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Retail trade sales (Preliminary)

December 2011

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Results for December 2011

Table A – Key figures in retail trade sales

Retail trade sales estimates	December 2011 (R million)	% change between December 2010 and December 2011	% change between October to December 2010 and October to December 2011	% change between January to December 2010 and January to December 2011
At current prices	74 748	13,3	12,3	9,2
At constant 2008 prices	64 820	8,7	7,9	6,1

Seasonally adjusted estimates	December 2011 (R million)	% change between November and December 2011	% change between July to September 2011 and October to December 2011
At current prices	54 554	1,9	3,7
At constant 2008 prices	46 886	1,3	2,5

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 1,3% in December 2011 compared with November 2011. This followed month-on-month changes of -0,1% in November 2011 and 0,8% in October 2011.

In real terms, retail trade sales for the fourth quarter of 2011 reflected an increase of 7,9% compared with the fourth quarter of 2010. The largest contributors to the 7,9% increase were ‘retailers in textiles, clothing, footwear and leather goods’ (10,5% and contributing 2,4 percentage points), ‘general dealers’ (6,6% and contributing 2,4 percentage points) and ‘all other retailers’ (8,5% and contributing 1,0 percentage point) – see Table C on page 3.

Retail trade sales in real terms increased by 8,7% year-on-year in December 2011. The highest annual growth rate was recorded for ‘retailers in textiles, clothing, footwear and leather goods’ (11,3%), followed by ‘all other retailers’ (10,9%) and ‘retailers in household furniture, appliances and equipment’ (9,7%) – see Table 10 on page 8.

Retail trade sales in real terms increased by 6,1% year-on-year in 2011. The highest annual growth rate for 2011 was recorded for ‘retailers in household furniture, appliances and equipment’ (10,4%), followed by ‘retailers in hardware, paint and glass’ (9,9%) and ‘all other retailers’ (8,1%) – 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 2010 (R million)	Weight 1/	October to December 2011 (R million)	Difference between October to December 2010 and October to December 2011 (R million)	% change between October to December 2010 and October to December 2011	Contribution (% points) to the % change in total sales 2/
General dealers	61 745	37,8	70 094	8 349	13,5	5,1
Retailers of food, beverages and tobacco in specialised stores	16 542	10,1	18 791	2 249	13,6	1,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	10 677	6,5	11 402	725	6,8	0,4
Retailers in textiles, clothing, footwear and leather goods	34 860	21,4	39 472	4 612	13,2	2,8
Retailers in household furniture, appliances and equipment	9 710	6,0	10 371	661	6,8	0,4
Retailers in hardware, paint and glass	11 591	7,1	13 459	1 868	16,1	1,1
All other retailers	18 060	11,1	19 679	1 619	9,0	1,0
Total 3/	163 183	100,0	183 269	20 086	12,3	12,3

