

Retail trade sales

February 2005

**Embargoed until:
12 May 2005
9:30**

Table A - Key figures as at the end of February 2005

Estimates	February 2005 R million	% change between February 2004 and February 2005	% change between December 2003 to February 2004 and December 2004 to February 2005	% change between January to February 2004 and January to February 2005
Retail trade sales at current prices	27 530	+7,2	+9,4	+6,4
at constant (2000) prices	21 575	+5,4	+6,8	+4,4

Key findings as at the end of February 2005

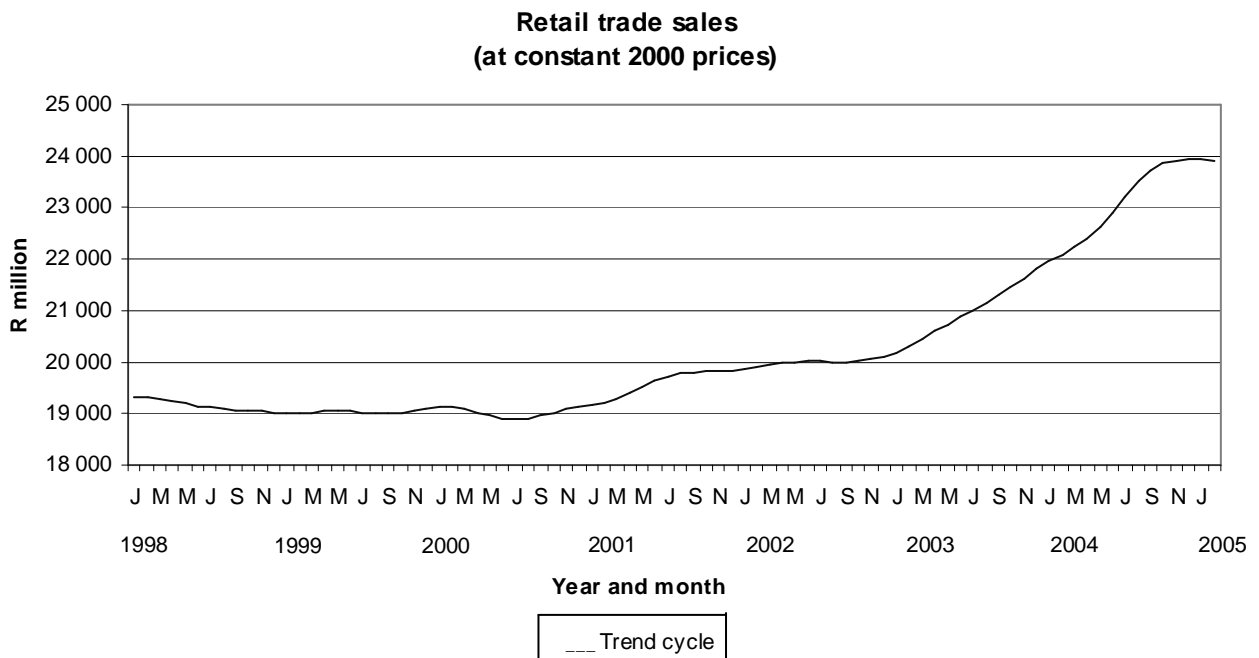
Retail trade sales increase in real terms

As indicated in table A, retail trade sales, at constant (2000) prices for the three months up to February 2005 increased by 6,8% compared with the three months up to February 2004.

Similarly, retail trade sales, at constant (2000) prices for the period January to February 2005 increased by 4,4% compared with the period January to February 2004. Retail trade sales, at constant (2000) prices for February 2005 increased by 5,4% compared with February 2004.

Retail trade sales, at current prices for January 2005 amounted to R27 911 million (see table 1). This is R182 million higher than the reported preliminary estimate for January 2005 that was published in P6242.1, Retail trade sales of 14 April 2005.

Figure 1 below shows the trend cycle for the retail trade sales, at constant (2000) prices between January 1998 and February 2005. There was a slightly downward trend till mid-2000 and an upward trend after that. Towards the end of 2004 the trend started levelling.



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Notes

Forthcoming issue	Issue	Expected release date
	March 2005	9 June 2005
Purpose of the survey	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.	

Detailed results

Outlined below in tables 1 and 2 are details of the behaviour of retail trade sales at current prices over the period January 1998 to February 2005.

