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Retail trade sales (Preliminary)

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Summary of findings: Retail trade sales

Table A – Key figures for July 2011

Retail trade sales estimates	July 2011 (R million)	% change between July 2010 and July 2011	% change between May to July 2010 and May to July 2011	% change between January to July 2010 and January to July 2011
At current prices	49 542	6,0	5,1	7,0
At constant 2008 prices	43 418	2,8	2,1	4,6

Seasonally adjusted estimates	July 2011 (R million)	% change between June and July 2011	% change between February to April 2011 and May to July 2011
At current prices	50 914	1,3	0,5
At constant 2008 prices	44 613	1,3	-0,7

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 1,3% in July 2011 compared with June 2011. This followed month-on-month changes of 1,5% in June 2011 and -4,1% in May 2011.

In real terms, retail trade sales for the three months ended July 2011 reflected an increase of 2,1% compared with the three months ended July 2010. The largest contributor to the 2,1% increase was ‘general dealers’ (2,4% and contributing 0,9 of a percentage point), followed by ‘retailers in textiles, clothing, footwear and leather goods’ (2,9% and contributing 0,6 of a percentage point) and ‘retailers in household furniture, appliances and equipment’ (8,6% and contributing 0,5 of a percentage point) – see Table C on page 3.

Retail trade sales in real terms increased by 2,8% year-on-year in July 2011. The highest annual growth rate was recorded for ‘retailers in household furniture, appliances and equipment’ (11,6%), followed by ‘retailers in hardware, paint and glass’ (9,3%) and ‘retailers in textiles, clothing, footwear and leather goods’ (7,9%) – see Table 10 on page 10.

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 2010 (R million)	Weight 1/	May to July 2011 (R million)	Difference between May to July 2010 and May to July 2011 (R million)	Percentage change between May to July 2010 and May to July 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	54 005	39,1	57 738	3 733	6,9	2,7
Retailers of food, beverages and tobacco in specialised stores	14 076	10,2	14 299	223	1,6	0,2
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	9 760	7,1	10 358	598	6,1	0,4
Retailers in textiles, clothing, footwear and leather goods	26 954	19,5	28 009	1 055	3,9	0,8
Retailers in household furniture, appliances and equipment	7 384	5,3	7 691	307	4,2	0,2
Retailers in hardware, paint and glass	10 589	7,7	11 264	675	6,4	0,5
All other retailers	15 436	11,2	15 859	423	2,7	0,3
Total 3/	138 201	100,0	145 219	7 018	5,1	5,1