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

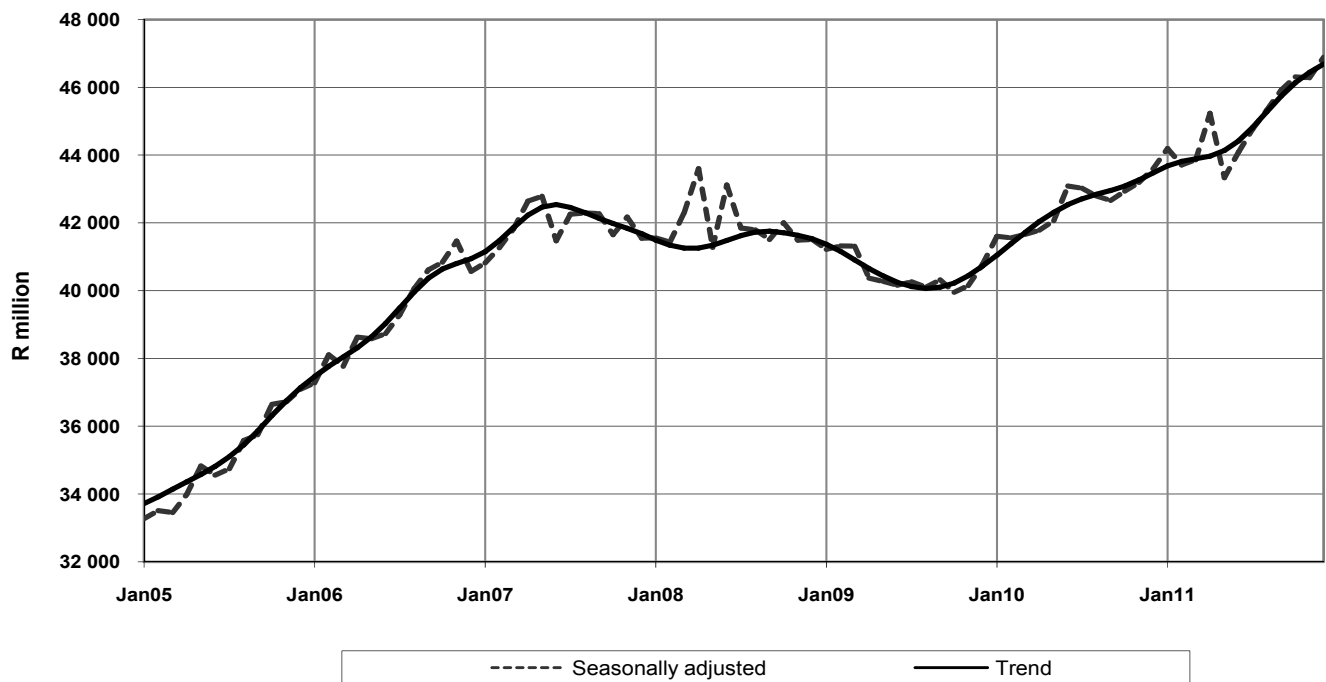
Type of retailer	October to December 2010 (R million)	Weight 1/	October to December 2011 (R million)	Difference between October to December 2010 and October to December 2011 (R million)	% change between October to December 2010 and October to December 2011	Contribution (% points) to the % change in total sales 2/
General dealers	53 972	36,7	57 522	3 550	6,6	2,4
Retailers of food, beverages and tobacco in specialised stores	14 506	9,9	15 006	500	3,4	0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 848	6,0	9 176	328	3,7	0,2
Retailers in textiles, clothing, footwear and leather goods	32 946	22,4	36 417	3 471	10,5	2,4
Retailers in household furniture, appliances and equipment	10 053	6,8	11 188	1 135	11,3	0,8
Retailers in hardware, paint and glass	9 888	6,7	11 044	1 156	11,7	0,8
All other retailers	16 953	11,5	18 393	1 440	8,5	1,0
Total 3/	147 166	100,0	158 746	11 580	7,9	7,9

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	2004	2005	2006	2007	2008	2009	2010 ^{1/}	2011 ^{1/}
January	23 817	25 227	28 257	32 788	36 430	40 935	42 918	46 228
February	23 152	24 957	28 942	32 747	37 557	40 214	41 906	44 913
March	24 446	26 666	30 777	35 830	39 707	42 502	44 970	48 000
April	23 991	27 080	31 091	35 533	40 130	41 775	44 194	49 528
May	25 322	27 790	32 100	37 074	40 380	43 147	45 643	47 382
June	25 215	27 229	31 410	35 900	40 482	41 959	45 809	48 295
July	25 617	27 615	32 141	36 046	40 161	42 756	46 749	49 613
August	24 760	28 090	32 531	36 763	40 827	42 139	44 498	49 471
September	26 081	28 677	34 349	37 338	41 222	42 869	45 726	51 059
October	27 223	30 394	34 734	38 285	43 375	44 257	47 431	53 015
November	28 730	32 056	37 700	40 964	45 167	45 513	49 754	55 506
December	37 661	42 445	47 617	52 098	58 621	60 479	65 998	74 748
Total	316 015	348 226	401 649	451 366	504 064	528 545	565 596	617 758

1/ Preliminary.

