Statistics
South Africa

## Retail trade sales

February 2002

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Key figures as at the end of February 2002

Actual
estimates

Retail trade sales at current prices ( R million)

Retail trade sales at constant 1995 prices (R million)

Seasonally
adjusted
estimates

Retail trade sales at current prices (R million)

Retail trade sales at constant 1995 prices (R million)
$\left.\begin{array}{|c|c|c|c|}\hline \text { Februar } \\ \begin{array}{c}\mathbf{y} \\ \mathbf{2 0 0 2}\end{array} & \begin{array}{c}\text { \% change } \\ \text { between } \\ \text { Feruary } \\ \text { and } \\ \text { February } \\ \mathbf{2 0 0 2}\end{array} & \begin{array}{c}\text { \% change } \\ \text { between } \\ \text { December 2000 } \\ \text { to }\end{array} & \begin{array}{c}\text { \% change } \\ \text { between } \\ \text { January 2001 } \\ \text { tecembery 2001 } \\ \text { and } \\ \text { to 2001 } \\ \text { February 2002 }\end{array}\end{array} \begin{array}{c}\text { February 2001 } \\ \text { and } \\ \text { January 2002 } \\ \text { to } \\ \text { February 2002 }\end{array}\right]$
$\left.\begin{array}{|c|c|c|}\hline \text { Februar } \\ \mathbf{y} \\ \mathbf{2 0 0 2}\end{array} \quad \begin{array}{c}\text { \% change } \\ \text { between } \\ \text { January 2002 } \\ \text { and } \\ \text { February } \\ \mathbf{2 0 0 2}\end{array} \quad \begin{array}{c}\text { \% change } \\ \text { between } \\ \text { September 2001 } \\ \text { to } \\ \text { November 2001 } \\ \text { and } \\ \text { December 2001 } \\ \text { to } \\ \text { February 2002 }\end{array}\right]$

## Key findings as at the end of February 2002

## Real retail trade sales increase

Seasonally adjusted real retail trade sales (at constant 1995 prices) for the three months up to February 2002 reflected an increase of $1,3 \%$ compared with the three months up to November 2001. Furthermore, real retail trade sales for the three months up to February 2002 increased by 5,3\% compared with the three months up to February 2001.

Fifteen of the nineteen merchandise categories reflected increases in seasonally adjusted real retail trade sales (at constant 1995 prices) for the three months up to February 2002 compared with the three months up to November 2001. The largest percentage increase was reported for TV sets, video recorders, etc. $(+11,2 \%)$,
followed by increases reported for footwear for men, ladies and children ( $+8,8 \%$ ), men's and boys' clothing and accessories $(+7,6 \%)$ and textiles and haberdashery ( $+7,6 \%$ ). These increases were partially counteracted by decreases reported for perishable and processed food products $(-4,4 \%)$, household furniture ( $-2,6 \%$ ), domestic appliances ( $-2,5 \%$ ) and pharmaceuticals, patents and other medicines, bandages, cosmetics and toiletries $(-0,3 \%)$.

Cash sales comprised $78,5 \%$ of total sales for February 2002. This is 0,6 percentage points higher than the $77,9 \%$ for February 2001. Hire purchases as a percentage of total sales decreased by 0,4 of a percentage point (from $8,2 \%$ to $7,8 \%$ ), while other credit sales as a percentage of total sales decreased by 0,2 percentage points (from $13,9 \%$ to $13,7 \%$ ) during this period.

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## Notes

## Forthcoming issues

## Re-engineered retail trade sales survey

## Purpose of the survey

Issue
March 2002
April 2002
May 2002
June 2002
July 2002
August 2002
September 2002
October 2002
November 2002
December 2002
January 2003
February 2003

## Expected release date

5 June 2002
3 July 2002
7 August 2002
4 September 2002
2 October 2002
6 November 2002
4 December 2002
8 January 2003
5 February 2003
6 March 2003
3 April 2003
7 May 2003

The Retail Trade Sales Survey is a monthly survey covering a sample of private enterprises (firms) operating in the retail trade industry in South Africa. The survey collects information on the total sales of all retail trade establishments (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.

After many consultations with and inputs received from users, Stats SA has redesigned the retail trade sales survey questionnaire. The survey is conducted on an enterprise basis and previously enterprises were requested to submit their total sales, distributed according to type of merchandise and according to selected area. The information in the former table 4 therefore represented imputations based on the assumption that the merchandise distribution of an enterprise's sales was the same for each selected area in which it traded. Unfortunately respondents had many problems in furnishing Stats SA with selected area information. Stats SA conducted several observational studies where respondents were watched while completing questionnaires in order to determine problems experienced by them. Consultations with many users regarding their needs and problems experienced by respondents revealed that users do not need area information. Therefore, Stats SA no longer collects retail trade sales information according to selected area, but only according to province and the first results were published on 1 March 2000 in statistical release P6242.1 - Retail trade sales, January 2000. Retail trade sales information by province is published in table 3 of this statistical release.