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

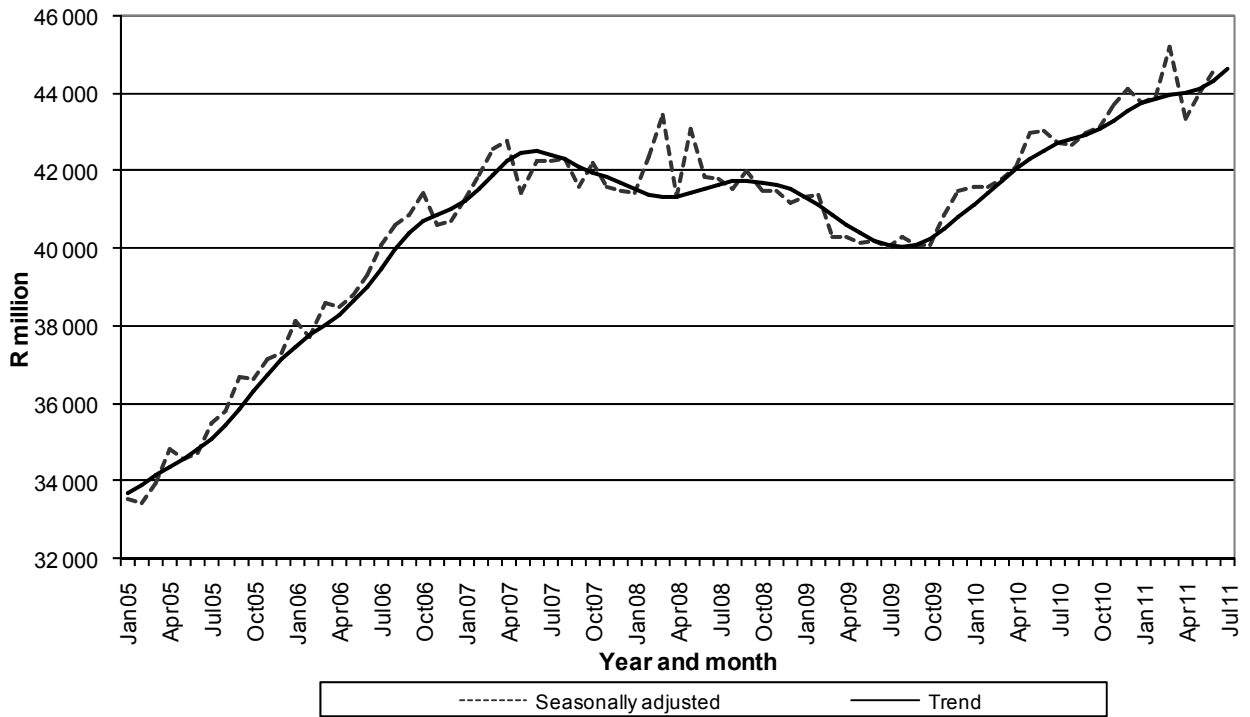
Type of retailer	May to July 2010 (R million)	Weight 1/	May to July 2011 (R million)	Difference between May to July 2010 and May to July 2011 (R million)	Percentage change between May to July 2010 and May to July 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	47 487	38,1	48 615	1 128	2,4	0,9
Retailers of food, beverages and tobacco in specialised stores	12 442	10,0	11 797	-645	-5,2	-0,5
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 184	6,6	8 405	221	2,7	0,2
Retailers in textiles, clothing, footwear and leather goods	25 443	20,4	26 184	741	2,9	0,6
Retailers in household furniture, appliances and equipment	7 525	6,0	8 171	646	8,6	0,5
Retailers in hardware, paint and glass	9 144	7,3	9 401	257	2,8	0,2
All other retailers	14 450	11,6	14 758	308	2,1	0,2
Total 3/	124 675	100,0	127 331	2 656	2,1	2,1

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

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

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

Figure 1 – Retail trade sales at constant 2008 prices



PJ Lehohla
Statistician-General

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 2011, which replaces the previous sample that was drawn in April 2010. 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.

