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Retail trade sales (Preliminary)

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Summary of findings: Retail trade sales

Table A – Key figures as at the end of July 2007

Retail trade sales estimates	July 2007 (R million)	% change between July 2006 and July 2007	% change between May to July 2006 and May to July 2007	% change between January to July 2006 and January to July 2007
At current prices	35 657	11,8	13,9	14,5
At constant 2000 prices	23 979	4,9	6,8	8,0

Key findings as at the end of July 2007

Retail trade sales show an increase in real terms

As indicated in table A, retail trade sales at constant (2000) prices, for the three months up to July 2007, showed an increase of 6,8% compared with the three months up to July 2006. Similarly, retail trade sales at constant (2000) prices, for the first seven months of 2007, increased by 8,0% compared with the first seven months of 2006. This is lower than the 9,5% growth for the first seven months of 2006 compared with the corresponding seven months of 2005.

Retail trade sales at constant (2000) prices, for July 2007, showed an increase of 4,9% compared with July 2006.

Retail trade sales at current prices, for the three months up to July 2007, increased by 13,9% compared with the three months up to July 2006. Furthermore, retail trade sales at current prices, for July 2007, increased by 11,8% compared with July 2006. The corresponding growth rate for July 2006 was 16,4%.

For this month, the estimates of level in this publication are based only on the new sample selected in 2007, drawn only from businesses registered in the VAT system. In future publications the estimates of level throughout the publication will include an allowance for the contribution of IT-only businesses as an addition to the estimates from the sample. For an explanation see the article on page 5.

As indicated in table B below, the major contributors to the 13,9% increase in retail trade sales at current prices for the three months up to July 2007 compared with the three months up to July 2006 were general dealers (+6,6 percentage points), all other retailers (+3,1 percentage points), retailers in textiles, clothing, footwear and leather goods (+1,6 percentage points) and retail trade in specialised food, beverages and tobacco stores (+1,3 percentage points).

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

Type of retailer	May to July 2006 (R million)	Weight 1/	May to July 2007 (R million)	Difference between May to July 2006 and May to July 2007 (R million)	Percentage change between May to July 2006 and May to July 2007	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	35 082	37,0	41 324	6 242	17,8	6,6
Retail trade in specialised food, beverages and tobacco stores	10 419	11,0	11 632	1 213	11,6	1,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	4 193	4,4	4 731	538	12,8	0,6
Retailers in textiles, clothing, footwear and leather goods	18 093	19,1	19 589	1 496	8,3	1,6
Retailers in household furniture, appliances and equipment	6 888	7,3	6 785	-103	-1,5	-0,1
Retailers in hardware, paint and glass	7 153	7,5	8 033	880	12,3	0,9
All other retailers	13 063	13,8	15 958	2 895	22,2	3,1
Total 3/	94 891	100,0	108 050	13 159	13,9	13,9

