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# Statistical release

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### Retail trade sales (Preliminary)

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**Contents**

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

Table A – Key figures for July 2010.....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

**Article: Changes to the monthly current indicator survey and the impact on the statistical series . 5**

**Detailed results ..... 7**

Table 1 – Total retail trade sales at current prices (R million) .....7

Table 2 – Percentage change in total retail trade sales at current prices .....7

Table 3 – Seasonally adjusted total retail trade sales at current prices (R million).....7

Table 4 – Total retail trade sales at constant 2008 prices (R million).....8

Table 5 – Percentage change in total retail trade sales at constant 2008 prices .....8

Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million) .....8

Table 7 – Retail trade sales according to type of retailer at current prices (R million).....9

Table 8 – Percentage change in retail trade sales according to type of retailer at current prices .....9

Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million) .....10

Table 10 – Percentage change in retail trade sales according to type of retailer at constant 2008 prices .....10

Estimates and percentage changes in total retail trade sales .....11

Table 11.1 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales.....11

Table 11.2 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales .....11

**Explanatory notes ..... 12**

**Technical note ..... 14**

**Glossary ..... 15**

**General information ..... 16**

**Summary of findings: Retail trade sales**

**Table A – Key figures for July 2010**

Retail trade sales estimates	July 2010 (R million)	% change between July 2009 and July 2010	% change between May to July 2009 and May to July 2010	% change between January to July 2009 and January to July 2010
<b>At current prices</b>	46 330	9,2	8,1	6,4
<b>At constant 2008 prices</b>	41 883	7,9	6,5	3,9

Seasonally adjusted estimates	July 2010 (R million)	% change between June and July 2010	% change between February to April 2010 and May to July 2010
<b>At current prices</b>	47 674	0,7	3,1
<b>At constant 2008 prices</b>	42 914	0,5	2,6

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales rose 0,5% in July 2010 compared with June 2010. This followed month-on-month changes of 2,0% in June 2010 and 0,7% in May 2010.

In real terms, retail trade sales rose by 7,9% in July 2010 compared with July 2009. In July 2010 the highest annual real growth rate was recorded for ‘retailers in household furniture, appliances and equipment’ (13,7%), followed by ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (13,1%) and ‘retailers in textiles, clothing, footwear and leather goods’ (10,4%) – see Table 10 on page 10.

Retail trade sales in real terms rose by 6,5% in the three months ended July 2010 compared with the three months ended July 2009. The main contributors to the increase of 6,5% were ‘general dealers’ (7,0% and contributing 2,7 percentage points), ‘retailers in textiles, clothing, footwear and leather goods’ (8,5% and contributing 1,7 percentage points) and ‘retailers in household furniture, appliances and equipment’ (15,9% and contributing 0,9 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	May to July 2009 (R million)	Weight 1/	May to July 2010 (R million)	Difference between May to July 2009 and May to July 2010 (R million)	Percentage change between May to July 2009 and May to July 2010	Contribution (percentage points) to the percentage change in total sales 2/
<b>General dealers</b>	49 150	38,7	54 114	4 964	10,1	3,9
<b>Retailers of food, beverages and tobacco in specialised stores</b>	12 113	9,5	12 803	690	5,7	0,5
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	8 409	6,6	9 570	1 161	13,8	0,9
<b>Retailers in textiles, clothing, footwear and leather goods</b>	24 591	19,4	26 719	2 128	8,7	1,7
<b>Retailers in household furniture, appliances and equipment</b>	6 917	5,5	7 606	689	10,0	0,6
<b>Retailers in hardware, paint and glass</b>	9 145	7,2	9 351	206	2,3	0,2
<b>All other retailers</b>	16 523	13,0	16 912	389	2,4	0,3
<b>Total 3/</b>	<b>126 847</b>	<b>100,0</b>	<b>137 076</b>	<b>10 229</b>	<b>8,1</b>	<b>8,1</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/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and the totals.