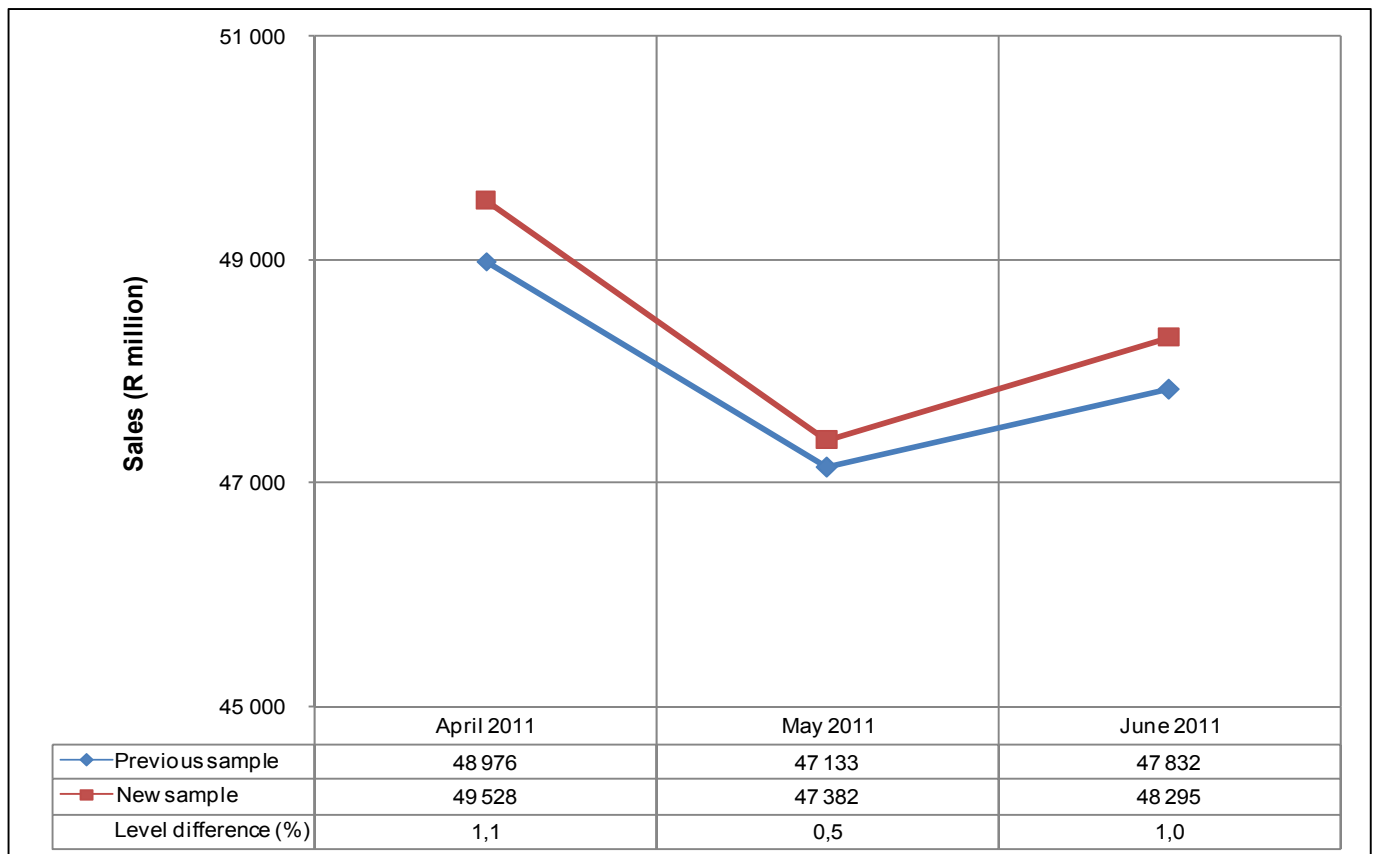
Comparison of total sales between the previous and new samples of the retail trade industry

The reported level of total sales for the monthly survey of the retail trade industry for the months April to June 2011 based on the new sample was 0,9% higher than the level of total sales recorded for the previous sample (see Table D and Figure 2). The previous sample was drawn in April 2010 and was operational for the last half of 2010 and the first half of 2011.

Table D – Total sales for previous and new samples for the retail trade industry – April to June 2011

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(percentage)
	143 941	145 205	1 264	0,9

Figure 2 – Total value of retail trade sales: monthly levels of previous and new samples for April to June 2011



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 changes in relative (i.e. percentage) and in absolute (i.e. rand) terms occurred in retailers in hardware, paint and glass (17,0% or R1 544 million higher in the new sample), in retailers of food, beverages and tobacco in specialised stores (8,4% or R1 118 million higher in the new sample) and in all other retailers (-8,3% or R1 416 million lower 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 2011

Type of retailer	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (percentage) 1/
General dealers	57 616	57 511	-105	-0,2
Retailers of food, beverages and tobacco in specialised stores	13 263	14 380	1 117	8,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries.	10 341	10 407	66	0,6
Retailers in textiles, clothing, footwear and leather goods	28 760	29 061	301	1,0
Retailers in household furniture, appliances and equipment	7 770	7 527	-243	-3,1
Retailers in hardware, paint and glass	9 091	10 635	1 544	17,0
All other retailers	17 100	15 684	-1 416	-8,3
Total retail trade sales	143 941	145 205	1 264	0,9

1/ The percentage difference is the difference between the April to June 2011 sales as recorded in the new sample divided by the April to June 2011 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 2011 as the end point for the backcast series.