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	13,1	5,9	12,0	16,0	11,1	12,4	4,8	7,7
February	14,8	7,8	16,0	13,1	14,7	7,1	4,2	7,2
March	9,3	9,1	15,4	16,4	10,8	7,0	5,8	6,7
April	10,7	12,9	14,8	14,3	12,9	4,1	5,8	12,1
May	10,9	9,7	15,5	15,5	8,9	6,9	5,8	3,8
June	14,0	8,0	15,4	14,3	12,8	3,6	9,2	5,4
July	14,1	7,8	16,4	12,1	11,4	6,5	9,3	6,1
August	11,0	13,4	15,8	13,0	11,1	3,2	5,6	11,2
September	14,5	10,0	19,8	8,7	10,4	4,0	6,7	11,7
October	16,0	11,6	14,3	10,2	13,3	2,0	7,2	11,8
November	13,6	11,6	17,6	8,7	10,3	0,8	9,3	11,6
December	14,3	12,7	12,2	9,4	12,5	3,2	9,1	13,3
Total	13,1	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	2004	2005	2006	2007	2008	2009	2010	2011
January	25 298	27 228	31 043	35 427	39 435	43 437	45 767	49 329
February	25 030	27 536	31 887	35 985	39 613	44 028	45 832	49 072
March	25 212	27 438	31 671	36 579	40 684	44 459	46 186	49 508
April	24 996	27 931	32 381	37 431	42 114	43 608	46 152	50 927
May	25 734	28 658	32 551	37 807	40 605	43 859	46 618	49 173
June	26 280	28 471	32 881	36 979	42 822	43 857	47 696	50 310
July	26 443	28 739	33 519	38 056	41 783	44 067	47 763	51 130
August	26 423	29 422	34 159	38 271	42 551	44 126	47 348	51 834
September	26 918	29 551	34 834	38 536	42 626	44 266	47 320	52 857
October	27 090	30 337	35 210	38 250	43 371	44 014	47 672	53 499
November	27 412	30 436	35 838	39 028	43 273	44 253	48 063	53 537
December	27 690	31 044	35 224	38 722	43 470	44 986	48 619	54 554

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

Month	2004	2005	2006	2007	2008	2009	2010 ^{1/}	2011 ^{1/}
January	29 550	30 727	33 760	37 601	38 204	38 772	38 913	41 381
February	28 689	30 361	34 578	37 554	39 315	37 788	38 051	40 068
March	30 218	32 401	36 639	40 949	41 204	39 336	40 394	42 309
April	29 729	32 904	36 969	40 333	41 305	38 496	39 853	43 848
May	31 339	33 808	38 078	41 939	41 083	39 554	41 122	41 580
June	31 284	33 206	37 172	40 428	40 855	38 462	41 337	42 333
July	31 704	33 392	37 724	40 007	40 218	39 113	42 216	43 475
August	30 682	34 007	38 137	40 622	40 071	38 308	40 152	43 230
September	32 159	34 718	40 081	40 941	40 104	38 940	41 188	44 357
October	33 443	36 752	40 248	41 659	42 002	40 234	42 729	45 938
November	35 037	38 622	43 634	44 333	43 377	41 366	44 782	47 988
December	46 040	50 893	55 049	56 261	56 325	55 187	59 655	64 820
Total	389 874	421 791	472 069	502 627	504 063	485 556	510 392	541 327

1/ Preliminary.

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	11,2	4,0	9,9	11,4	1,6	1,5	0,4	6,3
February	12,3	5,8	13,9	8,6	4,7	-3,9	0,7	5,3
March	6,9	7,2	13,1	11,8	0,6	-4,5	2,7	4,7
April	8,8	10,7	12,4	9,1	2,4	-6,8	3,5	10,0
May	9,1	7,9	12,6	10,1	-2,0	-3,7	4,0	1,1
June	12,1	6,1	11,9	8,8	1,1	-5,9	7,5	2,4
July	12,8	5,3	13,0	6,1	0,5	-2,7	7,9	3,0
August	10,0	10,8	12,1	6,5	-1,4	-4,4	4,8	7,7
September	13,0	8,0	15,4	2,1	-2,0	-2,9	5,8	7,7
October	14,3	9,9	9,5	3,5	0,8	-4,2	6,2	7,5
November	11,4	10,2	13,0	1,6	-2,2	-4,6	8,3	7,2
December	11,9	10,5	8,2	2,2	0,1	-2,0	8,1	8,7
Total	11,2	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	2004	2005	2006	2007	2008	2009	2010	2011
January	31 481	33 277	37 286	40 825	41 565	41 225	41 605	44 201
February	31 056	33 515	38 113	41 269	41 441	41 326	41 561	43 714
March	31 266	33 454	37 776	41 829	42 302	41 315	41 661	43 864
April	31 026	33 996	38 630	42 651	43 599	40 373	41 786	45 235
May	31 755	34 835	38 588	42 792	41 276	40 274	42 074	43 339
June	32 510	34 567	38 735	41 477	43 122	40 159	43 088	44 090
July	32 670	34 748	39 299	42 261	41 859	40 267	43 027	44 773
August	32 708	35 587	40 066	42 294	41 794	40 111	42 795	45 332
September	33 186	35 753	40 617	42 280	41 516	40 323	42 665	45 929
October	33 285	36 650	40 839	41 656	42 002	39 958	42 945	46 313
November	33 419	36 726	41 465	42 173	41 499	40 157	43 198	46 289
December	33 824	37 095	40 573	41 553	41 512	40 781	43 604	46 886

