

# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

January 2011

**Embargoed until:  
16 March 2011  
13:00**

**Enquiries:**

User Information Services  
(012) 310 8600

<b>Forthcoming issue:</b>	<b>Expected release date</b>
February 2011	20 April 2011

**Contents**

**Summary of findings: Retail trade sales ..... 2**

Table A – Key figures for January 2011 .....2

Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices.....3

Table C – Contribution of each type of retailer to the percentage change in retail trade sales at constant 2008 prices ..... 3

**Detailed results ..... 5**

Table 1 – Total retail trade sales at current prices (R million) .....5

Table 2 – Year-on-year percentage change in total retail trade sales at current prices .....5

Table 3 – Seasonally adjusted total retail trade sales at current prices (R million).....5

Table 4 – Total retail trade sales at constant 2008 prices (R million).....6

Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices .....6

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

Table 7 – Retail trade sales according to type of retailer at current prices (R million) .....7

Table 8 – Year-on-year percentage change in retail trade sales according to type of retailer at current prices .....7

Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million) .....8

Table 10 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices ..... 8

Table 11 – Three-monthly estimates and percentage changes in total retail trade sales .....9

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales .....9

**Explanatory notes ..... 10**

**Technical note ..... 12**

**Glossary ..... 13**

**General information ..... 14**

**Summary of findings: Retail trade sales**

**Table A – Key figures for January 2011**

Retail trade sales estimates	January 2011 (R million)	% change between January 2010 and January 2011	% change between November 2009 to January 2010 and November 2010 to January 2011
<b>At current prices</b>	45 852	7,7	8,7
<b>At constant 2008 prices</b>	41 112	6,4	7,7

Seasonally adjusted estimates	January 2011 (R million)	% change between December 2010 and January 2011	% change between August to October 2010 and November 2010 to January 2011
<b>At current prices</b>	49 023	1,2	2,7
<b>At constant 2008 prices</b>	44 226	1,5	2,6

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 1,5% in January 2011 compared with December 2010. This followed month-on-month changes of 1,6% in December 2010 and 0,2% in November 2010.

In real terms, retail trade sales for the three months ended January 2011 reflected an increase of 7,7% compared with the three months ended January 2010. The main contributors to the increase of 7,7% were ‘general dealers’ (5,7% and contributing 2,2 percentage points), ‘retailers in textiles, clothing, footwear and leather goods’ (7,9% and contributing 1,8 percentage points) and ‘retailers in household furniture, appliances and equipment’ (17,3% and contributing 1,1 percentage points) – see Table C on page 3.

Retail trade sales in real terms increased by 6,4% year-on-year in January 2011. The highest annual growth rate was recorded for ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (17,1%), followed by ‘retailers in hardware, paint and glass’ (17,0%) and ‘household furniture, appliances and equipment’ (12,1%) – see Table 10 on page 8.

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

Type of retailer	November 2009 to January 2010 (R million)	Weight 1/	November 2010 to January 2011 (R million)	Difference between November 2009 to January 2010 and November 2010 to January 2011 (R million)	Percentage change between November 2009 to January 2010 and November 2010 to January 2011	Contribution (percentage points) to the percentage change in total sales 2/
<b>General dealers</b>	57 297	38,8	61 926	4 629	8,1	3,1
<b>Retailers of food, beverages and tobacco in specialised stores</b>	14 202	9,6	14 837	635	4,5	0,4
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	8 576	5,8	10 628	2 052	23,9	1,4
<b>Retailers in textiles, clothing, footwear and leather goods</b>	31 956	21,6	34 282	2 326	7,3	1,6
<b>Retailers in household furniture, appliances and equipment</b>	8 851	6,0	9 897	1 046	11,8	0,7
<b>Retailers in hardware, paint and glass</b>	8 387	5,7	9 482	1 095	13,1	0,7
<b>All other retailers</b>	18 461	12,5	19 546	1 085	5,9	0,7
<b>Total 3/</b>	<b>147 729</b>	<b>100,0</b>	<b>160 598</b>	<b>12 869</b>	<b>8,7</b>	<b>8,7</b>