Detailed results

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

Month	2004	2005	2006	2007	2008	2009	2010 ^{1/}	2011 ^{1/}
January	23 817	25 227	28 257	32 788	36 430	40 935	42 918	46 228
February	23 152	24 957	28 942	32 747	37 557	40 214	41 906	44 913
March	24 446	26 666	30 777	35 830	39 707	42 502	44 970	48 000
April	23 991	27 080	31 091	35 533	40 130	41 775	44 194	49 528
May	25 322	27 790	32 100	37 074	40 380	43 147	45 643	47 382
June	25 215	27 229	31 410	35 900	40 482	41 959	45 809	48 295
July	25 617	27 615	32 141	36 046	40 161	42 756	46 749	49 542
August	24 760	28 090	32 531	36 763	40 827	42 139	44 498	
September	26 081	28 677	34 349	37 338	41 222	42 869	45 726	
October	27 223	30 394	34 734	38 285	43 375	44 257	47 431	
November	28 730	32 056	37 700	40 964	45 167	45 513	49 754	
December	37 661	42 445	47 617	52 098	58 621	60 479	65 998	
Total	316 015	348 226	401 649	451 366	504 064	528 545	565 596	

1/ Preliminary.

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

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

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

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	25 383	27 285	31 059	35 392	39 424	43 499	45 719	49 345
February	25 012	27 536	31 892	35 997	39 602	44 054	45 861	49 102
March	25 185	27 439	31 649	36 651	40 732	44 457	46 131	49 503
April	25 041	27 950	32 398	37 420	42 003	43 590	46 175	50 914
May	25 740	28 637	32 499	37 799	40 676	43 827	46 642	49 143
June	26 225	28 466	32 897	36 955	42 776	43 817	47 544	50 246
July	26 478	28 711	33 535	38 031	41 757	43 990	47 773	50 914
August	26 413	29 390	34 167	38 255	42 503	44 085	47 184	
September	26 905	29 564	34 828	38 548	42 659	44 227	47 400	
October	27 085	30 374	35 212	38 212	43 381	44 162	47 742	
November	27 419	30 380	35 849	39 078	43 282	44 235	48 046	
December	27 667	31 100	35 209	38 772	43 470	45 086	48 749	

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

Month	2004	2005	2006	2007	2008	2009	2010 ^{1/}	2011 ^{1/}
January	29 550	30 727	33 760	37 601	38 204	38 772	38 913	41 381
February	28 689	30 361	34 578	37 554	39 315	37 788	38 051	40 068
March	30 218	32 401	36 639	40 949	41 204	39 336	40 394	42 309
April	29 729	32 904	36 969	40 333	41 305	38 496	39 853	43 848
May	31 339	33 808	38 078	41 939	41 083	39 554	41 122	41 580
June	31 284	33 206	37 172	40 428	40 855	38 462	41 337	42 333
July	31 704	33 392	37 724	40 007	40 218	39 113	42 216	43 418
August	30 682	34 007	38 137	40 622	40 071	38 308	40 152	
September	32 159	34 718	40 081	40 941	40 104	38 940	41 188	
October	33 443	36 752	40 248	41 659	42 002	40 234	42 729	
November	35 037	38 622	43 634	44 333	43 377	41 366	44 782	
December	46 040	50 893	55 049	56 261	56 325	55 187	59 655	
Total	389 874	421 791	472 069	502 627	504 063	485 556	510 392	

1/ Preliminary.

