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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 2008

Retail trade sales estimates	July 2008 (R million)	% change between July 2007 and July 2008	% change between May to July 2007 and May to July 2008	% change between January to July 2007 and January to July 2008
At current prices	40 471	11,4	11,0	11,8
At constant 2000 prices	23 313	-4,6	-3,4	-1,2

Key findings as at the end of July 2008

Retail trade sales decrease in real terms

Retail trade sales at constant (2000) prices for July 2008 decreased by 4,6% compared with July 2007. Retail trade sales at constant (2000) prices reflected a decrease of 1,2% for the first seven months of 2008 compared with the first seven months of 2007, while growth for the same period in 2007 was 8,0%.

Retail trade sales at current prices, for the three months up to July 2008, increased by 11,0% compared with the three months up to July 2007. The increase for the corresponding period of 2007 was 14,0%. Retail trade sales at current prices for July 2008 increased by 11,4% compared with July 2007.

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As indicated in table B below, the major contributors to the 11,0% increase in retail trade sales at current prices for the three months up to July 2008 compared with the three months up to July 2007 were general dealers (+4,9 percentage points), retailers in textiles, clothing, footwear and leather goods (+2,7 percentage points) and all other retailers (+1,2 percentage points). Retailers in household furniture, appliances and equipment continued to contribute negatively (-0,1 of a percentage point) to the change in retail trade sales, a trend that started with the introduction of the new National Credit Act (Act No. 34 of 2005) in June 2007.

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 2007 (R million)	Weight 1/	May to July 2008 (R million)	Difference between May to July 2007 and May to July 2008 (R million)	Percentage change between May to July 2007 and May to July 2008	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	43 831	39,9	49 260	5 429	12,4	4,9
Retail trade in specialised food, beverages and tobacco stores	11 817	10,8	12 538	721	6,1	0,7
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	4 669	4,3	5 428	759	16,3	0,7
Retailers in textiles, clothing, footwear and leather goods	20 058	18,3	22 957	2 899	14,5	2,7
Retailers in household furniture, appliances and equipment	7 820	7,1	7 753	-67	-0,9	-0,1
Retailers in hardware, paint and glass	8 009	7,3	9 023	1 014	12,7	0,9
All other retailers	13 655	12,4	14 995	1 340	9,8	1,2
Total 3/	109 858	100,0	121 954	12 096	11,0	11,0

^{1/} Weight is the percentage contribution of each type of retailer 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 retailer with its corresponding weight.

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

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Figure 1 below shows the trend in retail trade sales at constant (2000) prices between January 2004 and July 2008.

27 500 26 500 25 500 24 500 23 500 22 500 21 500 20 500 19 500 18 500 17 500 OCT04 APR05-APR08 JAN05 JUL05 APR07 JAN08 JUL04 JAN07

Year and month

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

P J Lehohla Statistician-General Statistics South Africa 5 P6242.1

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

Business register and samples

Today Statistics South Africa (Stats SA) publishes results for the monthly survey of retail trade sales. Today's publication by Stats SA sees the introduction of a new sample drawn in 2008 which replaces the previous sample that was drawn in 2007. The sample is drawn from a business register that primarily contains enterprises with an annual turnover of at least R300 000 and are required to register with the South African Revenue Service (SARS) for value added tax.

Due to the evolving nature of business, the business register has to be maintained on a continuous basis. The maintenance process is aimed amongst other things at capturing changes related to new businesses, ceased businesses, merged businesses and classification changes. In addition to these changes as a result of the business register maintenance, Stats SA continuously undertakes "Quality Improvement Surveys" (QIS) related to the business register. The primary objective of the QIS is to capture up to date information about the structures and activities of large businesses with complex structures. This process enables Stats SA to review industry codes stored for these businesses, which are often those first assigned to them by SARS. These changes are an essential part of the statistical architecture and future changes should be expected as the economy evolves and improvements are implemented.