## New sample

According to international best practices and in order to train the respondents in using the new questionnaire, validate the information received and avoid a break in the time series published in this statistical release, Stats SA decided to introduce the new questionnaire as the first step in the re-engineering process. Stats SA will in due course, as the second step, introduce the new sample.

Currently Stats SA is busy re-engineering the register of businesses which serves as the sampling frame, in collaboration with the South African Revenue Service and the Departments of Trade and Industry and Labour. The process will take some time, since there are hundreds of thousands of businesses, many of them in any period changing ownership, closing, or being registered.

## Explanatory notes

## Introduction

## Scope of the survey

1 Statistics South Africa (Stats SA) conducts a monthly sample survey of the retail trade industry covering private retail trade enterprises (firms).

2 The statistical release contains information regarding -

- actual and seasonally adjusted values of retail trade sales according to type of business at current prices as well as at constant 1995 prices;
- actual and seasonally adjusted values of retail trade sales according to type of merchandise at current prices as well as at constant 1995 prices;
- actual values of retail trade sales at current prices according to province; and
- actual and seasonally adjusted values of cash sales, instalment sale transactions and other credit sales at current prices.

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 establishments (branches) from each enterprise in the sample. This survey includes -

- 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 4 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. 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.

## Statistical unit

5 The statistical unit for this survey is an enterprise. An enterprise is a legal entity consisting of one or more establishments, including the head office, but excluding holding or subsidiary companies. Data are only collected for
Survey
methodology and
design

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.

7 The survey is collected by mail each month from a sample of approximately 1600 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.

## Seasonal adjustment

## Trend cycle

Reliability of estimates

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.

1 The trend cycle is a long-term pattern or movement of a time series. The 0 X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted data.

1 Data presented in this publication are based on information obtained from a 1 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.

1 Inaccuracies may occur because of imperfections in reporting by 2 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

1 Users may also wish to refer to the following publications which are
4 available from Stats SA:

- Bulletin of Statistics.
- SA Statistics.


## Unpublished statistics

Symbols and<br>abbreviations

## Rounding-off of figures

Pre-release policy

1 In some cases Stats SA can also make available statistics which are not pu5 blished. The statistics can be made available in one or more of the following ways: computer printouts, CD and diskette. Generally a charge is made for providing unpublished statistics.

1 Stats SA Statistics South Africa
6 .. Figures not available

- Nil or not applicable
* Revised figures

1 When figures have been rounded-off discrepancies may occur between 7 sums of the component items and totals.

1 Stats SA has adopted the confidential pre-release policy in respect of 8 selected economic indicators and specific government departments. The policy accords with practice among leading statistical agencies. The statistical integrity of the data and strict observance of the release time has been assured by the following procedure:

In respect of this statistical release, an official representative from the Office of the President, the Department of Trade and Industry, the Department of Finance and the South African Reserve Bank will receive a copy of the release on a strictly confidential basis two hours in advance of the public issue.

Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za

## Technical note

Response rate
79,4\%.

The response rate for the survey of retail trade sales for February 2002 was

An enterprise (firm) is a legal entity consisting of one or more establishments (branches) including the head office, but excluding holding or subsidiary companies.

An establishment (branch) is defined as the smallest economic unit which operates as a separate entity for which comprehensive financial records are kept.

Reference month for the survey refers to one calendar month.
Retail trade is the resale (sale without transformation) of new and used
goods and products to individuals/the general public for household use.
Retailer
A retailer is an enterprise deriving more than $50 \%$ of its turnover from sales of goods to individuals/the general public for household use.

## For more information

Stats SA publishes approximately 300 different 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 socialscientific communities, Stats SA releases are published in English only.

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Natal Society Library, Pietermaritzburg
Library of Parliament, Cape Town
Bloemfontein Public Library
Johannesburg Public Library
Eastern Cape Library Services, King William's Town
Central Regional Library, Pietersburg
Central Reference Library, Nelspruit
Central Reference Collection, Kimberley
Central Reference Library, Mmabatho
Stats SA also provides a subscription service.

## Electronic services

A large range of data are available via on-line services, diskette, CD and computer printouts. For more details about our electronic data services, contact (012) 310 8600/8095/8390/8351.