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

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

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

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	31 561	33 302	37 298	40 705	41 482	41 205	41 514	44 115
February	31 058	33 517	38 123	41 289	41 461	41 362	41 595	43 748
March	31 210	33 459	37 750	41 926	42 360	41 381	41 624	43 906
April	31 073	33 979	38 618	42 599	43 443	40 303	41 821	45 228
May	31 755	34 848	38 510	42 796	41 361	40 293	42 098	43 371
June	32 450	34 549	38 792	41 466	43 101	40 147	42 978	44 034
July	32 719	34 744	39 305	42 273	41 835	40 188	43 027	44 613
August	32 726	35 528	40 086	42 277	41 789	40 072	42 711	
September	33 154	35 799	40 617	42 313	41 553	40 285	42 700	
October	33 299	36 682	40 884	41 596	42 005	40 080	43 011	
November	33 435	36 646	41 426	42 224	41 496	40 126	43 166	
December	33 797	37 173	40 600	41 606	41 497	40 876	43 705	

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

Year and month 1/	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/	
2010	January	16 642	4 399	2 925	8 646	2 309	2 749	5 249	42 918
	February	16 695	4 263	2 864	7 649	2 185	3 031	5 220	41 906
	March	18 124	4 893	3 244	7 835	2 223	3 342	5 311	44 970
	April	16 791	4 653	3 195	9 380	2 363	3 038	4 775	44 194
	May	17 236	4 776	3 180	9 419	2 441	3 612	4 979	45 643
	June	18 524	4 590	3 138	8 519	2 471	3 446	5 123	45 809
	July	18 245	4 710	3 442	9 016	2 472	3 531	5 334	46 749
	August	17 449	4 537	3 144	8 189	2 427	3 590	5 162	44 498
	September	18 545	4 659	3 224	8 208	2 427	3 440	5 222	45 726
	October	17 909	4 804	3 452	9 369	2 571	3 720	5 607	47 431
	November	18 720	4 790	3 400	10 150	2 998	3 949	5 747	49 754
	December	25 116	6 948	3 825	15 341	4 141	3 922	6 706	65 998
Total	219 996	58 022	39 033	111 721	31 028	41 370	64 435	565 596	
2011	January	17 799	4 446	3 465	9 182	2 442	3 328	5 567	46 228
	February	17 858	4 381	3 230	8 063	2 216	3 706	5 461	44 913
	March	19 884	4 804	3 483	8 109	2 337	3 747	5 637	48 000
	April	18 808	5 101	3 585	10 893	2 492	3 369	5 280	49 528
	May	18 829	4 570	3 411	9 293	2 494	3 564	5 220	47 382
	June	19 874	4 709	3 411	8 876	2 541	3 702	5 184	48 295
	July	19 035	5 020	3 536	9 840	2 656	3 998	5 455	49 542

1/ Figures are preliminary.

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

Table 8 – Year-on-year percentage change in retail trade sales according to type of retailer at current prices 1/

Year and month	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total	
2010	January	5,0	3,3	15,9	11,9	1,1	-12,4	1,7	4,8
	February	6,2	4,1	16,2	8,3	2,9	-9,5	-3,1	4,2
	March	4,9	12,1	13,2	11,7	6,1	-4,4	-1,6	5,8
	April	6,3	2,7	17,3	8,2	14,2	-2,3	-2,0	5,8
	May	6,8	5,5	15,2	4,3	11,2	4,8	-1,1	5,8
	June	11,3	5,3	7,8	12,6	10,8	0,9	6,0	9,2
	July	12,2	6,2	17,2	10,2	8,3	-1,1	4,8	9,3
	August	5,6	0,2	7,0	5,4	13,8	12,3	2,2	5,6
	September	6,1	4,7	12,6	8,3	10,8	3,7	4,6	6,7
	October	6,7	2,1	19,2	8,3	11,2	4,3	5,1	7,2
	November	6,8	1,6	16,9	12,0	14,8	17,5	8,0	9,3
	December	8,7	6,4	29,0	5,4	12,5	12,8	8,7	9,1
Total	7,3	4,5	15,6	8,6	10,0	2,3	2,8	7,0	
2011	January	7,0	1,1	18,5	6,2	5,8	21,1	6,1	7,7
	February	7,0	2,8	12,8	5,4	1,4	22,3	4,6	7,2
	March	9,7	-1,8	7,4	3,5	5,1	12,1	6,1	6,7
	April	12,0	9,6	12,2	16,1	5,5	10,9	10,6	12,1
	May	9,2	-4,3	7,3	-1,3	2,2	-1,3	4,8	3,8
	June	7,3	2,6	8,7	4,2	2,8	7,4	1,2	5,4
	July	4,3	6,6	2,7	9,1	7,4	13,2	2,3	6,0