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

Month	1998	1999	2000	2001	2002	2003	2004	1/ 2005
January	15 877	16 201	17 462	18 420	20 507	23 354	26 422	27 911
February	14 680	15 395	16 759	17 818	19 980	22 385	25 686	27 530
March	16 351	17 168	18 408	19 790	22 305	24 810	27 121	
April	16 131	16 805	18 279	19 640	21 658	24 047	26 753	
May	16 549	17 326	18 482	20 006	22 781	25 324	28 292	
June	15 792	16 245	18 175	19 935	22 526	24 546	28 031	
July	16 118	17 260	18 314	20 309	22 484	24 911	28 595	
August	15 844	16 802	18 116	20 043	22 858	24 746	27 584	
September	16 150	16 786	18 367	19 881	22 811	25 263	28 952	
October	16 926	17 987	19 105	21 089	23 830	26 036	30 217	
November	17 508	18 547	20 425	22 227	25 444	28 046	31 946	
December	23 338	24 782	26 890	29 180	32 870	36 561	41 583	
Total	201 264	211 304	228 782	248 338	280 054	310 029	351 182	

1/ Preliminary.

Table 2 - Percentage change in total retail trade sales at current prices^{1/}

Month	1998	1999	2000	2001	2002	2003	2004	2005
January	-	2,0	7,8	5,5	11,3	13,9	13,1	5,6
February	-	4,9	8,9	6,3	12,1	12,0	14,7	7,2
March	-	5,0	7,2	7,5	12,7	11,2	9,3	
April	-	4,2	8,8	7,4	10,3	11,0	11,3	
May	-	4,7	6,7	8,2	13,9	11,2	11,7	
June	-	2,9	11,9	9,7	13,0	9,0	14,2	
July	-	7,1	6,1	10,9	10,7	10,8	14,8	
August	-	6,0	7,8	10,6	14,0	8,3	11,5	
September	-	3,9	9,4	8,2	14,7	10,7	14,6	
October	-	6,3	6,2	10,4	13,0	9,3	16,1	
November	-	5,9	10,1	8,8	14,5	10,2	13,9	
December	-	6,2	8,5	8,5	12,6	11,2	13,7	
Total	-	5,0	8,3	8,5	12,8	10,7	13,3	

1/ The change in retail trade sales of the relevant year compared with retail trade sales of the previous year expressed as a percentage.

Outlined below in tables 3 and 4 are details of the behaviour of retail trade sales at constant (2000) prices over the period January 1998 to February 2005.

Table 3 - Total retail trade sales at constant 2000 prices (R million)

Month	1998	1999	2000	2001	2002	2003	2004	1/ 2005
January	18 745	17 961	18 114	17 936	18 626	19 158	21 189	21 908
February	17 291	17 030	17 349	17 316	18 065	18 394	20 467	21 575
March	19 147	18 929	18 880	19 083	19 844	20 220	21 525	
April	18 692	18 427	18 482	18 794	19 015	19 518	21 165	
May	19 109	18 894	18 612	19 036	19 792	20 672	22 365	
June	18 131	17 581	18 175	18 842	19 386	20 186	22 037	
July	18 358	18 539	18 115	19 088	19 234	20 253	22 498	
August	17 964	18 008	17 866	18 873	19 404	20 005	21 805	
September	18 166	17 858	18 042	18 667	19 089	20 390	22 797	
October	18 975	19 034	18 694	19 691	19 694	21 065	23 644	
November	19 606	19 482	19 966	20 600	20 941	22 618	24 822	
December	26 017	25 977	26 260	26 869	27 054	29 485	32 487	
Total	230 201	227 720	228 555	234 795	240 144	251 964	276 801	

1/ Preliminary.

Table 4 - Percentage change in total retail trade sales at constant 2000 prices^{1/}

Month	1998	1999	2000	2001	2002	2003	2004	2005
January	-	-4,2	0,9	-1,0	3,8	2,9	10,6	3,4
February	-	-1,5	1,9	-0,2	4,3	1,8	11,3	5,4
March	-	-1,1	-0,3	1,1	4,0	1,9	6,5	
April	-	-1,4	0,3	1,7	1,2	2,6	8,4	
May	-	-1,1	-1,5	2,3	4,0	4,4	8,2	
June	-	-3,0	3,4	3,7	2,9	4,1	9,2	
July	-	1,0	-2,3	5,4	0,8	5,3	11,1	
August	-	0,2	-0,8	5,6	2,8	3,1	9,0	
September	-	-1,7	1,0	3,5	2,3	6,8	11,8	
October	-	0,3	-1,8	5,3	0,0	7,0	12,2	
November	-	-0,6	2,5	3,2	1,7	8,0	9,7	
December	-	-0,2	1,1	2,3	0,7	9,0	10,2	
Total	-	-1,1	0,4	2,7	2,3	4,9	9,9	

1/ The change in retail trade sales of the relevant year compared with retail trade sales of the previous year expressed as a percentage.