You can visit us on the Internet at: http://www.statssa.gov.za

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Produced by Stats SA

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 |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | FEB.$2002$ |  |  |  | , |  | ! |  |  |  | FEB.$2002$ |  | JAN.$2002$ |  | DEC.$2001$ |  | $\begin{aligned} & \text { NOV. } \\ & 2001 \end{aligned}$ |  | FEB.$2001$ |  |
|  |  |  | $\begin{aligned} & \text { JAN. } \\ & \text { 2002* } \end{aligned}$ |  | FEB.$2001$ |  |  | JAN. - FEB. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | 2002 |  |  |  | 2001 |  |  |  |  |  |  |  |  |  |  |
| TOTAL RSA | 14 | 845,1 |  |  | 14 | 878,9 | 13 | 176,1 | 29 | 724,0 |  | 540,1 | 16 | 831,5 | 16 | 482,1 | 16 | 233,2 | 16 | 244,6 | 14 | 959,2 |
| BUTCHERS |  | 610,2 |  | 632,4 |  | 537,4 |  | 242,6 |  | 1 061,4 |  | 679,5 |  | 656,6 |  | 654,2 |  | 681,3 |  | 597,9 |
| GENERAL DEALERS 1/ | 7 | 273,1 | 7 | 234,9 | 6 | 6 462,2 | 14 | 508,0 |  | 085,6 | 7 | 919,8 | 7 | 673,7 | 7 | 744,4 | 7 | 674,4 | 7 | 055,0 |
| BOTTLE STORES |  | 446,3 |  | 439,8 |  | 456,5 |  | 886,1 |  | 885,2 |  | 505,5 |  | 539,9 |  | 521,8 |  | 505,6 |  | 514,9 |
| DEALERS IN CLOTHING, FOOTWEAR AND TEXTILES | 2 | 279,3 | 3 | 069,2 | 2 | 595,5 |  | 048,6 |  | 5 266, 8 | 3 | 706,8 | 3 | 558,1 | 3 | 479,0 | 3 |  | 3 | 234,9 |
| DEALERS IN FURNITURE AND |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| HOUSEHOLD REQUISITES | 1 | 298,3 | 1 | 338,1 | 1 | 204,3 | 2 | 636,5 |  | 2 445,9 |  | 724,7 |  | 768,8 | 1 | 661,2 | 1 | 734,2 |  | 596,7 |
| BOOKSTORES AND STATIONERS |  | 347,0 |  | 320,2 |  | 346,2 |  | 667,2 |  | 622,8 |  | 259,0 |  | 258, 2 |  | 272,9 |  | 247,5 |  | 258,4 |
| JEWELLERS |  | 118,6 |  | 118,9 |  | 104,3 |  | 237,5 |  | 210,6 |  | 132,6 |  | 131,2 |  | 125,3 |  | 118,2 |  | 116,1 |
| CHEMISTS |  | 778,8 |  | 779,0 |  | 680,2 |  | 557,8 |  | 1385,5 |  | 816,5 |  | 811,0 |  | 762,0 |  | 787,4 |  | 711,9 |
| DEALERS IN MISCELLANEOUS GOODS |  | 993,5 |  | 946,4 |  | 789,5 |  | 939,9 |  | 1 576,3 | 1 | 103,6 |  | 056,9 |  | 999,5 | 1 | 004,2 |  | 875,5 |

1.2 - AT CONSTANT 1995 PRICES (R MILLION)


[^0]* REVISED
tABLE 2 - RETAIL TRADE SALES ACCORDING TO TYPE OF MERCHANDISE
2.1 - AT CURRENT PRICES (R MILLION)


[^1]TABLE 2 - RETAIL TRADE SALES ACCORDING TO TYPE OF MERCHANDISE 2.2 - AT CONSTANT 1995 PRICES (R MILLION)


[^2]table 3 - Retail trade sales at current prices according to province (R million)


REVISED

TABLE 4 - CASH SALES, INSTALMENT SALE TRANSACTIONS AND OTHER CREDIT SALES AT CURRENT PRICES (R MILLION)


[^3]
[^0]:    1/ GENERAL DEALERS INCLUDE GROCERS AND OTHER DEALERS IN FOODSTUFFS AND GENERAL DEPARTMENT STORES

[^1]:    1/ INCLUDE CIGARETTES AND MANUFACTURED TOBACCO

    * REVISED

[^2]:    1/ INCLUDE CIGARETTES AND MANUFACTURED TOBACCO

    * REVISED

[^3]:    * REVISED

