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Retail trade sales (Preliminary)

July 2012

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Contents

Results for July 2012.....2

Table A – Key figures for retail trade sales.....2

Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices.....3

Table C – Contribution of each type of retailer to the percentage change in retail trade sales at constant 2008 prices3

Article: Changes to the monthly current indicator survey and the impact on the statistical series5

Tables.....7

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

Table 2 – Year-on-year 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 – Year-on-year percentage change in total retail trade sales at constant 2008 prices8

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 – Year-on-year 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 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices10

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

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales11

Explanatory notes.....12

Technical note.....14

Glossary.....15

General information.....16

Results for July 2012

Table A – Key figures for retail trade sales

Retail trade sales estimates	July 2012 (R million)	% change between July 2011 and July 2012	% change between May to July 2011 and May to July 2012	% change between January to July 2011 and January to July 2012
At current prices	52 930	8,2	10,4	9,7
At constant 2008 prices	44 688	4,2	6,2	5,2

Seasonally adjusted estimates	July 2012 (R million)	% change between June and July 2012	% change between February to April 2012 and May to July 2012
At current prices	55 473	0,0	2,8
At constant 2008 prices	46 825	0,1	2,4

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 0,1% in July 2012 compared with June 2012. This followed month-on-month changes of 2,5% in June 2012 and -1,0% in May 2012.

Retail trade sales in real terms increased by 4,2% year-on-year in July 2012. The highest annual growth rates were recorded for:

- all 'other' retailers (11,6%);
- retailers in textiles, clothing, footwear and leather goods (10,5%); and
- retailers in pharmaceutical and medical goods, cosmetics and toiletries (7,3%) – see Table 10 on page 10.

In real terms, retail trade sales increased by 6,2% in the three months ended July 2012 compared with the three months ended July 2011. The largest contributors to the 6,2% increase were:

- retailers in textiles, clothing, footwear and leather goods (13,1% and contributing 2,8 percentage points);
- all 'other' retailers (9,1% and contributing 1,1 percentage points); and
- general dealers (3,0% and contributing 1,1 percentage points) – 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 2011 (R million)	Weight 1/	May to July 2012 (R million)	Difference between May to July 2011 and May to July 2012 (R million)	% change between May to July 2011 and May to July 2012	Contribution (% points) to the % change in total sales 2/
General dealers	55 014	38,3	59 893	4 879	8,9	3,4
Retailers of food, beverages and tobacco in specialised stores	15 153	10,6	16 593	1 440	9,5	1,0
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	10 688	7,5	11 748	1 060	9,9	0,7
Retailers in textiles, clothing, footwear and leather goods	28 493	19,9	32 994	4 501	15,8	3,1
Retailers in household furniture, appliances and equipment	7 384	5,1	7 561	177	2,4	0,1
Retailers in hardware, paint and glass	10 915	7,6	12 096	1 181	10,8	0,8
All other retailers	15 811	11,0	17 475	1 664	10,5	1,2
Total 3/	143 458	100,0	158 359	14 901	10,4	10,4