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

Group type	Type of retailer included in group type 1/
Type A	General dealers
Type B	Retailers of food, beverages and tobacco in specialised stores
Type C	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
Type D	Retailers in textiles, clothing, footwear and leather goods
Type E	Retailers in household furniture, appliances and equipment
Type F	Retailers in hardware, paint and glass
Type G	All other retailers

1/ See note 4 on page 12 for more detailed specifications.

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

Year and month 1/	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/	
2010	January	14 793	3 977	2 511	8 118	2 282	2 403	4 829	38 913
	February	14 893	3 861	2 458	7 196	2 174	2 645	4 824	38 051
	March	15 912	4 342	2 763	7 371	2 216	2 909	4 881	40 394
	April	14 742	4 121	2 712	8 816	2 375	2 637	4 450	39 853
	May	15 106	4 215	2 686	8 877	2 476	3 122	4 640	41 122
	June	16 306	4 066	2 630	8 044	2 516	2 978	4 797	41 337
	July	16 075	4 161	2 868	8 522	2 533	3 044	5 013	42 216
	August	15 347	3 994	2 622	7 747	2 499	3 087	4 856	40 152
	September	16 268	4 105	2 680	7 765	2 505	2 943	4 922	41 188
	October	15 682	4 225	2 872	8 847	2 656	3 177	5 270	42 729
	November	16 335	4 202	2 810	9 585	3 097	3 367	5 386	44 782
	December	21 955	6 079	3 166	14 514	4 300	3 344	6 297	59 655
Total	193 414	51 348	32 778	105 402	31 629	35 656	60 165	510 392	
2011	January	15 410	3 826	2 857	8 670	2 541	2 840	5 237	41 381
	February	15 435	3 764	2 652	7 599	2 330	3 146	5 142	40 068
	March	16 937	4 027	2 841	7 621	2 463	3 162	5 258	42 309
	April	16 020	4 258	2 929	10 228	2 645	2 838	4 930	43 848
	May	15 876	3 783	2 762	8 685	2 645	2 982	4 847	41 580
	June	16 743	3 892	2 780	8 303	2 700	3 093	4 822	42 333
	July	15 996	4 122	2 863	9 196	2 826	3 326	5 089	43 418

1/ Figures are preliminary.