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

Type of retailer	November 2009 to January 2010 (R million)	Weight 1/	November 2010 to January 2011 (R million)	Difference between November 2009 to January 2010 and November 2010 to January 2011 (R million)	Percentage change between November 2009 to January 2010 and November 2010 to January 2011	Contribution (percentage points) to the percentage change in total sales 2/
<b>General dealers</b>	51 064	38,0	53 954	2 890	5,7	2,2
<b>Retailers of food, beverages and tobacco in specialised stores</b>	12 897	9,6	12 933	36	0,3	0,0
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	7 380	5,5	8 781	1 401	19,0	1,0
<b>Retailers in textiles, clothing, footwear and leather goods</b>	30 027	22,3	32 400	2 373	7,9	1,8
<b>Retailers in household furniture, appliances and equipment</b>	8 749	6,5	10 266	1 517	17,3	1,1
<b>Retailers in hardware, paint and glass</b>	7 357	5,5	8 085	728	9,9	0,5
<b>All other retailers</b>	16 999	12,6	18 353	1 354	8,0	1,0
<b>Total 3/</b>	<b>134 473</b>	<b>100,0</b>	<b>144 772</b>	<b>10 299</b>	<b>7,7</b>	<b>7,7</b>

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

2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of dealer with its corresponding weight, divided by 100.

3/ Figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and the totals.

Figure 1 – Retail trade sales at constant 2008 prices



PJ Lehohla  
Statistician-General

**Detailed results**

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

Month	2004	2005	2006	2007	2008	2009	2010 <sup>1/</sup>	2011 <sup>1/</sup>
January	23 628	25 027	28 034	32 528	36 141	40 611	42 578	45 852
February	22 969	24 759	28 714	32 487	37 259	39 895	41 574	
March	24 253	26 454	30 533	35 546	39 392	42 165	44 614	
April	23 802	26 866	30 845	35 251	39 812	41 443	43 824	
May	25 121	27 570	31 846	36 781	40 060	42 805	45 305	
June	25 015	27 013	31 161	35 616	40 161	41 626	45 441	
July	25 413	27 396	31 887	35 761	39 843	42 416	46 356	
August	24 564	27 868	32 273	36 471	40 503	41 805	43 999	
September	25 874	28 450	34 076	37 041	40 896	42 529	45 444	
October	27 008	30 153	34 458	37 981	43 031	43 906	47 135	
November	28 502	31 802	37 400	40 640	44 809	45 152	49 215	
December	37 362	42 108	47 239	51 685	58 155	59 999	65 531	
<b>Total</b>	<b>313 511</b>	<b>345 466</b>	<b>398 466</b>	<b>447 788</b>	<b>500 067</b>	<b>524 352</b>	<b>561 016</b>	

1/ Preliminary

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	13,1	5,9	12,0	16,0	11,1	12,4	4,8	7,7
February	14,7	7,8	16,0	13,1	14,7	7,1	4,2	
March	9,3	9,1	15,4	16,4	10,8	7,0	5,8	
April	10,7	12,9	14,8	14,3	12,9	4,1	5,7	
May	10,9	9,7	15,5	15,5	8,9	6,9	5,8	
June	14,0	8,0	15,4	14,3	12,8	3,6	9,2	
July	14,1	7,8	16,4	12,1	11,4	6,5	9,3	
August	11,0	13,5	15,8	13,0	11,1	3,2	5,2	
September	14,5	10,0	19,8	8,7	10,4	4,0	6,9	
October	16,0	11,6	14,3	10,2	13,3	2,0	7,4	
November	13,6	11,6	17,6	8,7	10,3	0,8	9,0	
December	14,3	12,7	12,2	9,4	12,5	3,2	9,2	
<b>Total</b>	<b>13,1</b>	<b>10,2</b>	<b>15,3</b>	<b>12,4</b>	<b>11,7</b>	<b>4,9</b>	<b>7,0</b>	

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

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	25 247	27 142	30 784	35 197	39 093	43 244	45 403	49 023
February	24 767	27 329	31 646	35 706	39 263	43 644	45 411	
March	24 986	27 155	31 353	36 377	40 448	43 994	45 828	
April	24 781	27 794	32 138	37 071	41 690	43 252	45 776	
May	25 564	28 343	32 277	37 417	40 340	43 381	46 190	
June	26 045	28 245	32 612	36 781	42 339	43 390	47 023	
July	26 297	28 495	33 321	37 688	41 451	43 746	47 584	
August	26 154	29 208	33 858	37 948	42 224	43 872	46 677	
September	26 683	29 282	34 645	38 230	42 317	43 871	47 072	
October	26 862	30 154	34 838	37 952	43 002	43 842	47 425	
November	27 210	30 161	35 558	38 731	42 969	43 843	47 556	
December	27 427	30 872	34 920	38 499	43 190	44 699	48 448	