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

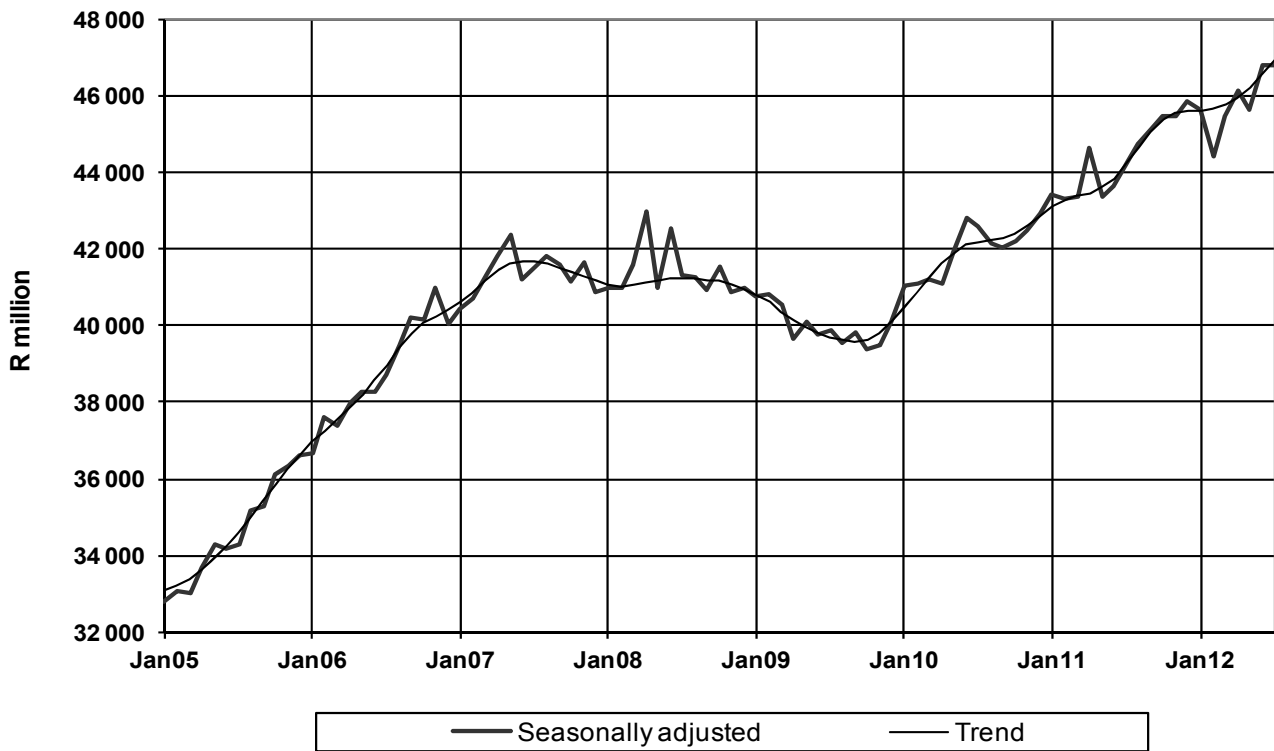
Type of retailer	May to July 2011 (R million)	Weight 1/	May to July 2012 (R million)	Difference between May to July 2011 and May to July 2012 (R million)	% change between May to July 2011 and May to July 2012	Contribution (% points) to the % change in total sales 2/
General dealers	46 321	36,8	47 710	1 389	3,0	1,1
Retailers of food, beverages and tobacco in specialised stores	12 502	9,9	12 833	331	2,6	0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 673	6,9	9 252	579	6,7	0,5
Retailers in textiles, clothing, footwear and leather goods	26 637	21,2	30 122	3 485	13,1	2,8
Retailers in household furniture, appliances and equipment	7 845	6,2	8 183	338	4,3	0,3
Retailers in hardware, paint and glass	9 110	7,2	9 455	345	3,8	0,3
All other retailers	14 713	11,7	16 047	1 334	9,1	1,1
Total 3/	125 801	100,0	133 602	7 801	6,2	6,2

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 survey of retail trade sales from a new sample drawn in April 2012, which replaces the previous sample that was drawn in April 2011. 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.