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/	
2010	January	16 642	4 399	2 925	8 646	2 309	2 749	5 249	42 918
	February	16 695	4 263	2 864	7 649	2 185	3 031	5 220	41 906
	March	18 124	4 893	3 244	7 835	2 223	3 342	5 311	44 970
	April	16 791	4 653	3 195	9 380	2 363	3 038	4 775	44 194
	May	17 236	4 776	3 180	9 419	2 441	3 612	4 979	45 643
	June	18 524	4 590	3 138	8 519	2 471	3 446	5 123	45 809
	July	18 245	4 710	3 442	9 016	2 472	3 531	5 334	46 749
	August	17 449	4 537	3 144	8 189	2 427	3 590	5 162	44 498
	September	18 545	4 659	3 224	8 208	2 427	3 440	5 222	45 726
	October	17 909	4 804	3 452	9 369	2 571	3 720	5 607	47 431
	November	18 720	4 790	3 400	10 150	2 998	3 949	5 747	49 754
	December	25 116	6 948	3 825	15 341	4 141	3 922	6 706	65 998
	Total	219 996	58 022	39 033	111 721	31 028	41 370	64 435	565 596
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	29 155	7 919	4 118	17 519	4 343	4 226	7 468	74 748
	Total	242 694	61 572	42 638	121 479	32 790	47 032	69 560	617 758

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	16,1	14,0	7,7	14,2	4,9	7,8	11,4	13,3
	Total	10,3	6,1	9,2	8,7	5,7	13,7	8,0	9,2

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 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/
2010	January	14 793	3 977	2 511	8 118	2 282	2 403	4 829	38 913
	February	14 893	3 861	2 458	7 196	2 174	2 645	4 824	38 051
	March	15 912	4 342	2 763	7 371	2 216	2 909	4 881	40 394
	April	14 742	4 121	2 712	8 816	2 375	2 637	4 450	39 853
	May	15 106	4 215	2 686	8 877	2 476	3 122	4 640	41 122
	June	16 306	4 066	2 630	8 044	2 516	2 978	4 797	41 337
	July	16 075	4 161	2 868	8 522	2 533	3 044	5 013	42 216
	August	15 347	3 994	2 622	7 747	2 499	3 087	4 856	40 152
	September	16 268	4 105	2 680	7 765	2 505	2 943	4 922	41 188
	October	15 682	4 225	2 872	8 847	2 656	3 177	5 270	42 729
	November	16 335	4 202	2 810	9 585	3 097	3 367	5 386	44 782
	December	21 955	6 079	3 166	14 514	4 300	3 344	6 297	59 655
	Total	193 414	51 348	32 778	105 402	31 629	35 656	60 165	510 392
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	23 898	6 290	3 316	16 147	4 716	3 467	6 986	64 820
	Total	203 738	50 646	34 622	113 209	34 933	39 169	65 010	541 327

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	8,8	3,5	4,7	11,3	9,7	3,7	10,9	8,7
	Total	5,3	-1,4	5,6	7,4	10,4	9,9	8,1	6,1

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 2010 (R million)	October to December 2011 (R million)	% change between October to December 2010 and October to December 2011	January to December 2010 (R million)	January to December 2011 (R million)	% change between January to December 2010 and January to December 2011
At current prices	163 183	183 269	12,3	565 596	617 758	9,2
At constant 2008 prices	147 166	158 746	7,9	510 392	541 327	6,1

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

Retail trade sales seasonally adjusted estimates	November 2011 (R million)	December 2011 (R million)	% change between November and December 2011	July to September 2011 (R million)	October to December 2011 (R million)	% change between July to September 2011 and October to December 2011
At current prices	53 537	54 554	1,9	155 821	161 590	3,7
At constant 2008 prices	46 289	46 886	1,3	136 034	139 488	2,5

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 December 2011 was 80,9%. The improved collection rate for the survey on retail trade sales for November 2011 was 84,2%.</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 directly controls all functions necessary to carry out its sales activities.</p>

- 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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