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

Month	2004	2005	2006	2007	2008	2009	2010 <sup>1/</sup>	2011 <sup>1/</sup>
January	29 315	30 484	33 493	37 303	37 891	38 476	38 631	41 112
February	28 462	30 120	34 306	37 256	38 998	37 502	37 781	
March	29 979	32 143	36 349	40 624	40 869	39 036	40 108	
April	29 494	32 644	36 677	40 012	40 970	38 202	39 563	
May	31 090	33 540	37 777	41 607	40 752	39 252	40 867	
June	31 036	32 943	36 877	40 108	40 528	38 171	41 054	
July	31 452	33 127	37 426	39 690	39 901	38 820	41 914	
August	30 439	33 738	37 835	40 299	39 757	38 019	39 751	
September	31 904	34 443	39 762	40 615	39 795	38 650	40 975	
October	33 179	36 461	39 928	41 329	41 680	39 938	42 518	
November	34 759	38 316	43 287	43 983	43 037	41 064	44 351	
December	45 675	50 489	54 612	55 815	55 888	54 778	59 309	
<b>Total</b>	<b>386 784</b>	<b>418 448</b>	<b>468 329</b>	<b>498 641</b>	<b>500 066</b>	<b>481 908</b>	<b>506 822</b>	

1/ Preliminary

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	11,2	4,0	9,9	11,4	1,6	1,5	0,4	6,4
February	12,3	5,8	13,9	8,6	4,7	-3,8	0,7	
March	6,9	7,2	13,1	11,8	0,6	-4,5	2,7	
April	8,8	10,7	12,4	9,1	2,4	-6,8	3,6	
May	9,1	7,9	12,6	10,1	-2,1	-3,7	4,1	
June	12,1	6,1	11,9	8,8	1,0	-5,8	7,6	
July	12,8	5,3	13,0	6,0	0,5	-2,7	8,0	
August	10,0	10,8	12,1	6,5	-1,3	-4,4	4,6	
September	13,0	8,0	15,4	2,1	-2,0	-2,9	6,0	
October	14,3	9,9	9,5	3,5	0,8	-4,2	6,5	
November	11,4	10,2	13,0	1,6	-2,2	-4,6	8,0	
December	11,9	10,5	8,2	2,2	0,1	-2,0	8,3	
<b>Total</b>	<b>11,2</b>	<b>8,2</b>	<b>11,9</b>	<b>6,5</b>	<b>0,3</b>	<b>-3,6</b>	<b>5,2</b>	

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

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	31 360	33 139	36 863	40 696	41 125	41 184	41 595	44 226
February	30 648	33 248	37 797	40 916	41 198	40 975	41 213	
March	31 148	33 082	37 546	41 660	42 065	40 740	41 381	
April	30 724	34 021	38 332	42 202	43 238	39 953	41 444	
May	31 527	34 365	38 354	42 195	40 974	39 941	41 690	
June	32 239	34 135	38 244	41 318	42 420	39 587	42 441	
July	32 460	34 535	39 066	41 738	41 349	39 979	42 807	
August	32 271	35 388	39 533	41 952	41 581	39 916	42 196	
September	32 882	35 471	40 706	42 016	41 287	40 094	42 398	
October	33 131	36 446	40 318	41 419	41 667	39 758	42 826	
November	33 176	36 452	41 044	41 824	41 256	39 867	42 923	
December	33 488	36 830	40 293	41 296	41 358	40 420	43 589	