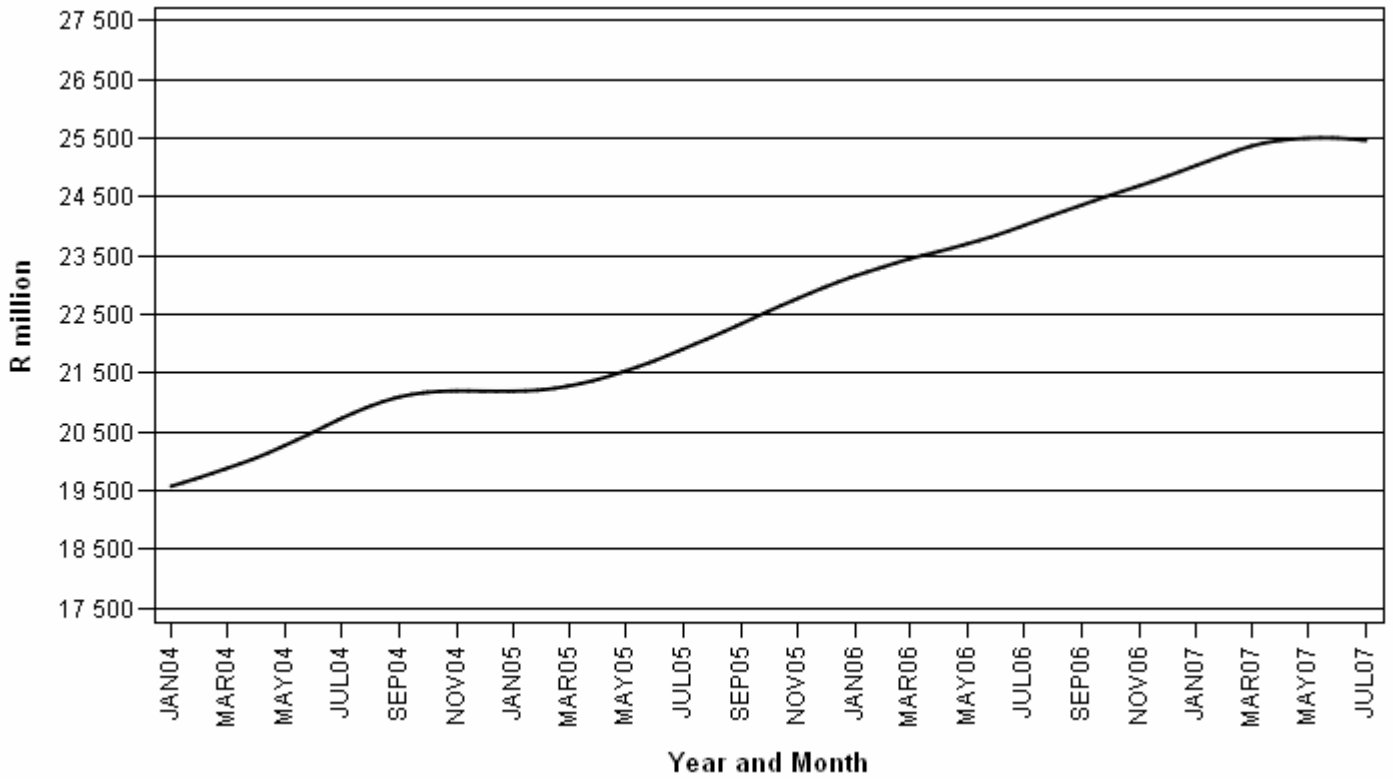
1/ Weight is the percentage contribution of each type of retailer to the total retail trade sales of May to July 2006.

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

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

Figure 1 below shows the trend in retail trade sales at constant (2000) prices between January 2004 and July 2007. The series shows an upward trend for the entire period, except for the two periods October to March 2005 and April 2007 to date, where it stabilised.

Figure 1 – Trend cycle of retail trade sales (at constant 2000 prices)



P J Lehohla
Statistician-General

Article: Changes to the monthly current indicator survey and the impact on the statistical series

Business register and samples

Today Stats SA publishes results from the monthly survey of retail trade sales. Today's estimates of retail trade sales are based on a new sample drawn in 2007 which replaces the previous sample that was drawn in 2006.

Since 2003, samples for Stats SA's surveys of businesses drawn from its business register covered businesses from two sources, both held by the South African Revenue Service (SARS):

- Businesses with an annual turnover of at least R300 000 and required to register with SARS for value added tax.
- Businesses not required to register for VAT but which are registered in the SARS business income tax (IT) system.

Stats SA has found that the contribution to total turnover by the latter, comprising some 1,9 million business tax payers, is relatively small (though varying from industry to industry). Short term (month-to-month, quarter-to-quarter) movements in turnover closely track the short term movements in turnover of VAT-paying businesses.

For reasons of efficiency and with no loss of quality, Stats SA has decided to include only businesses registered for VAT in its survey samples from 2007 on, and to exclude businesses registered only in the IT system from its samples. However, the contribution of the latter will continue to be included in official figures, by adjusting the survey estimates based on their observed contributions over recent years.