New sample reflects a similar reported level of sales

The reported level of sales for the monthly retail trade sales survey for the months April to June 2008 based on the new sample was 1,6% higher than the level of sales from the previous sample. This is a result of the replacement of a sample that was drawn in April 2007 that was operational for the last half of 2007 and the first half of 2008. The movements in sales over the overlapping months are very similar between the previous and new samples, so that the two series for the survey move largely in parallel. As indicated above, this change is as a result of the new sample implemented based on improvements in the business register such as changes in classifications.

Table C - Total retail trade sales for previous and new sample - April to June 2008

Industry	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (percentage)
Retail trade sales	120 027	121 921	1 894	1,6

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Retail trade sales

Back-casting

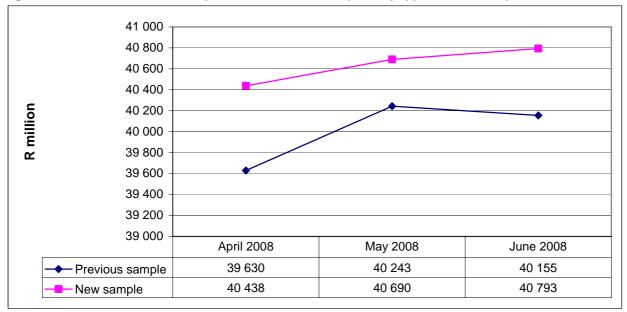
Under ideal conditions growth in series should reflect the actual birth of new businesses, as well as the performance of existing businesses.

Since information about the birth of businesses was not available from SARS on a monthly basis from April 2007 when the old sample was drawn to April 2008 when the new sample was revised based on updating of the business register for business births, deaths, changes of activity etc., the levels of the series were adjusted rather than attempting to adjust the month to month movements. Accordingly, to assist users of time series, the levels from the new sample for the survey have been adjusted back to the start of 1998, using the level for April 2008 as the end point of the back-cast series. Taking the series back to then (as was done when the first sample for this survey was introduced from January 2003) prevents a break in series at July 2001 when the sample frames from the new business register were first created.

Comparing the results of the old and new samples

The movements in sales over the three months April to June 2008 are very similar between the old and new samples. As a result the series for the survey move largely in parallel for those months in which the survey was conducted based on the previous and new samples, reflecting an increase in level of approximately 1,6% compared with the previous (2007) sample (see figure 2).

Figure 2 - Retail trade sales for previous and new samples, by type of dealer: April to June 2008



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Levels and movements

While in total there was a difference of 1,6% between the levels of sales from the previous and new samples for the overlap period, there were varied differences between the types of dealers. The major reason for the change in types of dealers is improved classification of the register, as already indicated.

Table D - Retail trade sales for previous and new samples, by type of dealer: April to June 2008

Type of voteiler	Previous sample	New sample	Difference	Difference
Type of retailer	R million	R million	R million	Percentage 1/
General dealers	46 197	49 035	2 838	6,1
Retail trade in specialised food, beverages and tobacco stores	12 394	12 566	172	1,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 324	5 260	-64	-1,2
Retailers in textiles, clothing, footwear and leather goods	23 043	23 624	581	2,5
Retailers in household furniture, appliance and equipment	6 494	7 515	1 021	15,7
Retailers in hardware, paint and glass	9 068	9 004	-64	-0,7
All other retailers	17 508	14 916	-2 592	-14,8
Total retail trade sales	120 027	121 921	1 894	1,6

^{1/} The percentage difference is the difference between the April to June 2008 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.

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Detailed results

Tables 1 and 2 show retail trade sales at current prices and percentage changes over the period January 2001 – July 2008.