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

Table 10 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices 1/

Year and month	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total	
2010	January	-0,4	-1,8	5,5	8,7	2,4	-16,9	-1,4	0,4
	February	1,7	-0,1	6,5	6,1	6,0	-13,7	-5,0	0,7
	March	0,5	7,8	8,1	10,3	9,7	-8,9	-2,9	2,7
	April	2,5	-0,8	13,2	7,1	18,9	-6,5	-1,4	3,5
	May	3,5	2,0	11,2	3,9	17,1	0,3	0,1	4,0
	June	8,2	2,0	3,1	12,3	16,9	-3,2	7,5	7,5
	July	9,4	2,5	11,7	10,6	14,0	-4,5	7,2	7,9
	August	3,9	-3,6	2,8	6,0	20,9	8,9	4,7	4,8
	September	4,3	0,9	8,5	9,0	16,9	0,2	7,0	5,8
	October	4,8	-1,5	14,5	8,7	17,4	1,0	6,9	6,2
	November	4,5	-1,9	12,1	12,6	20,4	14,0	9,8	8,3
	December	6,4	2,3	23,9	6,1	17,9	9,5	10,8	8,1
Total	4,2	0,7	10,1	8,3	15,1	-1,7	3,6	5,1	
2011	January	4,2	-3,8	13,8	6,8	11,3	18,2	8,4	6,3
	February	3,6	-2,5	7,9	5,6	7,2	18,9	6,6	5,3
	March	6,4	-7,3	2,8	3,4	11,1	8,7	7,7	4,7
	April	8,7	3,3	8,0	16,0	11,4	7,6	10,8	10,0
	May	5,1	-10,2	2,8	-2,2	6,8	-4,5	4,5	1,1
	June	2,7	-4,3	5,7	3,2	7,3	3,9	0,5	2,4
	July	-0,5	-0,9	-0,2	7,9	11,6	9,3	1,5	2,8

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

Group type	Type of retailer included in group type 1/
Type A	General dealers
Type B	Retailers of food, beverages and tobacco in specialised stores
Type C	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
Type D	Retailers in textiles, clothing, footwear and leather goods
Type E	Retailers in household furniture, appliances and equipment
Type F	Retailers in hardware, paint and glass
Type G	All other retailers

1/ See note 4 on page 12 for more detailed specifications.

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

Retail trade sales estimates	May to July 2010 (R million)	May to July 2011 (R million)	% change between May to July 2010 and May to July 2011	January to July 2010 (R million)	January to July 2011 (R million)	% change between January to July 2010 and January to July 2011
At current prices	138 201	145 219	5,1	312 189	333 888	7,0
At constant 2008 prices	124 675	127 331	2,1	281 886	294 937	4,6

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

Retail trade sales seasonally adjusted estimates	June 2011 (R million)	July 2011 (R million)	% change between June and July 2011	February to April 2011 (R million)	May to July 2011 (R million)	% change between February to April 2011 and May to July 2011
At current prices	50 246	50 914	1,3	149 519	150 303	0,5
At constant 2008 prices	44 034	44 613	1,3	132 882	132 018	-0,7

Explanatory notes

Introduction	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 2011 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>
Purpose of the survey	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>
Scope of the survey	4	<p>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. • Retailers of food, beverages and tobacco in specialised 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; ➢ Retail trade in second-hand goods in stores; and ➢ Retail trade not in stores.
Classification	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>
Response rate	6	<p>The preliminary response rate for the survey on retail trade sales for July 2011 was 77,8%.</p>
Statistical unit	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>

- Related publications** **18** Users may also wish to refer to the following publications available from Stats SA:
- *Bulletin of Statistics* issued quarterly; and
 - *SA Statistics* issued annually.
- Rounding-off of figures** **19** Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
- Symbols and Abbreviations** **20**
- | | |
|----------|---|
| BR | Business register |
| BSF | Business sampling frame |
| GDP | Gross domestic product |
| ISIC | International Standard Industrial Classification |
| SARS | South African Revenue Service |
| SIC | Standard Industrial Classification of all Economic Activities |
| SNA | System of National Accounts |
| Stats SA | Statistics South Africa |
| VAT | Value added tax |
| - | Figures not available |
- Changes in this publication** **21** The results published today are based on a new sample drawn in April 2011. 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 2011. Comparison of estimates from the new and previous samples reflect a level increase of 0,9%.

Technical note

Neyman optimal allocation

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

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

N_h and S_h are the stratum population size and the stratum variance respectively. Neyman allocation formula not only allocates sample sizes to each stratum but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 4,0%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

Glossary

Enterprise	The enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.
Industry	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)</i> .
Statistical unit	A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
Retail trade	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.
Retailer	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

General information

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Enquiries

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

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

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

Postal address: Private Bag X44, Pretoria, 0001

Produced by Stats SA