Outlined below in table 5 retail trade sales according to type of dealer for February 2005.

Table 5 - Total retail trade sales according to type of dealer (R million)

Type of dealer ^{1/}	February 2005 ^{2/}
General dealers	9 524
Retail trade in specialised food, beverages and tobacco stores	2 873
Retail trade in pharmaceutical, and medical goods, cosmetic and toiletries	1 412
Retail trade in textiles, clothing, footwear and leather goods	4 199
Retail trade in household furniture, appliances and equipment	1 609
Retail trade in hardware, paint and glass	1 770
All other retail	6 143
Total	27 530

1/ See Note 3 on page 8

2/ Preliminary

Outlined below in table 6 are percentage changes in retail trade sales at current and at constant (2000) prices.

Table 6 - Quarterly and cumulative estimates and percentage changes in total retail trade sales

	December 2003 to February 2004 (R million)	December 2004 to February 2005 (R million)	% change between December 2003 to February 2004 and December 2004 to February 2005	January to February 2004 (R million)	January to February 2005 (R million)	% change between January to February 2004 and January to February 2005
Retail trade sales at current prices	88 669	97 024	9,4	52 108	55 441	6,4
at constant (2000) prices	71 141	75 970	6,8	41 656	43 483	4,4

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 statistical release provides information on the February 2005 survey. The 2004 survey is based on a sample drawn from the 2004 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT) and income tax. Retail trade sales include value added tax (VAT).
	2	As is usual, information for the latest month has 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.
Scope of the survey	3	This survey covers retail enterprises according to the following types of dealer: <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; • Retail trade in specialised food, beverages and tobacco 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; • Retailers in pharmaceutical and medical goods, cosmetic and toiletries; • Retail trade 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, including repair of personal and household goods.
Classification	4	The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC)</i> , Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities (ISIC)</i> with suitable adaptations for local conditions. Statistics in this publication are presented at SIC group (four digit) level. Each enterprise is classified to the industry, which reflects its predominant activity.
Statistical unit	5	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	6	The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 46 000 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.
	7	The value of sales is obtained monthly from the sample of 2 500 enterprises (which was drawn in September 2004 at the SIC four-digit level from a population then of about 46 000 retail enterprises. The retail industry 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	8	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 division 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.

- Constant prices** 9 The constant prices for the 2004 series are calculated using the price index for commodities for the metropolitan areas from the Consumer Price Index (CPI) to deflate sales at current prices. From January 2005 onwards, only the total sales will be deflated and not the type of dealer.
- Seasonal adjustment** 10 Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.
- Trend cycle** 11 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.
- Reliability of estimates** 12 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. Figures for the latest month are preliminary.
- 13 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** 14 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** 15 Users may also wish to refer to the following publications available from Stats SA -
- *Bulletin of Statistics* issued quarterly.
 - *SA Statistics* issued annually.
- Rounding of figures** 16 The figures in the tables have, where necessary, been rounded to the nearest digit shown.
- Pre-release policy** 17 Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za.
- Symbols and abbreviations** 18
- | | |
|----------|---|
| GDP | Gross Domestic Product |
| ISIC | International Standard Industrial Classification |
| SIC | Standard Industrial Classification of all Economic Activities |
| SARS | South African Revenue Service |
| Stats SA | Statistics South Africa |
| VAT | Value added tax |
| .. | Figures not available |
| * | Revised figures |

Technical note

Neyman optimal allocation

Before drawing in each of the surveys the population of enterprises on the BSF was stratified. 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 surveys did not exceed 6.4%.

Class limits

Enterprise size	Lower limits	Upper limits
Very small	0	4 000 000
Small	4 000 001	19 000 000
Medium	19 000 001	39 000 000
Large	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

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