



**Statistics
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Statistical release

P6242.1

Retail trade sales (Preliminary)

February 2010

Today Stats SA resumes the publication of seasonally adjusted total retail trade sales.

**Embargoed until:
14 April 2010
11:30**

Enquiries:

User Information Services
(012) 310 8600

Forthcoming issue:

March 2010

Expected release date

19 May 2010

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Summary of findings: Retail trade sales

Table A – Key figures as at the end of February 2010

Retail trade sales estimates	February 2010 (R million)	% change between February 2009 and February 2010	% change between December 2008 to February 2009 and December 2009 to February 2010	% change between January to February 2009 and January to February 2010
At current prices	41 509	4,0	3,9	4,4
At constant 2008 prices	36 879	-1,5	-2,5	-1,5

Seasonally adjusted estimates	February 2010 (R million)	% change between January and February 2010	% change between September to November 2009 and December 2009 to February 2010
At current prices	45 489	-0,8	3,8
At constant 2008 prices	40 139	-1,5	3,1

Key findings regarding retail trade sales for February 2010

Retail trade sales in real terms

Seasonally adjusted retail trade sales, at constant 2008 prices, for the three months ended February 2010 reflected an increase of 3,1% compared with the three months ended November 2009. Retail trade sales, at constant 2008 prices, for the three months ended February 2010 reflected a decrease of 2,5% compared with the three months ended February 2009, while sales for the corresponding period in 2009 decreased by 1,1%.

The main contributors to the decrease of 2,5% for the three months ended February 2010 compared with the three months ended February 2009 were all other retailers (-10,5% and contributing -1,5 percentage points), general dealers (-2,6% and contributing -1,0 percentage point) and retailers in hardware, paint and glass (-12,9% and contributing -0,8 of a percentage point) – see Table C on page 3.

Retail trade sales, at constant 2008 prices, for February 2010 reflected a decrease of 1,5% compared with February 2009.

Retail trade sales in nominal terms

Retail trade sales, at current prices, for the three months ended February 2010 compared with the three months ended February 2009 increased by 3,9%. The main contributors to this increase were general dealers (6,1% and contributing 2,4 percentage points) and retailers in textiles, clothing, footwear and leather goods (7,0% and contributing 1,4 percentage points) – see Table B on page 3.

Retail trade sales, at current prices, for February 2010 increased by 4,0% compared with February 2009, while sales for the corresponding period in 2009 increased by 7,1% – 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	December 2008 to February 2009 (R million)	Weight 1/	December 2009 To February 2010 (R million)	Difference between December 2008 To February 2009 and December 2009 to February 2010 (R million)	Percentage change between December 2008 to February 2009 and December 2009 to February 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	53 588	38,6	56 871	3 283	6,1	2,4
Retailers of food, beverages and tobacco in specialised stores	15 138	10,9	15 734	596	3,9	0,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 749	4,1	6 617	868	15,1	0,6
Retailers in textiles, clothing, footwear and leather goods	27 927	20,1	29 880	1 953	7,0	1,4
Retailers in household furniture, appliances and equipment	7 678	5,5	7 849	171	2,2	0,1
Retailers in hardware, paint and glass	9 216	6,6	8 441	-775	-8,4	-0,6
All other retailers	19 403	14,0	18 717	-686	-3,5	-0,5
Total 3/	138 696	100,0	144 112	5 416	3,9	3,9

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/ The figures have been rounded off. Therefore, discrepancies may occur between the 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	December 2008 to February 2009 (R million)	Weight 1/	December 2009 to February 2010 (R million)	Difference between December 2008 to February 2009 and December 2009 to February 2010 (R million)	Percentage change between December 2008 to February 2009 and December 2009 to February 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	50 579	38,4	49 266	-1 313	-2,6	-1,0
Retailers of food, beverages and tobacco in specialised stores	14 271	10,8	14 321	50	0,4	0,0
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 436	4,1	5 686	250	4,6	0,2
Retailers in textiles, clothing, footwear and leather goods	27 035	20,5	27 564	529	2,0	0,4
Retailers in household furniture, appliances and equipment	7 514	5,7	7 731	217	2,9	0,2
Retailers in hardware, paint and glass	8 499	6,5	7 400	-1 099	-12,9	-0,8
All other retailers	18 406	14,0	16 477	-1 929	-10,5	-1,5
Total 3/	131 740	100,0	128 445	-3 295	-2,5	-2,5