**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/	
<b>2009</b>	January	15 848	3 865	2 459	7 652	2 349	2 746	5 693	40 611
	February	15 727	3 716	2 402	6 997	2 184	2 929	5 941	39 895
	March	17 284	3 964	2 796	6 954	2 157	3 059	5 951	42 165
	April	15 830	4 117	2 659	8 601	2 133	2 723	5 380	41 443
	May	16 179	4 118	2 696	8 963	2 264	3 022	5 563	42 805
	June	16 673	3 964	2 844	7 513	2 299	2 993	5 340	41 626
	July	16 298	4 031	2 869	8 115	2 354	3 130	5 620	42 416
	August	16 546	4 116	2 869	7 702	2 197	2 800	5 576	41 805
	September	17 497	4 043	2 796	7 519	2 257	2 905	5 513	42 529
	October	16 818	4 276	2 829	8 583	2 383	3 124	5 893	43 906
	November	17 551	4 281	2 838	8 979	2 688	2 942	5 873	45 152
	December	23 118	5 932	2 890	14 421	3 789	3 043	6 806	59 999
<b>Total</b>	<b>205 369</b>	<b>50 423</b>	<b>32 947</b>	<b>101 999</b>	<b>29 054</b>	<b>35 416</b>	<b>69 149</b>	<b>524 352</b>	
<b>2010</b>	January	16 628	3 989	2 848	8 556	2 374	2 402	5 782	42 578
	February	16 692	3 868	2 791	7 574	2 248	2 650	5 753	41 574
	March	18 150	4 447	3 167	7 771	2 290	2 926	5 863	44 614
	April	16 791	4 233	3 125	9 322	2 433	2 631	5 289	43 824
	May	17 274	4 362	3 108	9 353	2 519	3 175	5 514	45 305
	June	18 586	4 150	3 058	8 434	2 546	3 039	5 628	45 441
	July	18 276	4 280	3 414	8 882	2 545	3 029	5 929	46 356
	August	17 493	4 205	3 131	8 100	2 500	3 037	5 532	43 999
	September	18 819	4 316	3 216	8 146	2 497	2 956	5 494	45 444
	October	18 030	4 470	3 433	9 273	2 655	3 187	6 088	47 135
	November	18 929	4 396	3 348	10 041	3 066	3 307	6 128	49 215
	December	25 308	6 374	3 807	15 150	4 305	3 294	7 293	65 531
<b>Total</b>	<b>220 976</b>	<b>53 090</b>	<b>38 446</b>	<b>110 602</b>	<b>31 978</b>	<b>35 633</b>	<b>70 293</b>	<b>561 016</b>	
<b>2011</b>	January	17 689	4 067	3 473	9 091	2 526	2 881	6 125	45 852

1/ 2010 and 2011 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	
<b>2010</b>	January	4,9	3,2	15,8	11,8	1,1	-12,5	1,6	4,8
	February	6,1	4,1	16,2	8,2	2,9	-9,5	-3,2	4,2
	March	5,0	12,2	13,3	11,7	6,2	-4,3	-1,5	5,8
	April	6,1	2,8	17,5	8,4	14,1	-3,4	-1,7	5,7
	May	6,8	5,9	15,3	4,4	11,3	5,1	-0,9	5,8
	June	11,5	4,7	7,5	12,3	10,7	1,5	5,4	9,2
	July	12,1	6,2	19,0	9,5	8,1	-3,2	5,5	9,3
	August	5,7	2,2	9,1	5,2	13,8	8,5	-0,8	5,2
	September	7,6	6,8	15,0	8,3	10,6	1,8	-0,3	6,9
	October	7,2	4,5	21,4	8,0	11,4	2,0	3,3	7,4
	November	7,9	2,7	18,0	11,8	14,1	12,4	4,3	9,0
	December	9,5	7,5	31,7	5,1	13,6	8,2	7,2	9,2
<b>Total</b>	<b>7,6</b>	<b>5,3</b>	<b>16,7</b>	<b>8,4</b>	<b>10,1</b>	<b>0,6</b>	<b>1,7</b>	<b>7,0</b>	
<b>2011</b>	January	6,4	2,0	21,9	6,3	6,4	19,9	5,9	7,7