For the retail trade sector the contribution of IT-only businesses to total retail trade sales is of the order of 5,7%. To best serve users in the short term, the survey estimates of level will in future be published both unadjusted (i.e. reflecting only the contributions of VAT-registered businesses) and adjusted to include an allowance for the contribution of IT-only businesses.

However, the methodology required to adjust all survey estimates from the sample, including back series, to allow for the contribution of IT-only businesses, is complex. Until that methodology is finalised, the time series have been adjusted backwards to reflect only the contribution of VAT-based businesses. This will preserve previously published estimates of short term movement. The levels from the new sample for the survey have been adjusted back to the start of 1998, using the new level for May 2007 as the end point of the back-cast series.

The previous time series will be reinstated once Stats SA is in a position to adjust its survey estimates on a continuing basis to allow for the contribution of IT-only businesses. Estimates of month-to-month and quarter-to-quarter movements from Stats SA's surveys will be unaffected.

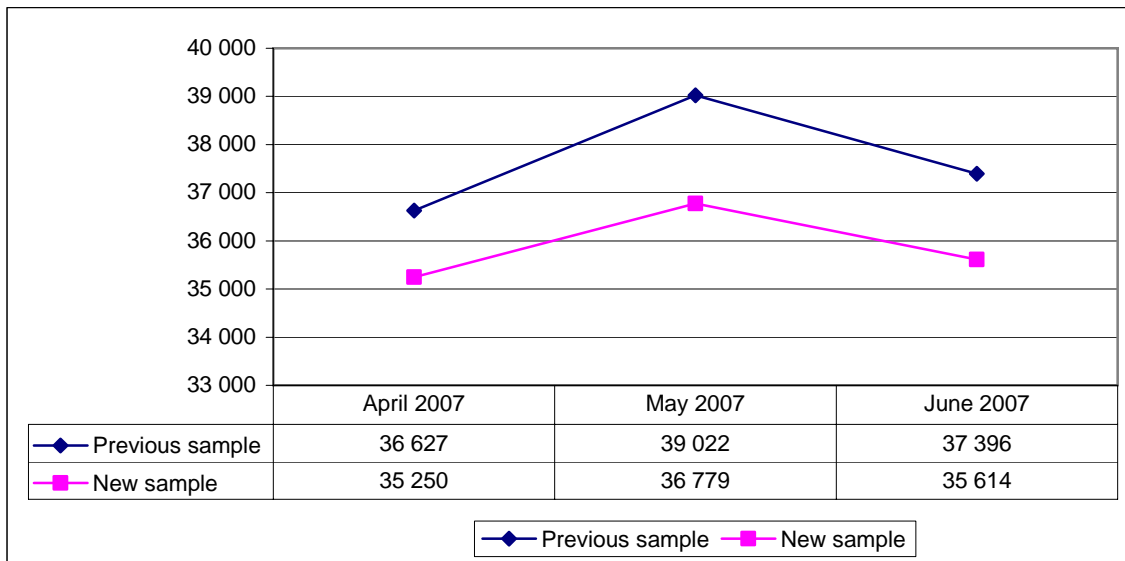
Comparing the levels of sales from the previous and new samples

For the reasons mentioned earlier, the new sample on which retail trade sales are based is derived only from VAT-registered businesses. For the months April to June 2007 this source by itself accounts for a level 4,8% lower than the level of sales for the same period from the previous sample (Table C). However the month-to-month movements in sales over the June quarter are very similar between the previous and new samples (Figure A).

Table C - Total retail sales, previous and new samples – June quarter 2007

Industry	Previous sample	New sample	Difference	Difference
	R million	R million	R million	Percentage
Retail trade	113 045	107 643	-5 402	-4,8

Figure A – Total retail sales, previous and new samples - April to June 2007 (R million)



The estimates of the level of total retail sales for each of these three months, adjusted upwards by 5,7% from the new sample to allow for the contribution of IT-only businesses, are in Table D below.