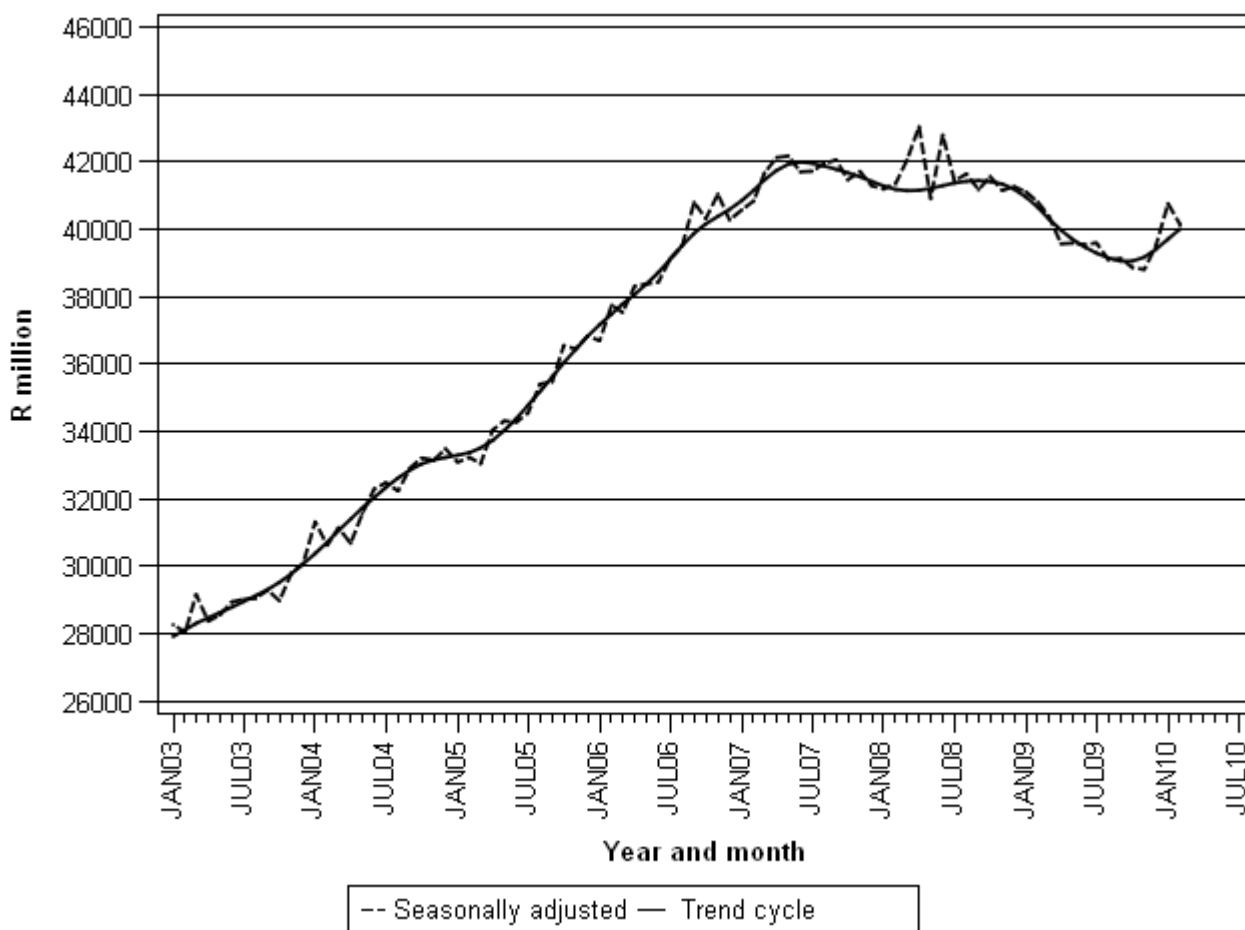
1/ Weight is the percentage contribution of each type of dealer to the total retail trade sales for the three months up to the current month of the previous year.

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/ The figures have been rounded off. Therefore, discrepancies may occur between the sums of the component items and the totals.

Figure 1 below shows the seasonally adjusted and trend patterns for retail trade sales at constant 2008 prices between January 2003 and February 2010.