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/
<b>Type A</b>	General dealers
<b>Type B</b>	Retailers of food, beverages and tobacco in specialised stores
<b>Type C</b>	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
<b>Type D</b>	Retailers in textiles, clothing, footwear and leather goods
<b>Type E</b>	Retailers in household furniture, appliances and equipment
<b>Type F</b>	Retailers in hardware, paint and glass
<b>Type G</b>	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/
<b>2009</b>	January	14 853	3 677	2 320	7 400	2 294	2 531	5 401	38 476
	February	14 643	3 506	2 249	6 715	2 110	2 680	5 599	37 502
	March	15 842	3 657	2 494	6 623	2 080	2 794	5 546	39 036
	April	14 404	3 777	2 339	8 168	2 059	2 469	4 986	38 202
	May	14 628	3 757	2 359	8 480	2 179	2 727	5 122	39 252
	June	15 102	3 627	2 490	7 108	2 219	2 694	4 931	38 171
	July	14 723	3 691	2 508	7 648	2 290	2 795	5 165	38 820
	August	14 786	3 766	2 490	7 246	2 129	2 482	5 120	38 019
	September	15 622	3 696	2 412	7 067	2 206	2 571	5 076	38 650
	October	14 989	3 898	2 449	8 074	2 332	2 755	5 441	39 938
	November	15 643	3 892	2 444	8 439	2 648	2 585	5 413	41 064
	December	20 641	5 398	2 491	13 554	3 755	2 672	6 267	54 778
<b>Total</b>	<b>185 876</b>	<b>46 342</b>	<b>29 045</b>	<b>96 522</b>	<b>28 301</b>	<b>31 755</b>	<b>64 067</b>	<b>481 908</b>	
<b>2010</b>	January	14 780	3 607	2 445	8 034	2 346	2 100	5 319	38 631
	February	14 890	3 504	2 396	7 125	2 237	2 312	5 317	37 781
	March	15 935	3 946	2 698	7 310	2 283	2 547	5 389	40 108
	April	14 742	3 749	2 653	8 761	2 445	2 284	4 929	39 563
	May	15 139	3 850	2 625	8 815	2 555	2 744	5 139	40 867
	June	16 361	3 676	2 563	7 964	2 593	2 627	5 270	41 054
	July	16 102	3 781	2 845	8 395	2 608	2 611	5 572	41 914
	August	15 385	3 702	2 611	7 663	2 575	2 611	5 204	39 751
	September	16 508	3 803	2 673	7 707	2 577	2 529	5 178	40 975
	October	15 788	3 931	2 856	8 756	2 743	2 722	5 722	42 518
	November	16 517	3 856	2 767	9 482	3 167	2 819	5 743	44 351
	December	22 122	5 577	3 151	14 333	4 470	2 808	6 848	59 309
<b>Total</b>	<b>194 269</b>	<b>46 982</b>	<b>32 283</b>	<b>104 345</b>	<b>32 599</b>	<b>30 714</b>	<b>65 630</b>	<b>506 822</b>	
<b>2011</b>	January	15 315	3 500	2 863	8 585	2 629	2 458	5 762	41 112

1/ 2010 and 2011 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
<b>2010</b>	January	-0,5	-1,9	5,4	8,6	2,3	-17,0	-1,5	0,4
	February	1,7	-0,1	6,5	6,1	6,0	-13,7	-5,0	0,7
	March	0,6	7,9	8,2	10,4	9,8	-8,8	-2,8	2,7
	April	2,3	-0,7	13,4	7,3	18,7	-7,5	-1,1	3,6
	May	3,5	2,5	11,3	4,0	17,3	0,6	0,3	4,1
	June	8,3	1,4	2,9	12,0	16,9	-2,5	6,9	7,6
	July	9,4	2,4	13,4	9,8	13,9	-6,6	7,9	8,0
	August	4,1	-1,7	4,9	5,8	20,9	5,2	1,6	4,6
	September	5,7	2,9	10,8	9,1	16,8	-1,6	2,0	6,0
	October	5,3	0,8	16,6	8,4	17,6	-1,2	5,2	6,5
	November	5,6	-0,9	13,2	12,4	19,6	9,1	6,1	8,0
	December	7,2	3,3	26,5	5,7	19,0	5,1	9,3	8,3
<b>Total</b>	<b>4,5</b>	<b>1,4</b>	<b>11,1</b>	<b>8,1</b>	<b>15,2</b>	<b>-3,3</b>	<b>2,4</b>	<b>5,2</b>	
<b>2011</b>	January	3,6	-3,0	17,1	6,9	12,1	17,0	8,3	6,4

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

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

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

Retail trade sales estimates	November 2009 to January 2010 (R million)	November 2010 to January 2011 (R million)	% change between November 2009 to January 2010 and November 2010 to January 2011
At current prices	147 729	160 598	8,7
At constant 2008 prices	134 473	144 772	7,7

