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Retail trade sales (Preliminary)

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Results for February 2012

Table A – Key figures in retail trade sales

Retail trade sales estimates	February 2012 (R million)	% change between February 2011 and February 2012	% change between December 2010 to February 2011 and December 2011 to February 2012	% change between January to February 2011 and January to February 2012
At current prices	50 381	12,2	11,7	10,5
At constant 2008 prices	42 949	7,2	6,9	5,7

Seasonally adjusted estimates	February 2012 (R million)	% change between January and February 2012	% change between September to November 2011 and December 2011 to February 2012
At current prices	53 155	-1,7	1,1
At constant 2008 prices	45 287	-2,2	-0,1

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales decreased by 2,2% in February 2012 compared with January 2012. This followed month-on-month changes of -1,0% in January 2012 and 1,1% in December 2011.

Retail trade sales in real terms increased by 7,2% year-on-year in February 2012. The highest annual growth rates were recorded for:

- ‘all other’ retailers (11,4%);
- general dealers (8,7%); and
- retailers in household furniture, appliances and equipment (7,9%) – see Table 10 on page 8.

In real terms, retail trade sales for the three months ended February 2012 reflected an increase of 6,9% compared with the three months ended February 2011. The largest contributors to the 6,9% increase were:

- general dealers (7,8% and contributing 2,9 percentage points);
- retailers in textiles, clothing, footwear and leather goods (6,7% and contributing 1,5 percentage points); and
- ‘all other’ retailers (9,4% and contributing 1,1 percentage points) – see Table C on page 3.

Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices

Type of retailer	December 2010 to February 2011 (R million)	Weight 1/	December 2011 to February 2012 (R million)	Difference between December 2010 to February 2011 and December 2011 to February 2012 (R million)	% change between December 2010 to February 2011 and December 2011 to February 2012	Contribution (% points) to the % change in total sales 2/
General dealers	60 773	38,7	69 909	9 136	15,0	5,8
Retailers of food, beverages and tobacco in specialised stores	15 775	10,0	17 990	2 215	14,0	1,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	10 520	6,7	11 317	797	7,6	0,5
Retailers in textiles, clothing, footwear and leather goods	32 586	20,7	35 708	3 122	9,6	2,0
Retailers in household furniture, appliances and equipment	8 799	5,6	9 080	281	3,2	0,2
Retailers in hardware, paint and glass	10 956	7,0	11 976	1 020	9,3	0,7
All other retailers	17 734	11,3	19 562	1 828	10,3	1,2
Total 3/	157 139	100,0	175 542	18 403	11,7	11,7