Figure 1 – Retail trade sales at constant 2008 prices



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Detailed results

Tables 1 and 2 show total retail trade sales (actual values and annual percentage changes) at current prices for the period January 2003 to February 2010. Table 3 shows seasonally adjusted retail trade sales at current prices for the same period.

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
January	20 890	23 634	25 034	28 041	32 536	36 150	40 621	42 589
February	20 022	22 975	24 766	28 721	32 495	37 269	39 905	41 509
March	22 192	24 259	26 461	30 541	35 555	39 402	42 176	
April	21 510	23 808	26 873	30 853	35 260	39 822	41 454	
May	22 652	25 128	27 577	31 854	36 790	40 070	42 816	
June	21 956	25 022	27 020	31 169	35 625	40 171	41 637	
July	22 283	25 420	27 403	31 895	35 770	39 853	42 427	
August	22 135	24 570	27 875	32 281	36 480	40 513	41 816	
September	22 597	25 881	28 457	34 085	37 051	40 906	42 540	
October	23 289	27 015	30 161	34 467	37 991	43 042	43 917	
November	25 086	28 509	31 810	37 410	40 650	44 820	45 163	
December	32 704	37 372	42 119	47 251	51 698	58 170	60 014	
Total	277 316	313 593	345 556	398 568	447 901	500 192	524 486	

1/ Preliminary.

Table 2 – 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	4,0
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	3,2	
Total	10,7	13,1	10,2	15,3	12,4	11,7	4,9	

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.

Table 3 – Seasonally adjusted total retail trade sales at current prices (R million)

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	22 362	25 181	27 127	30 809	35 309	39 251	43 399	45 846
February	22 160	24 811	27 332	31 646	35 720	39 350	43 752	45 489
March	22 996	25 079	27 220	31 492	36 395	40 583	44 230	
April	22 328	24 657	27 672	32 039	36 955	41 558	42 997	
May	22 753	25 566	28 370	32 340	37 440	40 236	43 429	
June	23 105	26 100	28 269	32 592	36 826	42 535	43 578	
July	23 320	26 241	28 539	33 307	37 717	41 503	43 904	
August	23 255	26 161	29 237	33 837	37 958	42 160	43 680	
September	23 381	26 724	29 264	34 617	38 189	42 145	43 791	
October	23 173	26 889	30 118	34 818	37 948	42 974	43 571	
November	23 985	27 187	30 253	35 604	38 659	42 862	43 678	
December	24 076	27 479	30 791	34 957	38 465	43 252	44 720	

Tables 4 and 5 show total retail trade sales (actual values and annual percentage changes) at constant 2008 prices for the period January 2003 to February 2010. Table 6 shows seasonally adjusted retail trade sales at constant 2008 prices for the same period.

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
January	26 376	29 323	30 492	33 502	37 312	38 112	38 471	37 876
February	25 344	28 470	30 129	34 314	37 265	39 254	37 434	36 879
March	28 056	29 986	32 152	36 358	40 634	40 813	38 732	
April	27 125	29 502	32 652	36 686	40 023	40 869	37 898	
May	28 493	31 099	33 549	37 786	41 618	40 658	38 887	
June	27 687	31 045	32 951	36 886	40 118	40 503	37 713	
July	27 889	31 460	33 135	37 435	39 700	39 920	38 272	
August	27 669	30 446	33 747	37 844	40 309	39 845	37 267	
September	28 246	31 912	34 452	39 772	40 626	39 755	37 820	
October	29 039	33 188	36 470	39 939	41 339	41 582	39 059	
November	31 201	34 767	38 325	43 299	43 994	43 045	40 200	
December	40 829	45 687	50 502	54 625	55 829	55 835	53 690	
Total	347 954	386 885	418 556	468 446	498 767	500 191	475 443	

1/ Preliminary.

Table 5 – Percentage change in total retail trade sales at constant 2008 prices

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	3,1	11,2	4,0	9,9	11,4	2,1	0,9	-1,5
February	2,0	12,3	5,8	13,9	8,6	5,3	-4,6	-1,5
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	-3,8	
Total	4,9	11,2	8,2	11,9	6,5	0,3	-4,9	

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.