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

Retail trade sales seasonally adjusted estimates	December 2010 (R million)	January 2011 (R million)	% change between December 2010 and January 2011	August to October 2010 (R million)	November 2010 to January 2011 (R million)	% change between August to October 2010 and November 2010 to January 2011
At current prices	48 448	49 023	1,2	141 174	145 027	2,7
At constant 2008 prices	43 589	44 226	1,5	127 420	130 738	2,6

**Explanatory notes**

<b>Introduction</b>	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 2010 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>
<b>Purpose of the survey</b>	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>
<b>Scope of the survey</b>	4	<p>This survey covers retail enterprises according to the following types of retailer:</p> <ul style="list-style-type: none"> <li>• General dealers <ul style="list-style-type: none"> <li>➢ Retail trade in non-specialised stores with food, beverages and tobacco predominating; and</li> <li>➢ Other retail trade in non-specialised stores.</li> </ul> </li> <li>• Retailers of food, beverages and tobacco in specialised stores: <ul style="list-style-type: none"> <li>➢ Retailers in fresh fruit and vegetables;</li> <li>➢ Retailers in meat and meat products;</li> <li>➢ Retailers in bakery products;</li> <li>➢ Retailers in beverages;</li> <li>➢ Retailers in tobacco; and</li> <li>➢ Retailers in other food in specialised stores.</li> </ul> </li> <li>• Retailers in pharmaceutical and medical goods, cosmetic and toiletries;</li> <li>• Retailers in textiles, clothing, footwear and leather goods: <ul style="list-style-type: none"> <li>➢ Retailers in men's and boys' clothing;</li> <li>➢ Retailers in ladies', girls' and infants' clothing;</li> <li>➢ General outfitters; and</li> <li>➢ Retailers in footwear.</li> </ul> </li> <li>• Retailers in household furniture, appliances and equipment;</li> <li>• Retailers in hardware, paint and glass; and</li> <li>• All other retailers: <ul style="list-style-type: none"> <li>➢ Retailers in reading matter and stationery;</li> <li>➢ Retailers in jewellery, watches and clocks;</li> <li>➢ Retailers in sports goods and entertainment requisites;</li> <li>➢ Retailers in other specialised stores;</li> <li>➢ Repair of personal and household goods;</li> <li>➢ Retail trade in second-hand goods in stores; and</li> <li>➢ Retail trade not in stores</li> </ul> </li> </ul>
<b>Classification</b>	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>
<b>Response rate</b>	6	<p>The preliminary response rate for the survey on retail trade sales for January 2011 was 82,2%. The improved response rate for the survey on retail trade sales for December 2010 was 91,3%.</p>
<b>Statistical unit</b>	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 31 000 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 2010) at the SIC four-digit level from a population then of about 31 000 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](http://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; 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** 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 4,8%.

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

<b>Enterprise</b>	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.
<b>Industry</b>	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> .
<b>Statistical unit</b>	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.
<b>Retail trade</b>	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.
<b>Retailer</b>	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.

Stats SA has copyright on this publication. Users may apply the information as they wish, provided that they acknowledge Stats SA as the source of the basic data wherever they process, apply, utilise, publish or distribute the data; and also that they specify that the relevant application and analysis (where applicable) result from their own processing of the data.

## Advance release calendar

An advance release calendar is disseminated on [www.statssa.gov.za](http://www.statssa.gov.za)

## Stats SA products

A complete set of Stats SA publications is available at the Stats SA Library and the following libraries:

National Library of South Africa, Pretoria Division  
National Library of South Africa, Cape Town Division  
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, Polokwane  
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 and computer printouts. For more details about our electronic data services, contact (012) 310 8600/8390/8351/4892/8496/8095.

You can visit us on the internet at: [www.statssa.gov.za](http://www.statssa.gov.za)

## Enquiries

Telephone number: (012) 310 8600/8390/8351/4892/8496/8095 (user information services)  
(012) 310 8404 (technical enquiries)  
(012) 310 8358 (orders)  
(012) 310 4883/4885/8018 (library)

Fax number: (012) 310 8332/0866376635 (technical enquiries)

Email address: [elisel@statssa.gov.za](mailto:elisel@statssa.gov.za)  
[henriettef@statssa.gov.za](mailto:henriettef@statssa.gov.za)  
[magdaj@statssa.gov.za](mailto:magdaj@statssa.gov.za) (orders)

Postal address: Private Bag X44, Pretoria, 0001

*Produced by Stats SA*