	4 362	3 108	9 353	2 519	3 175	5 514	45 305
	June	18 586	4 150	3 058	8 434	2 546	3 039	5 628	45 441
	July	18 276	4 280	3 414	8 882	2 545	3 029	5 929	46 356
	August	17 493	4 205	3 131	8 100	2 500	3 037	5 532	43 999
	September	18 819	4 316	3 216	8 146	2 497	2 956	5 494	45 444
	October	18 030	4 470	3 433	9 273	2 655	3 187	6 088	47 135
	November	18 929	4 396	3 348	10 041	3 066	3 307	6 128	49 215
	December	25 748	6 310	3 789	15 226	4 033	3 181	7 282	65 569
Total		221 416	53 026	38 428	110 678	31 706	35 520	70 282	561 054

1/ 2009 and 2010 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
2010	January	4,9	3,2	15,8	11,8	1,1	-12,5	1,6	4,8
	February	6,1	4,1	16,2	8,2	2,9	-9,5	-3,2	4,2
	March	5,0	12,2	13,3	11,7	6,2	-4,3	-1,5	5,8
	April	6,1	2,8	17,5	8,4	14,1	-3,4	-1,7	5,7
	May	6,8	5,9	15,3	4,4	11,3	5,1	-0,9	5,8
	June	11,5	4,7	7,5	12,3	10,7	1,5	5,4	9,2
	July	12,1	6,2	19,0	9,5	8,1	-3,2	5,5	9,3
	August	5,7	2,2	9,1	5,2	13,8	8,5	-0,8	5,2
	September	7,6	6,8	15,0	8,3	10,6	1,8	-0,3	6,9
	October	7,2	4,5	21,4	8,0	11,4	2,0	3,3	7,4
	November	7,9	2,7	18,0	11,8	14,1	12,4	4,3	9,0
	December	11,4	6,4	31,1	5,6	6,4	4,5	7,0	9,3
Total		7,8	5,2	16,6	8,5	9,1	0,3	1,6	7,0

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 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/
2009	January	14 853	3 677	2 320	7 400	2 294	2 531	5 401	38 476
	February	14 643	3 506	2 249	6 715	2 110	2 680	5 599	37 502
	March	15 842	3 657	2 494	6 623	2 080	2 794	5 546	39 036
	April	14 404	3 777	2 339	8 168	2 059	2 469	4 986	38 202
	May	14 628	3 757	2 359	8 480	2 179	2 727	5 122	39 252
	June	15 102	3 627	2 490	7 108	2 219	2 694	4 931	38 171
	July	14 723	3 691	2 508	7 648	2 290	2 795	5 165	38 820
	August	14 786	3 766	2 490	7 246	2 129	2 482	5 120	38 019
	September	15 622	3 696	2 412	7 067	2 206	2 571	5 076	38 650
	October	14 989	3 898	2 449	8 074	2 332	2 755	5 441	39 938
	November	15 643	3 892	2 444	8 439	2 648	2 585	5 413	41 064
	December	20 641	5 398	2 491	13 554	3 755	2 672	6 267	54 778
Total	185 876	46 342	29 045	96 522	28 301	31 755	64 067	481 908	
2010	January	14 780	3 607	2 445	8 034	2 346	2 100	5 319	38 631
	February	14 890	3 504	2 396	7 125	2 237	2 312	5 317	37 781
	March	15 935	3 946	2 698	7 310	2 283	2 547	5 389	40 108
	April	14 742	3 749	2 653	8 761	2 445	2 284	4 929	39 563
	May	15 139	3 850	2 625	8 815	2 555	2 744	5 139	40 867
	June	16 361	3 676	2 563	7 964	2 593	2 627	5 270	41 054
	July	16 102	3 781	2 845	8 395	2 608	2 611	5 572	41 914
	August	15 385	3 702	2 611	7 663	2 575	2 611	5 204	39 751
	September	16 508	3 803	2 673	7 707	2 577	2 529	5 178	40 975
	October	15 788	3 931	2 856	8 756	2 743	2 722	5 722	42 518
	November	16 517	3 856	2 767	9 482	3 167	2 819	5 743	44 351
	December	22 507	5 521	3 137	14 405	4 188	2 712	6 838	59 308
Total	194 654	46 926	32 269	104 417	32 317	30 618	65 620	506 821	

1/ 2009 and 2010 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
2010	January	-0,5	-1,9	5,4	8,6	2,3	-17,0	-1,5	0,4
	February	1,7	-0,1	6,5	6,1	6,0	-13,7	-5,0	0,7
	March	0,6	7,9	8,2	10,4	9,8	-8,8	-2,8	2,7
	April	2,3	-0,7	13,4	7,3	18,7	-7,5	-1,1	3,6
	May	3,5	2,5	11,3	4,0	17,3	0,6	0,3	4,1
	June	8,3	1,4	2,9	12,0	16,9	-2,5	6,9	7,6
	July	9,4	2,4	13,4	9,8	13,9	-6,6	7,9	8,0
	August	4,1	-1,7	4,9	5,8	20,9	5,2	1,6	4,6
	September	5,7	2,9	10,8	9,1	16,8	-1,6	2,0	6,0
	October	5,3	0,8	16,6	8,4	17,6	-1,2	5,2	6,5
	November	5,6	-0,9	13,2	12,4	19,6	9,1	6,1	8,0
	December	9,0	2,3	25,9	6,3	11,5	1,5	9,1	8,3
Total	4,7	1,3	11,1	8,2	14,2	-3,6	2,4	5,2	

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

Retail trade sales estimates	October to December 2009 (R million)	October to December 2010 (R million)	% change between October to December 2009 and October to December 2010	January to December 2009 (R million)	January to December 2010 (R million)	% change between January to December 2009 and January to December 2010
At current prices	149 057	161 919	8,6	524 352	561 054	7,0
At constant 2008 prices	135 780	146 177	7,7	481 908	506 821	5,2

Table 12 – Monthly and quarterly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	November 2010 (R million)	December 2010 (R million)	% change between November and December 2010	July to September 2010 (R million)	October to December 2010 (R million)	% change between July to September 2010 and October to December 2010
At current prices	47 492	48 395	1,9	141 263	143 239	1,4
At constant 2008 prices	42 826	43 519	1,6	127 393	129 124	1,4

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 Stats SA's 2010 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. Each enterprise is classified to the industry, which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
- Response rate** 6 The preliminary response rate for the survey on retail trade sales for December 2010 was 82,9%. The improved response rate for the survey on retail trade sales for November 2010 was 89,2%.
- 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.

- 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 31 000 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 2010) at the SIC four-digit level from a population then of about 31 000 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 adding up 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** **21**
- | | |
|----------|---|
| 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 4,8%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	6 000 000
Small	3	6 000 001	28 500 000
Medium	2	28 500 001	58 500 000
Large	1	58 500 001	

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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