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

Type of retailer	May to July 2009 (R million)	Weight 1/	May to July 2010 (R million)	Difference between May to July 2009 and May to July 2010 (R million)	Percentage change between May to July 2009 and May to July 2010	Contribution (percentage points) to the percentage change in total sales 2/
<b>General dealers</b>	44 453	38,2	47 583	3 130	7,0	2,7
<b>Retailers of food, beverages and tobacco in specialised stores</b>	11 075	9,5	11 317	242	2,2	0,2
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	7 357	6,3	8 025	668	9,1	0,6
<b>Retailers in textiles, clothing, footwear and leather goods</b>	23 236	20,0	25 221	1 985	8,5	1,7
<b>Retailers in household furniture, appliances and equipment</b>	6 688	5,8	7 751	1 063	15,9	0,9
<b>Retailers in hardware, paint and glass</b>	8 216	7,1	8 075	-141	-1,7	-0,1
<b>All other retailers</b>	15 218	13,1	15 832	614	4,0	0,5
<b>Total 3/</b>	<b>116 243</b>	<b>100,0</b>	<b>123 804</b>	<b>7 561</b>	<b>6,5</b>	<b>6,5</b>

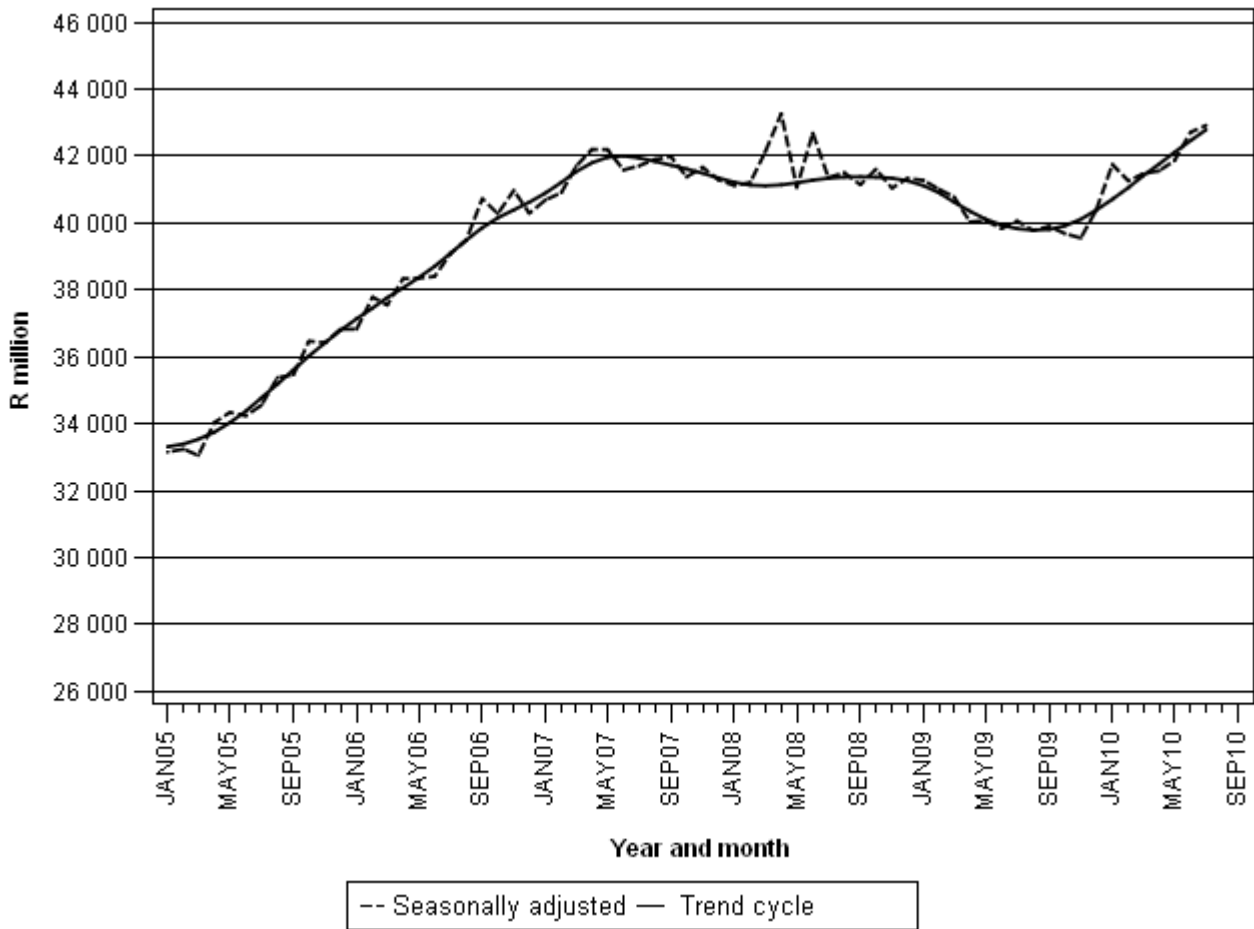
1/ Weight is the percentage contribution of each type of dealer to the total retail trade sales for the three months up to the current month of the previous year.