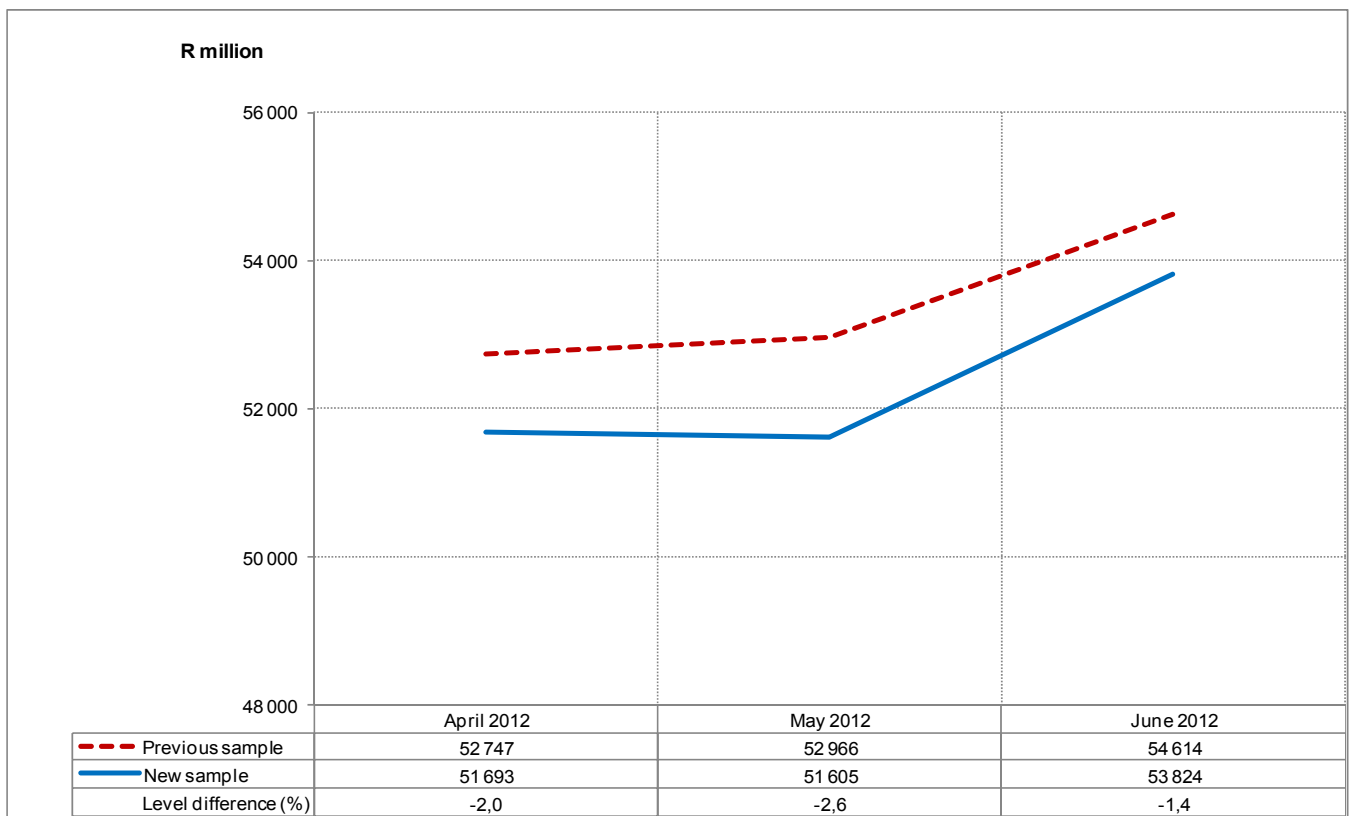
Comparison of total sales between the previous and new samples for the retail trade industry

The reported level of total sales for the monthly survey of the retail trade industry for the months April to June 2012 based on the new sample was 2,0% lower than the level of total sales recorded for the previous sample (see Table D and Figure 2). The previous sample was drawn in April 2011 and was operational for the last half of 2011 and the first half of 2012.

Table D – Total sales at current prices for previous and new samples for the retail trade industry: April to June 2012

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	160 327	157 122	-3 205	-2,0

Figure 2 – Total value of retail trade sales: monthly levels of previous and new samples for April to June 2012



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.