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

Month	2001	2002	2003	2004	2005	2006	2007 1/	2008 1/
January	16 732	18 627	21 213	24 001	25 422	28 475	33 039	36 709
February	16 184	18 149	20 333	23 331	25 149	29 165	32 998	37 847
March	17 976	20 260	22 536	24 635	26 871	31 015	36 106	40 012
April	17 840	19 673	21 843	24 177	27 290	31 330	35 806	40 438
May	18 172	20 693	23 003	25 517	28 004	32 347	37 359	40 690
June	18 107	20 462	22 296	25 409	27 438	31 651	36 176	40 793
July	18 448	20 423	22 628	25 813	27 827	32 389	36 323	40 471
August	18 205	20 762	22 478	24 950	28 306	32 781	37 044	
September	18 058	20 720	22 947	26 282	28 898	34 612	37 624	
October	19 156	21 647	23 650	27 433	30 629	35 000	38 579	
November	20 190	23 112	25 474	28 950	32 303	37 989	41 279	
December	26 505	29 858	33 211	37 950	42 771	47 982	52 498	_
Total	225 573	254 386	281 612	318 448	350 908	404 736	454 831	

^{1/} Preliminary.

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

Month	2001	2002	2003	2004	2005	2006	2007	2008
January	-	11,3	13,9	13,1	5,9	12,0	16,0	11,1
February	-	12,1	12,0	14,7	7,8	16,0	13,1	14,7
March	-	12,7	11,2	9,3	9,1	15,4	16,4	10,8
April	-	10,3	11,0	10,7	12,9	14,8	14,3	12,9
May	-	13,9	11,2	10,9	9,7	15,5	15,5	8,9
June	-	13,0	9,0	14,0	8,0	15,4	14,3	12,8
July	-	10,7	10,8	14,1	7,8	16,4	12,1	11,4
August	-	14,0	8,3	11,0	13,5	15,8	13,0	
September	-	14,7	10,7	14,5	10,0	19,8	8,7	
October	-	13,0	9,3	16,0	11,7	14,3	10,2	
November	-	14,5	10,2	13,6	11,6	17,6	8,7	
December	-	12,7	11,2	14,3	12,7	12,2	9,4	
Total	-	12,8	10,7	13,1	10,2	15,3	12,4	

^{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.

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Tables 3 and 4 show retail trade sales at constant (2000) prices and percentage changes over the period January 2001 – July 2008.

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

Month	2001	2002	2003	2004	2005	2006	2007 1/	2008 1/
January	16 292	16 918	17 402	19 247	19 954	21 330	23 432	23 592
February	15 728	16 410	16 707	18 590	19 709	21 749	23 486	24 168
March	17 335	18 025	18 367	19 552	20 846	23 059	25 481	25 086
April	17 072	17 272	17 730	19 127	21 008	23 156	24 814	24 870
May	17 290	17 978	18 778	20 172	21 475	23 663	25 641	24 556
June	17 114	17 609	18 336	19 976	21 139	22 969	24 593	24 224
July	17 338	17 470	18 397	20 309	21 177	23 218	24 427	23 313
August	17 142	17 625	18 171	19 723	21 428	23 315	24 862	
September	16 956	17 339	18 521	20 694	21 728	24 652	25 083	
October	17 886	17 890	19 134	21 466	22 977	24 982	25 482	
November	18 712	19 022	20 544	22 494	24 270	27 174	27 122	
December	24 406	24 574	26 783	29 648	32 159	34 322	34 156	
Total	213 271	218 132	228 870	250 998	267 870	293 589	308 579	_

^{1/} Preliminary.

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

Month	2001	2002	2003	2004	2005	2006	2007	2008
January	-	3,8	2,9	10,6	3,7	6,9	9,9	0,7
February	-	4,3	1,8	11,3	6,0	10,4	8,0	2,9
March	-	4,0	1,9	6,5	6,6	10,6	10,5	-1,6
April	-	1,2	2,7	7,9	9,8	10,2	7,2	0,2
May	-	4,0	4,4	7,4	6,5	10,2	8,4	-4,2
June	-	2,9	4,1	8,9	5,8	8,7	7,1	-1,5
July	-	0,8	5,3	10,4	4,3	9,6	5,2	-4,6
August	-	2,8	3,1	8,5	8,6	8,8	6,6	
September	-	2,3	6,8	11,7	5,0	13,5	1,7	
October	-	0,0	7,0	12,2	7,0	8,7	2,0	
November	-	1,7	8,0	9,5	7,9	12,0	-0,2	
December	-	0,7	9,0	10,7	8,5	6,7	-0,5	
Total	-	2,3	4,9	9,7	6,7	9,6	5,1	

^{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.