Table D - Total retail trade sales, previous sample and new sample and new with contribution of Income Tax (IT) only businesses (R million)

Month	Previous sample	New sample	New sample + IT only contribution
April	36 627	35 250	37 259
May	39 022	36 779	38 875
June	37 396	35 614	37 644
Total	113 045	107 643	113 779

Levels and movements

Table E – Retail trade sales for previous and new samples, by type of retailer: April to June 2007

Type of retailer	Previous sample	New sample	Difference	Difference
	R million	R million	R million	Percentage 1/
General dealers	42 196	41 057	-1 139	-2,7
Retail trade in specialised food, beverages and tobacco stores	13 406	11 735	-1 671	-12,5
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 174	4 605	-569	-11,0
Retailers in textiles, clothing, footwear and leather goods	20 526	20 117	-409	-2,0
Retailers in household furniture, appliance and equipment	8 033	6 843	-1 190	-14,8
Retailers in hardware, paint and glass	7 864	7 706	-158	-2,0
All other retailers	15 846	15 580	-266	-1,7
Total retail trade sales	113 045	107 643	-5 402	-4,8

1/ The percentage difference is the difference between the April to June 2007 sales as recorded in the new sample divided by the April to June 2007 sales as recorded in the previous sample, expressed as a percentage.

Detailed results

Tables 1 and 2 show retail trade sales at current prices and percentage changes over the period January 2000 to July 2007.

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

Month	2000	2001	2002	2003	2004	2005	2006 1/	2007 1/
January	15 615	16 472	18 338	20 884	23 628	25 027	28 033	32 526
February	14 987	15 933	17 867	20 017	22 969	24 759	28 712	32 486
March	16 461	17 697	19 946	22 186	24 253	26 454	30 533	35 545
April	16 346	17 563	19 368	21 504	23 802	26 866	30 844	35 250
May	16 527	17 890	20 372	22 646	25 121	27 569	31 845	36 779
June	16 252	17 826	20 144	21 950	25 015	27 012	31 160	35 614
July	16 377	18 162	20 106	22 277	25 412	27 395	31 886	35 657
August	16 200	17 923	20 440	22 129	24 563	27 867	32 272	
September	16 425	17 778	20 398	22 591	25 874	28 449	34 075	
October	17 084	18 859	21 311	23 283	27 007	30 153	34 457	
November	18 265	19 877	22 753	25 079	28 501	31 801	37 399	
December	24 046	26 094	29 394	32 695	37 361	42 107	47 237	
Total	204 585	222 074	250 437	277 241	313 506	345 459	398 453	

1/ Preliminary.

Table 2 – Percentage change in total retail trade sales at current prices 1/

Month	2000	2001	2002	2003	2004	2005	2006	2007
January	-	5,5	11,3	13,9	13,1	5,9	12,0	16,0
February	-	6,3	12,1	12,0	14,7	7,8	16,0	13,1
March	-	7,5	12,7	11,2	9,3	9,1	15,4	16,4
April	-	7,4	10,3	11,0	10,7	12,9	14,8	14,3
May	-	8,2	13,9	11,2	10,9	9,7	15,5	15,5
June	-	9,7	13,0	9,0	14,0	8,0	15,4	14,3
July	-	10,9	10,7	10,8	14,1	7,8	16,4	11,8
August	-	10,6	14,0	8,3	11,0	13,5	15,8	
September	-	8,2	14,7	10,8	14,5	10,0	19,8	
October	-	10,4	13,0	9,3	16,0	11,6	14,3	
November	-	8,8	14,5	10,2	13,6	11,6	17,6	
December	-	8,5	12,6	11,2	14,3	12,7	12,2	
Total	-	8,5	12,8	10,7	13,1	10,2	15,3	

1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Tables 3 and 4 show retail trade sales at constant (2000) prices and percentage changes over the period January 2000 to July 2007.