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

Figure 1 below shows the seasonally adjusted and trend patterns for retail trade sales at constant 2008 prices between January 2005 and July 2010.

**Figure 1 – Retail trade sales at constant 2008 prices**



**PJ Lehohla**  
**Statistician-General**

**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 retail trade sales survey from a new sample drawn in April 2010, which replaces the previous sample that was drawn in April 2009. The sample was drawn from a business register of enterprises with an annual turnover of at least R1 000 000 and that are required to register with the South African Revenue Service (SARS) for value added tax.

Owing to the evolving nature of business, the business register is 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, Stats SA undertakes quality improvement surveys related to the business register, the primary objective of which is to capture up-to-date information about the structures and activities of large and complex businesses. This process enables Stats SA to review classification codes for these businesses. These changes are an essential part of the statistical architecture.

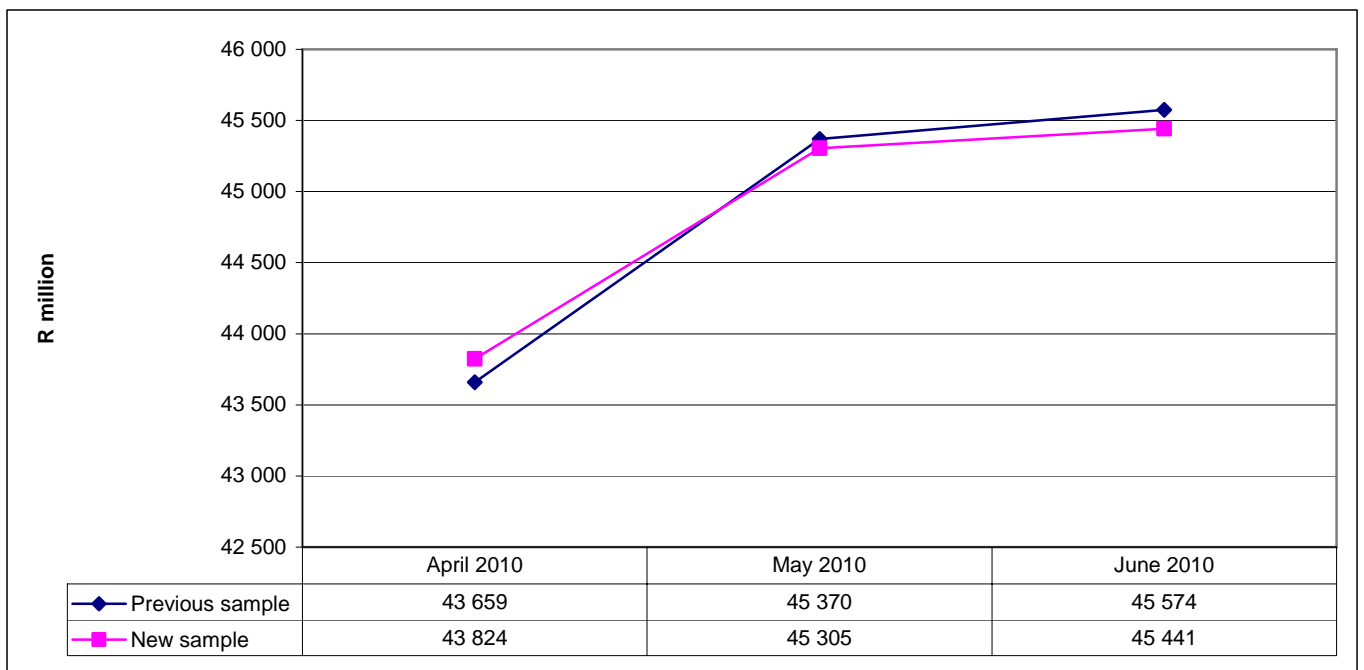
**Comparison of total sales between the previous and new samples of the retail trade industry**