Table E – Retail trade sales for previous and new samples by type of retailer: April to June 2012

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) ^{1/}
General dealers	63 379	59 880	-3 499	-5,5
Retailers of food, beverages and tobacco in specialised stores	15 899	16 615	716	4,5
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	11 394	11 441	47	0,4
Retailers in textiles, clothing, footwear and leather goods	32 837	33 258	421	1,3
Retailers in household furniture, appliances and equipment	7 603	7 291	-312	-4,1
Retailers in hardware, paint and glass	12 340	11 808	-532	-4,3
All other retailers	16 877	16 830	-47	-0,3
Total retail trade sales	160 327	157 122	-3 205	-2,0

^{1/} The percentage difference is the difference between April to June 2012 sales as recorded in the new sample divided by the April to June 2012 sales as recorded in the previous sample, expressed as a percentage.

The largest percentage differences were in the following types of retailers:

- general dealers (5,5% or R3 499 million lower in the new sample);
- retailers in hardware, paint and glass (4,3% or R532 million lower in the new sample);
- retailers in household furniture, appliances and other equipment (4,1% or R312 million lower in the new sample); and
- retailers of food, beverages and tobacco in specialised stores (4,5% or R716 million higher in the new sample).

Various data quality improvements account for these differences, for example the reclassification of enterprises from one industry to another.

Backcasting

In order to assist users of time series, the levels of the previous sample have been adjusted from January 2002 up to March 2012, using the ratio between the new and previous sample estimates for April to June 2012.

Tables

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

Month	2005	2006	2007	2008	2009	2010	2011 ^{1/}	2012 ^{1/}
January	24 899	27 890	32 362	35 955	40 403	42 360	45 626	49 540
February	24 632	28 566	32 320	37 069	39 690	41 361	44 329	49 232
March	26 319	30 377	35 364	39 190	41 949	44 385	47 376	52 675
April	26 727	30 687	35 070	39 608	41 232	43 619	48 788	51 693
May	27 429	31 682	36 592	39 855	42 586	45 049	46 934	51 605
June	26 874	31 001	35 433	39 955	41 413	45 213	47 594	53 824
July	27 256	31 723	35 577	39 638	42 199	46 141	48 930	52 930
August	27 724	32 108	36 285	40 296	41 591	43 919	48 642	
September	28 304	33 901	36 852	40 686	42 311	45 130	50 291	
October	29 999	34 281	37 787	42 810	43 681	46 815	52 470	
November	31 638	37 209	40 431	44 579	44 920	49 106	54 580	
December	41 893	46 997	51 420	57 859	59 692	65 139	73 471	
Total	343 694	396 422	445 493	497 504	521 667	558 237	609 031	

1/ Preliminary.

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

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	5,9	12,0	16,0	11,1	12,4	4,8	7,7	8,6
February	7,8	16,0	13,1	14,7	7,1	4,2	7,2	11,1
March	9,1	15,4	16,4	10,8	7,0	5,8	6,7	11,2
April	12,9	14,8	14,3	12,9	4,1	5,8	11,9	6,0
May	9,8	15,5	15,5	8,9	6,9	5,8	4,2	10,0
June	8,0	15,4	14,3	12,8	3,6	9,2	5,3	13,1
July	7,8	16,4	12,1	11,4	6,5	9,3	6,0	8,2
August	13,4	15,8	13,0	11,1	3,2	5,6	10,8	
September	10,0	19,8	8,7	10,4	4,0	6,7	11,4	
October	11,6	14,3	10,2	13,3	2,0	7,2	12,1	
November	11,6	17,6	8,7	10,3	0,8	9,3	11,1	
December	12,7	12,2	9,4	12,5	3,2	9,1	12,8	
Total	10,2	15,3	12,4	11,7	4,9	7,0	9,1	