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

Month	2000	2001	2002	2003	2004	2005	2006 1/	2007 1/
January	16 199	16 039	16 656	17 132	18 948	19 644	20 999	23 068
February	15 514	15 484	16 155	16 448	18 302	19 403	21 411	23 122
March	16 883	17 065	17 746	18 081	19 248	20 523	22 701	25 085
April	16 528	16 806	17 004	17 454	18 830	20 682	22 797	24 428
May	16 643	17 022	17 699	18 486	19 859	21 141	23 295	25 243
June	16 252	16 849	17 336	18 051	19 666	20 811	22 613	24 211
July	16 199	17 069	17 199	18 111	19 993	20 849	22 857	23 979
August	15 976	16 876	17 352	17 890	19 418	21 096	22 953	
September	16 134	16 693	17 070	18 233	20 373	21 390	24 270	
October	16 716	17 608	17 612	18 837	21 132	22 620	24 594	
November	17 855	18 421	18 727	20 225	22 145	23 893	26 752	
December	23 483	24 028	24 193	26 367	29 188	31 659	33 789	
Total	204 382	209 960	214 749	225 315	247 102	263 711	289 031	

1/ Preliminary.

Table 4 – Percentage change in total retail trade sales at constant 2000 prices 1/

Month	2000	2001	2002	2003	2004	2005	2006	2007
January	-	-1,0	3,8	2,9	10,6	3,7	6,9	9,9
February	-	-0,2	4,3	1,8	11,3	6,0	10,3	8,0
March	-	1,1	4,0	1,9	6,5	6,6	10,6	10,5
April	-	1,7	1,2	2,6	7,9	9,8	10,2	7,2
May	-	2,3	4,0	4,4	7,4	6,5	10,2	8,4
June	-	3,7	2,9	4,1	8,9	5,8	8,7	7,1
July	-	5,4	0,8	5,3	10,4	4,3	9,6	4,9
August	-	5,6	2,8	3,1	8,5	8,6	8,8	
September	-	3,5	2,3	6,8	11,7	5,0	13,5	
October	-	5,3	-0,0	7,0	12,2	7,0	8,7	
November	-	3,2	1,7	8,0	9,5	7,9	12,0	
December	-	2,3	0,7	9,0	10,7	8,5	6,7	
Total	-	2,7	2,3	4,9	9,7	6,7	9,6	

1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Outlined below in table 5 are retail trade sales according to type of retailer for January 2006 to July 2007.

Table 5 – Total retail trade sales according to type of dealer 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/	
2006	January	10 575	3 127	1 244	5 168	1 915	1 819	4 187	28 033
	February	10 838	3 191	1 258	4 855	1 949	2 096	4 525	28 712
	March	11 569	3 458	1 277	5 262	2 064	2 208	4 694	30 533
	April	11 352	3 416	1 268	6 412	2 076	2 068	4 252	30 844
	May	11 560	3 352	1 418	6 586	2 217	2 326	4 386	31 845
	June	11 883	3 485	1 479	5 413	2 304	2 390	4 206	31 160
	July	11 639	3 582	1 296	6 094	2 367	2 437	4 471	31 886
	August	12 100	3 618	1 412	5 448	2 496	2 478	4 721	32 272
	September	12 885	4 022	1 438	5 800	2 442	2 588	4 900	34 075
	October	12 365	3 772	1 461	6 194	2 657	2 707	5 300	34 457
	November	13 115	3 934	1 459	6 935	3 270	2 936	5 752	37 399
	December	17 079	5 116	1 379	10 746	4 338	2 375	6 205	47 237
Total	146 960	44 073	16 389	74 913	30 095	28 428	57 599	398 453	
2007	January	12 009	3 564	1 447	5 880	2 371	2 237	5 018	32 526
	February	12 257	3 485	1 463	5 446	2 158	2 545	5 132	32 486
	March	13 677	3 973	1 566	5 847	2 358	2 674	5 449	35 545
	April	13 208	3 975	1 453	6 913	2 311	2 358	5 031	35 250
	May	13 749	3 896	1 611	6 965	2 506	2 680	5 374	36 779
	June	14 100	3 864	1 542	6 239	2 026	2 668	5 175	35 614
	July	13 475	3 872	1 578	6 385	2 253	2 685	5 409	35 657

1/ Preliminary.

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

Description of type of retailer included in indicated group types in table 5 1/

Group type	Type of dealer included in group type
Type A	General dealers
Type B	Retail trade in specialised food, beverages and tobacco 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 11.