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Outlined below in table 5 are retail trade sales according to type of retailer for January 2007 to July 2008.

Table 5 – Total retail trade sales according to type of dealer at current prices (R million)

Year a	and month 1/	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/
2007	January	12 739	3 611	1 429	6 025	2 742	2 220	4 273	33 039
	February	13 022	3 537	1 447	5 588	2 500	2 529	4 376	32 998
	March	14 514	4 027	1 547	5 993	2 728	2 655	4 641	36 106
	April	13 993	4 022	1 433	7 074	2 669	2 337	4 278	35 806
	May	14 572	3 944	1 590	7 130	2 896	2 657	4 572	37 359
	June	14 953	3 914	1 523	6 391	2 343	2 647	4 405	36 176
	July	14 306	3 959	1 556	6 537	2 581	2 705	4 678	36 323
	August	14 872	4 036	1 596	6 327	2 664	2 833	4 716	37 044
	September	15 417	4 035	1 478	6 666	2 565	2 809	4 655	37 624
	October	14 796	4 097	1 643	6 995	2 875	3 001	5 173	38 579
	November	15 848	4 143	1 699	7 802	3 294	3 131	5 362	41 279
	December	20 748	5 670	1 621	12 199	4 231	2 366	5 663	52 498
	Total	179 780	48 995	18 562	84 727	34 088	31 890	56 792	454 831
2008	January	14 839	3 721	1 665	6 748	2 576	2 341	4 819	36 709
	February	15 238	3 942	1 784	6 505	2 353	2 879	5 146	37 847
	March	16 901	4 395	1 765	6 851	2 399	2 845	4 857	40 012
	April	15 754	4 182	1 750	8 136	2 431	2 960	5 225	40 438
	May	16 204	4 296	1 760	8 025	2 482	3 008	4 915	40 690
	June	17 077	4 088	1 750	7 463	2 602	3 036	4 777	40 793
	July	15 979	4 154	1 918	7 469	2 669	2 979	5 303	40 471

^{1/} Preliminary.

Description of type of retailer included in indicated group types in table 5 $^{1/}$

Group type	Type of dealer included in group type
Туре А	General dealers
Туре В	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 12.

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

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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 2007 (R million)	May to July 2008 (R million)	% change between May to July 2007 and May to July 2008	January to July 2007 (R million)	January to July 2008 (R million)	% change between January to July 2007 and January to July 2008
At current prices	109 858	121 954	11,0	247 807	276 960	11,8
At constant 2000 prices	74 661	72 093	-3,4	171 874	169 809	-1,2

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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 the 2008 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT).
- 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

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

- 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.
 - Retail trade in specialised food, beverages and tobacco 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.

Classification

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. Statistics in this publication are presented at SIC group (four digit) level. Each enterprise is classified to the industry, which reflects its predominant activity.

Response rate

The preliminary response rate for the survey on retail trade sales for July 2008 was 80,4%.

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.

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Survey methodology and design

- The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 35 000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up non-respondents.
- 9 The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2008 at the SIC four-digit level from a population then of about 35 000 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

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.
- 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

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 -
 - Bulletin of Statistics issued quarterly.
 - SA Statistics issued annually.

Rounding of figures

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.

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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

Changes in this publication

The results published in this (July 2008) are based on a new sample drawn in April 2008. The periodic introduction of a new sample is part of Stats SA's strategic approach in improving the basis from which surveys are conducted.

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.

$$n_{h} = \frac{N_h S_h}{\sum N_h S}$$

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 strata did not exceed 3,2%.

Class limits

Enterprise size	Size	Lower limits	Upper limits
	group		
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.

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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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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 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

Telephone number: (012) 310 8600/8390/8351/4892/8496/8095 (user information services)

(012) 310 8404 (technical enquiries)

(012) 310 8161 (orders)

(012) 310 4883/4885/8018 (library)

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