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

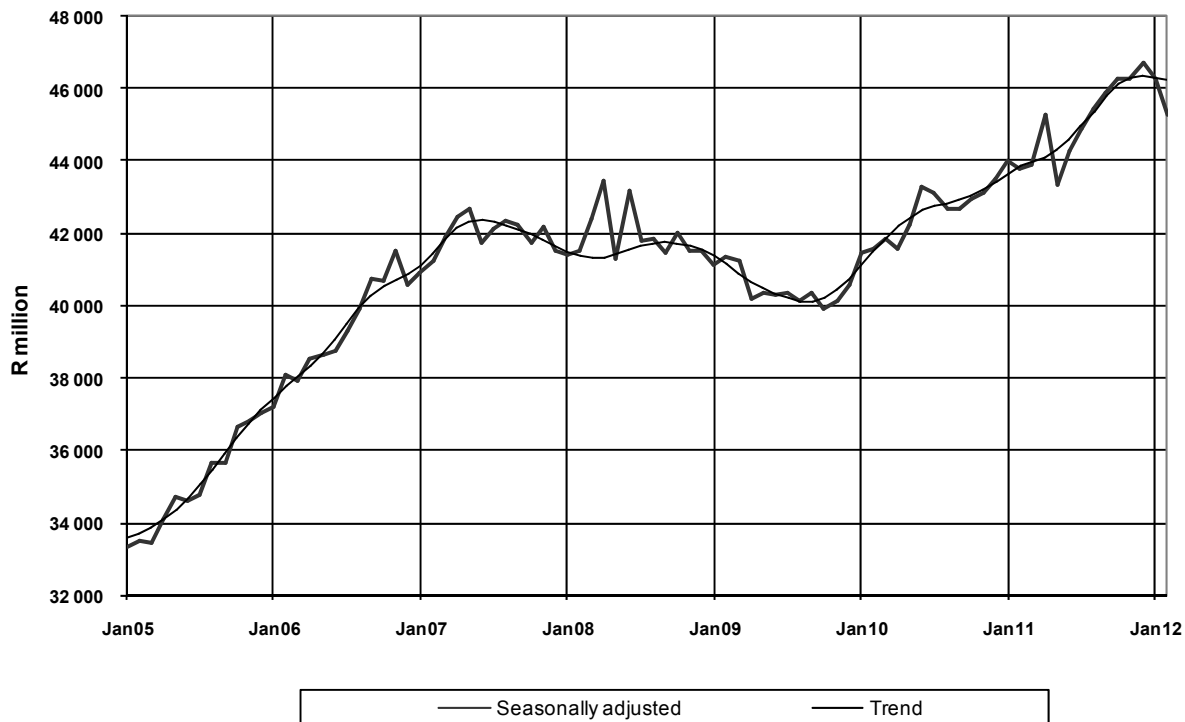
Type of retailer	December 2010 to February 2011 (R million)	Weight 1/	December 2011 to February 2012 (R million)	Difference between December 2010 to February 2011 and December 2011 to February 2012 (R million)	% change between December 2010 to February 2011 and December 2011 to February 2012	Contribution (% points) to the % change in total sales 2/
General dealers	52 800	37,4	56 936	4 136	7,8	2,9
Retailers of food, beverages and tobacco in specialised stores	13 669	9,7	14 227	558	4,1	0,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 675	6,1	9 078	403	4,6	0,3
Retailers in textiles, clothing, footwear and leather goods	30 783	21,8	32 835	2 052	6,7	1,5
Retailers in household furniture, appliances and equipment	9 171	6,5	9 831	660	7,2	0,5
Retailers in hardware, paint and glass	9 330	6,6	9 760	430	4,6	0,3
All other retailers	16 676	11,8	18 241	1 565	9,4	1,1
Total 3/	141 104	100,0	150 908	9 804	6,9	6,9

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



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Statistician-General

Tables

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

Month	2005	2006	2007	2008	2009	2010	2011 ^{1/}	2012 ^{1/}
January	25 227	28 257	32 788	36 430	40 935	42 918	46 228	50 356
February	24 957	28 942	32 747	37 557	40 214	41 906	44 913	50 381
March	26 666	30 777	35 830	39 707	42 502	44 970	48 000	
April	27 080	31 091	35 533	40 130	41 775	44 194	49 528	
May	27 790	32 100	37 074	40 380	43 147	45 643	47 382	
June	27 229	31 410	35 900	40 482	41 959	45 809	48 295	
July	27 615	32 141	36 046	40 161	42 756	46 749	49 613	
August	28 090	32 531	36 763	40 827	42 139	44 498	49 471	
September	28 677	34 349	37 338	41 222	42 869	45 726	51 059	
October	30 394	34 734	38 285	43 375	44 257	47 431	53 015	
November	32 056	37 700	40 964	45 167	45 513	49 754	55 506	
December	42 445	47 617	52 098	58 621	60 479	65 998	74 805	
Total	348 226	401 649	451 366	504 064	528 545	565 596	617 815	

1/ Preliminary.

