



your leading partner in quality statistics

Statistical release

P6242.1

Retail trade sales (Preliminary)

January 2012

**Embargoed until:
14 March 2012
13:00**

Enquiries:

User Information Services
(012) 310 8600

Forthcoming issue:	Expected release date:
February 2012	18 April 2012

Contents

Results for January 2012 2

Table A – Key figures in retail trade sales 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

Tables..... 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

Results for January 2012

Table A – Key figures in retail trade sales

Retail trade sales estimates	January 2012 (R million)	% change between January 2011 and January 2012	% change between November 2010 to January 2011 and November 2011 to January 2012
At current prices	50 231	8,7	11,5
At constant 2008 prices	42 993	3,9	6,9

Seasonally adjusted estimates	January 2012 (R million)	% change between December 2011 and January 2012	% change between August to October 2011 and November 2011 to January 2012
At current prices	54 254	-0,5	2,6
At constant 2008 prices	46 618	-0,6	1,6

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales decreased by 0,6% in January 2012 compared with December 2011. This followed month-on-month changes of 1,4% in December 2011 and -0,1% in November 2011.

Retail trade sales in real terms increased by 3,9% year-on-year in January 2012. The highest annual growth rates were recorded for:

- general dealers (5,7%);
- retailers in hardware, paint and glass (5,4%); and
- retailers in pharmaceutical and medical goods, cosmetics and toiletries (5,2%) – see Table 10 on page 8.

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

- general dealers (7,0% and contributing 2,6 percentage points);
- retailers in textiles, clothing, footwear and leather goods (8,3% and contributing 1,9 percentage points); and
- all other retailers (6,6% and contributing 0,8 of a percentage point) – 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	November 2010 to January 2011 (R million)	Weight 1/	November 2011 to January 2012 (R million)	Difference between November 2010 to January 2011 and November 2011 to January 2012 (R million)	% change between November 2010 to January 2011 and November 2011 to January 2012	Contribution (% points) to the % change in total sales 2/
General dealers	61 635	38,1	70 319	8 684	14,1	5,4
Retailers of food, beverages and tobacco in specialised stores	16 184	10,0	18 385	2 201	13,6	1,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	10 690	6,6	11 448	758	7,1	0,5
Retailers in textiles, clothing, footwear and leather goods	34 673	21,4	38 522	3 849	11,1	2,4
Retailers in household furniture, appliances and equipment	9 581	5,9	9 888	307	3,2	0,2
Retailers in hardware, paint and glass	11 199	6,9	12 661	1 462	13,1	0,9
All other retailers	18 020	11,1	19 317	1 297	7,2	0,8
Total 3/	161 980	100,0	180 542	18 562	11,5	11,5

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

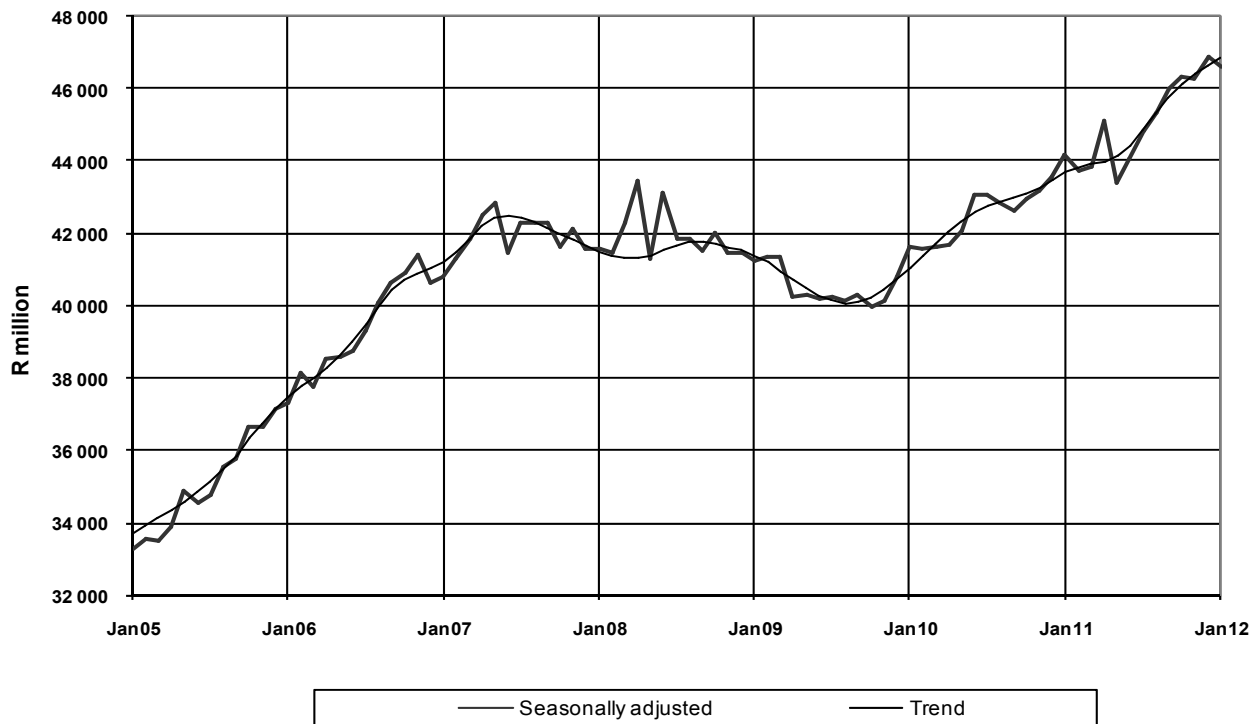
Type of retailer	November 2010 to January 2011 (R million)	Weight 1/	November 2011 to January 2012 (R million)	Difference between November 2010 to January 2011 and November 2011 to January 2012 (R million)	% change between November 2010 to January 2011 and November 2011 to January 2012	Contribution (% points) to the % change in total sales 2/
General dealers	53 700	36,8	57 465	3 765	7,0	2,6
Retailers of food, beverages and tobacco in specialised stores	14 107	9,7	14 584	477	3,4	0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 833	6,1	9 204	371	4,2	0,3
Retailers in textiles, clothing, footwear and leather goods	32 769	22,5	35 482	2 713	8,3	1,9
Retailers in household furniture, appliances and equipment	9 938	6,8	10 692	754	7,6	0,5
Retailers in hardware, paint and glass	9 551	6,5	10 371	820	8,6	0,6
All other retailers	16 920	11,6	18 033	1 113	6,6	0,8
Total 3/	145 818	100,0	155 831	10 013	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