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

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

Retail trade sales estimates	May to July 2006 (R million)	May to July 2007 (R million)	% change between May to July 2006 and May to July 2007	January to July 2006 (R million)	January to July 2007 (R million)	% change between January to July 2006 and January to July 2007
At current prices	94 891	108 050	13,9	213 013	243 857	14,5
At constant 2000 prices	68 765	73 433	6,8	156 673	169 136	8,0

Explanatory notes

Introduction	<p>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 the 2007 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT).</p> <p>2 As is usual, information for the latest month has had to be estimated for respondents who have not reported by the cut-off date for production of results. These estimates will be revised in future statistical releases when their reported information becomes available. Published retail trade sales estimates include value-added tax (VAT).</p>
Purpose of the survey	<p>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.</p>
Scope of the survey	<p>4 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. • Retail trade in specialised food, beverages and tobacco stores <ul style="list-style-type: none"> ➢ Retailers in fresh fruit and vegetables; ➢ Retailers in meat and meat products; ➢ Retailers in bakery products; ➢ Retailers in beverages; ➢ Retailers in tobacco; and ➢ Retailers in other food 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.
Classification	<p>5 The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC)</i>, Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities (ISIC)</i> with suitable adaptations for local conditions. Statistics in this publication are presented at SIC group (four digit) level. Each enterprise is classified to the industry, which reflects its predominant activity.</p>
Response rate	<p>6 The preliminary response rate for the survey on retail trade sales for July 2007 was 79,4%.</p>
Statistical unit	<p>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.</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 34 000 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 2 500 enterprises (which was drawn in April 2007 at the SIC four-digit level from a population then of about 34 000 retail enterprises. The retail industry is divided into four size groups. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups three and four to reflect the total value of sales.
Weighting methodology	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 division estimates. These procedures, which are in line with international best practice, are described in more detail on the Stats SA website at www.statssa.gov.za/publications/publicationsearch.asp .
Constant prices	11	The sales at constant prices are calculated using the price index for commodities for the metropolitan areas from the Consumer Price Index (CPI) to deflate sales at current prices. From January 2005 onwards, only the total sales will be deflated and not the type of retailer.
Seasonal adjustment	12	Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.
Trend cycle	13	The trend is the long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle.
Reliability of estimates	14	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.
	15	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	16	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	17	Users may also wish to refer to the following publications available from Stats SA - <ul style="list-style-type: none"> • <i>Bulletin of Statistics</i> issued quarterly. • <i>SA Statistics</i> issued annually.
Rounding of figures	18	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Pre-release policy	19	Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za .

Symbols and abbreviations

20	BSF	Business sampling frame
	GDP	Gross Domestic Product
	ISIC	International Standard Industrial Classification
	SIC	Standard Industrial Classification of all Economic Activities
	SARS	South African Revenue Service
	Stats SA	Statistics South Africa
	VAT	Value-added tax
	-	Figures not available
	*	Revised figures

Technical note

Neyman optimal allocation

Before drawing in each of the surveys the population of enterprises on the business sampling frame (BSF) was stratified. Strata were formed using a combination of Standard Industrial Classification and the measure of size classes for enterprises. The Neyman optimal allocation formula given below was used to allocate samples to each stratum.

$$n_h = \frac{N_h S_h}{\sum N_h S_h}$$

where N_h and S_h are the stratum population size and the stratum variance, respectively.

Neyman allocation formula not only allocates sample sizes to each stratum but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these surveys did not exceed 6,4%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	4 000 000
Small	3	4 000 001	19 000 000
Medium	2	19 000 001	39 000 000
Large	1	39 000 001	

Glossary

Enterprise

The enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

Industry

An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the *System of National Accounts (SNA)* in the same way as in the *Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)*.

Statistical unit

A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.

Retail trade

Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.

Retailer

A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

General information

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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Central Regional Library, Polokwane
Central Reference Library, Nelspruit
Central Reference Collection, Kimberley
Central Reference Library, Mmabatho

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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

Enquiries

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(012) 310 8404 (technical enquiries)
(012) 310 8161 (orders)
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