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

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	5,9	12,0	16,0	11,1	12,4	4,8	7,7	8,9
February	7,8	16,0	13,1	14,7	7,1	4,2	7,2	12,2
March	9,1	15,4	16,4	10,8	7,0	5,8	6,7	
April	12,9	14,8	14,3	12,9	4,1	5,8	12,1	
May	9,7	15,5	15,5	8,9	6,9	5,8	3,8	
June	8,0	15,4	14,3	12,8	3,6	9,2	5,4	
July	7,8	16,4	12,1	11,4	6,5	9,3	6,1	
August	13,4	15,8	13,0	11,1	3,2	5,6	11,2	
September	10,0	19,8	8,7	10,4	4,0	6,7	11,7	
October	11,6	14,3	10,2	13,3	2,0	7,2	11,8	
November	11,6	17,6	8,7	10,3	0,8	9,3	11,6	
December	12,7	12,2	9,4	12,5	3,2	9,1	13,3	
Total	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	2005	2006	2007	2008	2009	2010	2011	2012
January	27 332	30 979	35 459	39 302	43 390	45 609	49 263	54 077
February	27 518	31 832	35 900	39 527	43 970	45 832	49 135	53 155
March	27 401	31 715	36 561	40 713	44 270	46 186	49 364	
April	27 710	32 177	37 337	41 861	43 500	45 918	50 725	
May	28 596	32 611	37 769	40 726	43 953	46 891	49 237	
June	28 573	32 965	37 154	43 044	44 004	47 799	50 596	
July	28 769	33 679	38 072	41 847	44 324	47 987	51 258	
August	29 493	34 127	38 402	42 593	44 311	47 314	52 012	
September	29 551	34 892	38 526	42 614	44 206	47 445	52 897	
October	30 447	35 116	38 254	43 399	43 999	47 580	53 553	
November	30 426	35 951	39 062	43 251	44 290	47 982	53 393	
December	31 015	35 122	38 718	43 400	44 750	48 543	54 439	

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

Month	2005	2006	2007	2008	2009	2010	2011 ^{1/}	2012 ^{1/}
January	30 727	33 760	37 601	38 204	38 772	38 913	41 381	43 109
February	30 361	34 578	37 554	39 315	37 788	38 051	40 068	42 949
March	32 401	36 639	40 949	41 204	39 336	40 394	42 309	
April	32 904	36 969	40 333	41 305	38 496	39 853	43 848	
May	33 808	38 078	41 939	41 083	39 554	41 122	41 580	
June	33 206	37 172	40 428	40 855	38 462	41 337	42 333	
July	33 392	37 724	40 007	40 218	39 113	42 216	43 475	
August	34 007	38 137	40 622	40 071	38 308	40 152	43 230	
September	34 718	40 081	40 941	40 104	38 940	41 188	44 357	
October	36 752	40 248	41 659	42 002	40 234	42 729	45 938	
November	38 622	43 634	44 333	43 377	41 366	44 782	47 988	
December	50 893	55 049	56 261	56 325	55 187	59 655	64 850	
Total	421 791	472 069	502 627	504 063	485 556	510 392	541 357	

1/ Preliminary.