**PJ Lehohla
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	50 231
February	24 957	28 942	32 747	37 557	40 214	41 906	44 913	
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	8,7
February	7,8	16,0	13,1	14,7	7,1	4,2	7,2	
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	27 228	31 042	35 428	39 433	43 430	45 751	49 293	54 254
February	27 536	31 887	35 985	39 611	44 023	45 827	49 066	
March	27 437	31 669	36 574	40 675	44 444	46 171	49 492	
April	27 931	32 381	37 430	42 115	43 606	46 149	50 927	
May	28 657	32 552	37 807	40 605	43 859	46 621	49 178	
June	28 472	32 882	36 984	42 830	43 873	47 723	50 347	
July	28 739	33 519	38 055	41 786	44 079	47 785	51 163	
August	29 423	34 159	38 273	42 554	44 136	47 366	51 866	
September	29 550	34 836	38 537	42 628	44 275	47 335	52 881	
October	30 337	35 209	38 252	43 373	44 017	47 679	53 510	
November	30 438	35 840	39 028	43 274	44 250	48 057	53 525	
December	31 044	35 224	38 721	43 467	44 970	48 587	54 540	

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	42 993
February	30 361	34 578	37 554	39 315	37 788	38 051	40 068	
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	3,9
February	5,8	13,9	8,6	4,7	-3,9	0,7	5,3	
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	33 280	37 323	40 792	41 567	41 235	41 628	44 182	46 618
February	33 523	38 124	41 283	41 464	41 342	41 578	43 732	
March	33 473	37 769	41 847	42 299	41 356	41 630	43 872	
April	33 864	38 528	42 533	43 460	40 231	41 688	45 109	
May	34 884	38 577	42 825	41 310	40 318	42 081	43 384	
June	34 564	38 779	41 488	43 141	40 178	43 099	44 089	
July	34 775	39 295	42 303	41 872	40 265	43 063	44 836	
August	35 568	40 087	42 291	41 833	40 119	42 856	45 327	
September	35 787	40 624	42 312	41 534	40 327	42 657	45 981	
October	36 661	40 894	41 637	41 998	39 978	42 978	46 312	
November	36 678	41 395	42 151	41 484	40 139	43 189	46 257	
December	37 122	40 616	41 568	41 493	40 792	43 574	46 897	

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	20 080	4 945	3 745	9 606	2 467	3 662	5 725	50 231

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	11,2	8,1	4,6	1,0	10,0	2,8	8,7

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/
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	16 285	3 888	3 006	8 821	2 661	2 992	5 340	42 993

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	1,6	5,2	1,7	4,7	5,4	2,0	3,9

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 estimates and percentage changes in total retail trade sales

Retail trade sales estimates	November 2010 to January 2011 (R million)	November 2011 to January 2012 (R million)	% change between November 2010 to January 2011 and November 2011 to January 2012
At current prices	161 980	180 542	11,5
At constant 2008 prices	145 818	155 831	6,9

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

Retail trade sales seasonally adjusted estimates	December 2011 (R million)	January 2012 (R million)	% change between December 2011 and January 2012	August to October 2011 (R million)	November 2011 to January 2012 (R million)	% change between August to October 2011 and November 2011 to January 2012
At current prices	54 540	54 254	-0,5	158 257	162 319	2,6
At constant 2008 prices	46 897	46 618	-0,6	137 620	139 772	1,6

Explanatory notes

- Introduction** 1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This 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).
- 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).
- Purpose of the survey** 3 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.
- Scope of the survey** 4 This survey covers retail enterprises according to the following types of retailer:
- General dealers;
 - 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:
 - 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:
 - 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:
 - 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 The 1993 edition of the *Standard Industrial Classification of all Economic Activities (SIC)*, Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 *International Standard Industrial Classification of all Economic Activities (ISIC)* with suitable adaptations for local conditions. Each enterprise is classified to the industry, which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
- Collection rate** 6 The preliminary collection rate for the survey on retail trade sales for January 2012 was 80,8%. The improved collection rate for the survey on retail trade sales for December 2011 was 86,4%.
- Statistical unit** 7 The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

- Survey methodology and design**
- 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.

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

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 online services. For more details about our electronic data services, contact Stats SA's user information service at (012) 310 8600.

You can visit us on the internet at: www.statssa.gov.za

Enquiries

Telephone number: (012) 310 8404 (technical enquiries)
(012) 310 8600 (user information services)
(012) 310 8358 (orders/subscription services)

Fax number: (012) 310 8332/086 637 6635 (technical enquiries)

Email address: elisel@statssa.gov.za
henriettef@statssa.gov.za
magdaj@statssa.gov.za (orders/subscription services)

Postal address: Private Bag X44, Pretoria, 0001

Produced by Stats SA