The reported sales for the monthly retail trade sales survey for the months April to June 2010 based on the new sample were very close in value to the sales based on the previous sample (see Table D and Figure 2). However, the individual months differ by 0,4%, -0,1% and -0,3% for April, May and June respectively. The previous sample was drawn in April 2009 and was operational for the last half of 2009 and the first half of 2010.

**Table D - Total sales for previous and new samples for the retail trade industry – April to June 2010**

	Previous sample	New sample	Difference	Difference
Retail trade industry	(R million)	(R million)	(R million)	(percentage)
	134 603	134 570	-33	0,0

**Figure 2 – Total value of retail trade sales: monthly levels of previous and new samples for April to June 2010**



**Comparison of sales between the previous and new samples by type of retailer**

The differences in sales between the previous and new samples by type of retailer are shown in Table E. The largest change in relative (i.e. percentage) and in absolute (i.e. rand) terms took place in retailers in pharmaceutical and medical goods, cosmetics and toiletries (28,9% or R2 086 million higher in the new sample). Various data quality improvements account for these differences, for example the reclassification of enterprises from one type of retailer to another.

**Table E – Retail trade sales for previous and new samples by type of retailer: April to June 2010**

Type of retailer	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (percentage) 1/
<b>General dealers</b>	53 071	52 650	-421	-0,8
<b>Retailers of food, beverages and tobacco in specialised stores</b>	14 556	12 746	-1 811	-12,4
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	7 206	9 291	2 086	28,9
<b>Retailers in textiles, clothing, footwear and leather goods</b>	26 548	27 108	560	2,1
<b>Retailers in household furniture, appliances and equipment</b>	7 014	7 498	484	6,9
<b>Retailers in hardware, paint and glass</b>	9 312	8 845	-467	-5,0
<b>All other retailers</b>	16 896	16 432	-464	-2,7
<b>Total retail trade sales</b>	<b>134 603</b>	<b>134 570</b>	<b>-33</b>	<b>0,0</b>

1/ The percentage difference is the difference between the April to June 2010 sales as recorded in the new sample divided by the April to June 2010 sales as recorded in the previous sample, expressed as a percentage.

**Backcasting**

In order to assist users of time series, the levels from the new sample for the survey have been adjusted back to the start of 2002, using the level for April 2010 as the end point for the backcast series.

## Detailed results

Tables 1 and 2 show total retail trade sales (actual values and annual percentage changes) at current prices for the period January 2003 to July 2010. Table 3 shows seasonally adjusted retail trade sales at current prices for the same period.

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

Month	2003	2004	2005	2006	2007	2008	2009 <sup>1/</sup>	2010 <sup>1/</sup>
January	20 884	23 628	25 027	28 034	32 528	36 141	40 611	42 578
February	20 017	22 969	24 759	28 714	32 487	37 259	39 895	41 574
March	22 186	24 253	26 454	30 533	35 546	39 392	42 165	44 614
April	21 504	23 802	26 866	30 845	35 251	39 812	41 443	43 824
May	22 646	25 121	27 570	31 846	36 781	40 060	42 805	45 305
June	21 950	25 015	27 013	31 161	35 616	40 161	41 626	45 441
July	22 277	25 413	27 396	31 887	35 761	39 843	42 416	46 330
August	22 129	24 564	27 868	32 273	36 471	40 503	41 805	
September	22 591	25 874	28 450	34 076	37 041	40 896	42 529	
October	23 283	27 008	30 153	34 458	37 981	43 031	43 906	
November	25 079	28 502	31 802	37 400	40 640	44 809	45 152	
December	32 696	37 362	42 108	47 239	51 685	58 155	59 999	
<b>Total</b>	<b>277 242</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>	