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

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	4,0	9,9	11,4	1,6	1,5	0,4	6,3	4,2
February	5,8	13,9	8,6	4,7	-3,9	0,7	5,3	7,2
March	7,2	13,1	11,8	0,6	-4,5	2,7	4,7	
April	10,7	12,4	9,1	2,4	-6,8	3,5	10,0	
May	7,9	12,6	10,1	-2,0	-3,7	4,0	1,1	
June	6,1	11,9	8,8	1,1	-5,9	7,5	2,4	
July	5,3	13,0	6,1	0,5	-2,7	7,9	3,0	
August	10,8	12,1	6,5	-1,4	-4,4	4,8	7,7	
September	8,0	15,4	2,1	-2,0	-2,9	5,8	7,7	
October	9,9	9,5	3,5	0,8	-4,2	6,2	7,5	
November	10,2	13,0	1,6	-2,2	-4,6	8,3	7,2	
December	10,5	8,2	2,2	0,1	-2,0	8,1	8,7	
Total	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	2005	2006	2007	2008	2009	2010	2011	2012
January	33 334	37 190	40 914	41 412	41 149	41 494	43 999	46 289
February	33 497	38 077	41 236	41 497	41 342	41 595	43 775	45 287
March	33 445	37 905	41 930	42 399	41 243	41 842	43 883	
April	34 079	38 544	42 491	43 481	40 192	41 578	45 286	
May	34 698	38 638	42 668	41 307	40 382	42 219	43 368	
June	34 581	38 750	41 746	43 209	40 302	43 315	44 274	
July	34 773	39 321	42 131	41 783	40 355	43 108	44 879	
August	35 642	39 941	42 333	41 843	40 157	42 688	45 476	
September	35 680	40 753	42 232	41 483	40 359	42 663	45 891	
October	36 675	40 699	41 717	42 016	39 937	42 935	46 270	
November	36 844	41 532	42 211	41 539	40 119	43 138	46 257	
December	37 059	40 567	41 536	41 541	40 592	43 520	46 748	

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	29 120	8 025	4 087	17 554	4 259	4 232	7 527	74 805
Total	242 659	61 678	42 607	121 514	32 706	47 038	69 619	617 815	
2012	January	20 076	5 033	3 739	9 511	2 496	3 637	5 865	50 356
	February	20 713	4 932	3 491	8 643	2 325	4 107	6 170	50 381

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	15,9	15,5	6,8	14,4	2,8	7,9	12,2	13,3
Total	10,3	6,3	9,2	8,8	5,4	13,7	8,0	9,2	
2012	January	12,8	13,2	7,9	3,6	2,2	9,3	5,4	8,9
	February	16,0	12,6	8,1	7,2	4,9	10,8	13,0	12,2

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	23 869	6 374	3 291	16 179	4 624	3 472	7 041	64 850
	Total	203 709	50 730	34 597	113 241	34 841	39 174	65 065	541 357
2012	January	16 282	3 957	3 001	8 734	2 693	2 971	5 471	43 109
	February	16 785	3 896	2 786	7 922	2 514	3 317	5 729	42 949

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	8,7	4,9	3,9	11,5	7,5	3,8	11,8	8,7
	Total	5,3	-1,2	5,5	7,4	10,2	9,9	8,1	6,1
2012	January	5,7	3,4	5,0	0,7	6,0	4,6	4,5	4,2
	February	8,7	3,5	5,1	4,3	7,9	5,4	11,4	7,2

1/ The year-on-year percentage change is the difference between retail trade sales by type of retailer of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

Group type	Type of retailer included in group type 1/
Type A	General dealers
Type B	Retailers of food, beverages and tobacco in specialised stores
Type C	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
Type D	Retailers in textiles, clothing, footwear and leather goods
Type E	Retailers in household furniture, appliances and equipment
Type F	Retailers in hardware, paint and glass
Type G	All other retailers

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

Table 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	December 2010 to February 2011 (R million)	December 2011 to February 2012 (R million)	% change between December 2010 to February 2011 and December 2011 to February 2012	January to February 2011 (R million)	January to February 2012 (R million)	% change between January to February 2011 and January to February 2012
At current prices	157 139	175 542	11,7	91 141	100 737	10,5
At constant 2008 prices	141 104	150 908	6,9	81 449	86 058	5,7

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	January 2012 (R million)	February 2012 (R million)	% change between January and February 2012	September to November 2011 (R million)	December 2011 to February 2012 (R million)	% change between September to November 2011 and December 2011 to February 2012
At current prices	54 077	53 155	-1,7	159 843	161 671	1,1
At constant 2008 prices	46 289	45 287	-2,2	138 418	138 324	-0,1

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 February 2012 was 80,4%. The improved collection rate for the survey on retail trade sales for January 2012 was 87,7%.</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.

General information

Stats SA publishes approximately 300 different statistical 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 social-scientific communities, Stats SA releases are published in English only.

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