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	28 268	31 321	33 091	36 696	40 574	41 197	41 110	40 764
February	28 046	30 621	33 236	37 755	40 845	41 364	40 803	40 139
March	29 164	31 148	33 040	37 537	41 680	42 057	40 384	
April	28 373	30 682	34 044	38 316	42 132	43 049	39 573	
May	28 558	31 565	34 317	38 380	42 178	40 910	39 592	
June	28 944	32 302	34 279	38 431	41 708	42 800	39 547	
July	29 027	32 483	34 553	39 119	41 727	41 441	39 599	
August	29 051	32 236	35 412	39 506	41 949	41 647	39 091	
September	29 297	32 920	35 473	40 800	42 063	41 178	39 136	
October	28 978	33 217	36 557	40 320	41 472	41 568	38 871	
November	29 806	33 154	36 449	41 046	41 722	41 155	38 809	
December	30 080	33 489	36 838	40 280	41 298	41 271	39 523	

Outlined below in Tables 7 and 8 are retail trade sales (actual values and annual percentage changes) at current prices 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 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
Total	189 450	53 371	22 329	96 280	27 973	40 785	70 004	500 192	
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	23 234	6 755	2 235	14 082	3 534	3 194	6 978	60 014
Total	206 571	57 461	25 498	99 679	27 120	37 206	70 952	524 486	
2010	January	16 757	4 554	2 208	8 377	2 220	2 528	5 944	42 589
	February	16 880	4 425	2 174	7 421	2 095	2 719	5 795	41 509

1/ 2009 and 2010 figures are preliminary.

2/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and the totals.

Table 8 – 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	6,3	3,8	12,3	3,4	2,4	-2,0	-6,7	3,2
Total	9,0	7,7	14,2	3,5	-3,0	-8,8	1,4	4,9	
2010	January	5,2	3,5	16,1	12,1	1,3	-12,3	1,8	4,8
	February	6,9	4,6	17,1	8,7	2,9	-11,5	-4,8	4,0

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 9 and 10 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 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/	
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
	Total	189 451	53 370	22 325	96 280	27 971	40 786	70 004	500 191
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	20 168	6 158	1 927	13 003	3 482	2 809	6 143	53 690
	Total	184 172	52 655	22 470	92 997	26 332	33 372	63 445	475 443
2010	January	14 483	4 140	1 895	7 721	2 181	2 214	5 242	37 876
	February	14 615	4 023	1 864	6 840	2 068	2 377	5 092	36 879

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 – 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	-3,2	-0,3	1,2	-2,4	2,2	-7,4	-14,2	-3,8
	Total	-2,8	-1,3	0,6	-3,4	-5,9	-18,2	-9,4	-4,9
2010	January	-3,5	-0,0	5,6	7,2	1,9	-16,6	-5,4	-1,5
	February	-0,8	1,7	7,2	5,0	5,1	-15,5	-10,8	-1,5

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.

Estimates and percentage changes in total retail trade sales

Outlined below in Tables 11.1 and 11.2 are the percentage changes in the actual and seasonally adjusted retail trade sales at current prices and at constant 2008 prices.

Table 11.1 – Three-monthly and annual cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	December 2008 to February 2009 (R million)	December 2009 to February 2010 (R million)	% change between December 2008 to February 2009 and December 2009 to February 2010	January to February 2009 (R million)	January to February 2010 (R million)	% change between January to February 2009 and January to February 2010
At current prices	138 696	144 112	3,9	80 526	84 098	4,4
At constant 2008 prices	131 740	128 445	-2,5	75 905	74 755	-1,5

Table 11.2 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	January 2010 (R million)	February 2010 (R million)	% change between January and February 2010	September to November 2009	December 2009 to February 2010	% change between September to November 2009 and December 2009 to February 2010
At current prices	45 846	45 489	-0,8	131 040	136 055	3,8
At constant 2008 prices	40 764	40 139	-1,5	116 816	120 426	3,1

Description of group types (Tables 7 to 10) ^{1/}

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

^{1/} See note 4 on page 10 for more detailed specifications.

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 2009 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>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).</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>
Response rate	6	<p>The preliminary response rate for the survey on retail trade sales for February 2010 was 80,3%. The improved response rate for the survey on retail trade sales for January 2010 was 90,9%.</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 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.
	9	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.
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.
 - *SA Statistics* issued annually.
- Rounding of figures** 19 Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
- Pre-release policy** 20 Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za.
- 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 4,6%.

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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