1/ Preliminary

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	13,9	13,1	5,9	12,0	16,0	11,1	12,4	4,8
February	12,0	14,7	7,8	16,0	13,1	14,7	7,1	4,2
March	11,2	9,3	9,1	15,4	16,4	10,8	7,0	5,8
April	11,0	10,7	12,9	14,8	14,3	12,9	4,1	5,7
May	11,2	10,9	9,7	15,5	15,5	8,9	6,9	5,8
June	9,0	14,0	8,0	15,4	14,3	12,8	3,6	9,2
July	10,8	14,1	7,8	16,4	12,1	11,4	6,5	9,2
August	8,3	11,0	13,5	15,8	13,0	11,1	3,2	
September	10,8	14,5	10,0	19,8	8,7	10,4	4,0	
October	9,3	16,0	11,6	14,3	10,2	13,3	2,0	
November	10,2	13,6	11,6	17,6	8,7	10,3	0,8	
December	11,2	14,3	12,7	12,2	9,4	12,5	3,2	
<b>Total</b>	<b>10,7</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>	

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	2003	2004	2005	2006	2007	2008	2009	2010
January	22 313	25 254	27 158	30 723	35 211	39 167	43 472	45 698
February	22 152	24 748	27 326	31 649	35 715	39 268	43 708	45 519
March	22 995	24 988	27 145	31 346	36 376	40 451	43 883	45 787
April	22 376	24 766	27 808	32 156	37 059	41 683	43 322	45 795
May	22 801	25 587	28 294	32 278	37 436	40 439	43 495	46 395
June	23 081	26 050	28 320	32 689	36 965	42 567	43 636	47 333
July	23 289	26 314	28 492	33 354	37 630	41 458	43 803	47 674
August	23 230	26 117	29 207	33 839	37 920	42 134	43 768	
September	23 380	26 707	29 254	34 648	38 220	42 198	43 730	
October	23 131	26 863	30 182	34 764	37 908	42 935	43 761	
November	23 984	27 181	30 143	35 553	38 584	42 753	43 463	
December	24 042	27 429	30 884	34 899	38 508	43 149	44 662	



Tables 4 and 5 show total retail trade sales (actual values and annual percentage changes) at constant 2008 prices for the period January 2003 to July 2010. Table 6 shows seasonally adjusted retail trade sales at constant 2008 prices for the same period.

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

Month	2003	2004	2005	2006	2007	2008	2009 <sup>1/</sup>	2010 <sup>1/</sup>
January	26 369	29 315	30 484	33 493	37 303	37 891	38 476	38 631
February	25 338	28 462	30 120	34 306	37 256	38 998	37 502	37 781
March	28 048	29 979	32 143	36 349	40 624	40 869	39 036	40 108
April	27 117	29 494	32 644	36 677	40 012	40 970	38 202	39 563
May	28 486	31 090	33 540	37 777	41 607	40 752	39 252	40 867
June	27 680	31 036	32 943	36 877	40 108	40 528	38 171	41 054
July	27 881	31 452	33 127	37 426	39 690	39 901	38 820	41 883
August	27 661	30 439	33 738	37 835	40 299	39 757	38 019	
September	28 239	31 904	34 443	39 762	40 615	39 795	38 650	
October	29 031	33 179	36 461	39 928	41 329	41 680	39 938	
November	31 193	34 759	38 316	43 287	43 983	43 037	41 064	
December	40 819	45 675	50 489	54 612	55 815	55 888	54 778	
<b>Total</b>	<b>347 862</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>	

1/ Preliminary

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	3,1	11,2	4,0	9,9	11,4	1,6	1,5	0,4
February	2,0	12,3	5,8	13,9	8,6	4,7	-3,8	0,7
March	2,5	6,9	7,2	13,1	11,8	0,6	-4,5	2,7
April	3,0	8,8	10,7	12,4	9,1	2,4	-6,8	3,6
May	3,3	9,1	7,9	12,6	10,1	-2,1	-3,7	4,1
June	3,2	12,1	6,1	11,9	8,8	1,0	-5,8	7,6
July	5,2	12,8	5,3	13,0	6,0	0,5	-2,7	7,9
August	3,7	10,0	10,8	12,1	6,5	-1,3	-4,4	
September	7,4	13,0	8,0	15,4	2,1	-2,0	-2,9	
October	6,7	14,3	9,9	9,5	3,5	0,8	-4,2	
November	7,8	11,4	10,2	13,0	1,6	-2,2	-4,6	
December	9,3	11,9	10,5	8,2	2,2	0,1	-2,0	
<b>Total</b>	<b>4,9</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>	

1/ The 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	2003	2004	2005	2006	2007	2008	2009	2010
January	28 303	31 371	33 151	36 824	40 684	41 119	41 273	41 747
February	28 042	30 637	33 238	37 785	40 907	41 209	40 997	41 256
March	29 146	31 130	33 048	37 542	41 688	42 124	40 776	41 470
April	28 363	30 698	34 029	38 333	42 197	43 266	40 030	41 555
May	28 553	31 542	34 334	38 346	42 194	41 057	40 073	41 859
June	28 945	32 279	34 233	38 399	41 582	42 684	39 830	42 709
July	29 026	32 472	34 550	39 075	41 708	41 356	40 058	42 914
August	29 043	32 247	35 374	39 487	41 901	41 499	39 773	
September	29 283	32 887	35 463	40 727	41 980	41 142	39 898	
October	28 922	33 160	36 467	40 274	41 374	41 605	39 683	
November	29 795	33 142	36 418	40 972	41 666	41 041	39 548	
December	30 053	33 479	36 824	40 288	41 292	41 332	40 392	

Outlined below in Tables 7 and 8 are retail trade sales (actual values and annual percentage changes) at current prices according to type of retailer.

**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	18 254	4 291	3 404	8 932	2 541	3 137	5 770	46 330

1/ 2009 and 2010 figures are preliminary.

2/ The 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>2009</b>	January	16,0	20,3	11,3	10,8	-3,0	7,2	10,1	12,4
	February	12,4	9,4	1,7	5,3	-1,0	-6,9	7,9	7,1
	March	10,8	4,2	19,0	-1,1	-4,6	-2,0	13,9	7,0
	April	9,4	14,3	14,7	3,5	-6,4	-15,8	-3,8	4,1
	May	8,5	11,1	15,5	9,1	-2,9	-8,2	5,6	6,9
	June	5,9	12,2	22,2	-1,8	-6,1	-10,1	4,1	3,6
	July	11,5	11,3	12,7	6,0	-3,0	-4,0	-1,6	6,5
	August	8,5	7,2	18,2	1,7	-8,0	-16,7	-1,6	3,2
	September	7,5	3,0	14,1	5,5	1,8	-12,4	-1,4	4,0
	October	6,0	-0,3	14,2	4,7	-5,7	-12,3	-3,8	2,0
	November	7,1	1,2	13,5	-3,8	-3,4	-17,6	-2,2	0,8
	December	6,2	3,7	12,1	3,2	2,3	-2,1	-6,8	3,2
<b>Total</b>	<b>8,9</b>	<b>7,6</b>	<b>14,1</b>	<b>3,4</b>	<b>-3,1</b>	<b>-8,9</b>	<b>1,3</b>	<b>4,9</b>	
<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	12,0	6,5	18,6	10,1	7,9	0,2	2,7	9,2

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

**Description of group types**

Group type	Type of dealer included in group type
<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 12 for more detailed specifications.

Outlined below in Tables 9 and 10 are retail trade sales at constant 2008 prices and percentage changes according to type of retailer.

**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/	
2009	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>	
2010	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	16 083	3 791	2 837	8 442	2 603	2 704	5 423	41 883

1/ 2009 and 2010 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	
2009	January	1,9	9,2	1,0	4,4	-5,4	-7,3	-0,1	1,5
	February	-1,6	-1,1	-8,2	-1,3	-5,1	-20,0	-2,7	-3,8
	March	-2,8	-6,4	3,1	-7,7	-9,3	-16,0	1,8	-4,5
	April	-3,9	2,8	-1,7	-3,2	-10,5	-27,7	-13,5	-6,8
	May	-4,1	0,2	-0,1	2,6	-7,7	-20,0	-4,5	-3,7
	June	-5,0	2,3	6,5	-7,6	-10,3	-20,6	-5,0	-5,8
	July	0,8	2,4	-1,1	-0,5	-6,6	-14,9	-9,8	-2,7
	August	-0,8	-1,0	3,8	-3,5	-10,5	-23,2	-7,5	-4,4
	September	-0,4	-4,1	0,2	0,3	0,1	-18,5	-6,8	-2,9
	October	-1,3	-7,1	0,7	-0,0	-6,8	-17,8	-8,3	-4,2
	November	0,4	-5,3	2,1	-7,9	-3,1	-22,5	-5,4	-4,6
	December	-0,2	-2,2	1,0	-0,9	2,9	-7,6	-10,5	-2,0
<b>Total</b>	<b>-1,4</b>	<b>-1,1</b>	<b>0,6</b>	<b>-2,1</b>	<b>-5,7</b>	<b>-18,3</b>	<b>-6,2</b>	<b>-3,6</b>	
2010	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	9,2	2,7	13,1	10,4	13,7	-3,3	5,0	7,9

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.

**Description of group types**

Group type	Type of dealer included in group type
<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 12 for more detailed specifications.

**Estimates and percentage changes in total retail trade sales**

Outlined below in Tables 11.1 and 11.2 are the percentage changes in the actual and seasonally adjusted retail trade sales at current prices and at constant 2008 prices.

**Table 11.1 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales**

Retail trade sales estimates	May to July 2009 (R million)	May to July 2010 (R million)	% change between May to July 2009 and May to July 2010	January to July 2009 (R million)	January to July 2010 (R million)	% change between January to July 2009 and January to July 2010
<b>At current prices</b>	126 847	137 076	8,1	290 961	309 666	6,4
<b>At constant 2008 prices</b>	116 243	123 804	6,5	269 459	279 887	3,9

**Table 11.2 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales**

Retail trade sales seasonally adjusted estimates	June 2010 (R million)	July 2010 (R million)	% change between June and July 2010	February to April 2010	May to July 2010	% change between February to April 2010 and May to July 2010
<b>At current prices</b>	47 333	47 674	0,7	137 101	141 402	3,1
<b>At constant 2008 prices</b>	42 709	42 914	0,5	124 281	127 482	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 July 2010 was 80,9%.</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>

<b>Survey methodology and design</b>	<b>8</b>	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.
	<b>9</b>	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.
<b>Weighting methodology</b>	<b>10</b>	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 <a href="http://www.statssa.gov.za/publications/publicationsearch.asp">www.statssa.gov.za/publications/publicationsearch.asp</a> .
<b>Seasonal adjustment</b>	<b>11</b>	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.
<b>Constant prices</b>	<b>12</b>	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.
	<b>13</b>	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.
<b>Trend cycle</b>	<b>14</b>	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.
<b>Reliability of estimates</b>	<b>15</b>	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.
	<b>16</b>	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.
<b>Revised figures</b>	<b>17</b>	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.
- Pre-release policy** 20 Stats SA's pre-release policy may be inspected at its Website, [www.statssa.gov.za](http://www.statssa.gov.za).
- 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   |
- Changes in this publication** 21 The results published today are based on a new sample drawn in April 2010. The periodic introduction of a new sample is part of Stats SA's strategic approach in improving the basis from which surveys are conducted.

The new sample was conducted in parallel with the previous sample for April to June 2010. Comparison of estimates from the new and previous samples reflects a level decrease of 0,02%.

**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	

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## 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.



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