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

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	26 969	30 470	35 055	38 724	42 858	45 056	48 654	53 075
February	27 135	31 390	35 406	39 048	43 382	45 248	48 552	52 185
March	26 975	31 355	36 134	40 205	43 578	45 697	48 699	53 646
April	27 833	32 014	36 964	41 435	42 932	45 241	50 055	54 216
May	28 104	32 226	37 229	40 285	43 562	46 563	49 034	53 558
June	28 182	32 497	36 797	42 438	43 408	47 185	49 772	55 491
July	28 379	33 220	37 446	41 233	43 819	47 428	50 654	55 473
August	29 061	33 544	37 898	42 034	43 721	46 536	51 212	
September	29 095	34 500	37 948	41 989	43 630	46 779	51 970	
October	30 047	34 533	37 794	42 833	43 337	46 791	52 715	
November	30 066	35 516	38 562	42 688	43 654	47 307	52 511	
December	30 586	34 641	38 177	42 881	44 059	47 916	53 400	

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

Month	2005	2006	2007	2008	2009	2010	2011 ^{1/}	2012 ^{1/}
January	30 328	33 321	37 112	37 694	38 280	38 417	40 852	42 424
February	29 966	34 129	37 064	38 790	37 309	37 565	39 558	41 994
March	31 979	36 163	40 416	40 653	38 830	39 880	41 770	44 490
April	32 475	36 489	39 807	40 759	38 002	39 347	43 205	43 712
May	33 369	37 582	41 394	40 541	39 048	40 598	41 196	43 576
June	32 773	36 688	39 902	40 318	37 968	40 812	41 729	45 338
July	32 958	37 234	39 486	39 693	38 613	41 676	42 876	44 688
August	33 564	37 641	40 094	39 556	37 823	39 638	42 514	
September	34 266	39 558	40 408	39 594	38 446	40 662	43 718	
October	36 274	39 723	41 118	41 470	39 724	42 184	45 484	
November	38 118	43 066	43 756	42 828	40 841	44 212	47 209	
December	50 231	54 332	55 529	55 607	54 487	58 894	63 743	
Total	416 301	465 926	496 086	497 503	479 371	503 885	533 854	

1/ Preliminary.

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

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	4,0	9,9	11,4	1,6	1,6	0,4	6,3	3,8
February	5,8	13,9	8,6	4,7	-3,8	0,7	5,3	6,2
March	7,2	13,1	11,8	0,6	-4,5	2,7	4,7	6,5
April	10,7	12,4	9,1	2,4	-6,8	3,5	9,8	1,2
May	7,9	12,6	10,1	-2,1	-3,7	4,0	1,5	5,8
June	6,1	11,9	8,8	1,0	-5,8	7,5	2,2	8,6
July	5,3	13,0	6,0	0,5	-2,7	7,9	2,9	4,2
August	10,8	12,1	6,5	-1,3	-4,4	4,8	7,3	
September	8,0	15,4	2,1	-2,0	-2,9	5,8	7,5	
October	9,9	9,5	3,5	0,9	-4,2	6,2	7,8	
November	10,2	13,0	1,6	-2,1	-4,6	8,3	6,8	
December	10,5	8,2	2,2	0,1	-2,0	8,1	8,2	
Total	8,2	11,9	6,5	0,3	-3,6	5,1	5,9	

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

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

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	32 812	36 691	40 414	41 005	40 746	41 047	43 440	45 650
February	33 060	37 584	40 701	40 976	40 820	41 100	43 300	44 422
March	33 008	37 381	41 296	41 586	40 571	41 215	43 343	45 481
April	33 661	37 987	41 830	42 954	39 678	41 099	44 620	46 118
May	34 299	38 256	42 357	40 985	40 093	41 901	43 365	45 647
June	34 161	38 294	41 189	42 542	39 757	42 787	43 624	46 787
July	34 304	38 705	41 559	41 314	39 885	42 567	44 237	46 825
August	35 155	39 487	41 845	41 286	39 549	42 127	44 726	
September	35 258	40 207	41 604	40 916	39 838	42 037	45 130	
October	36 096	40 142	41 168	41 520	39 381	42 230	45 496	
November	36 364	40 966	41 667	40 899	39 474	42 507	45 464	
December	36 628	40 040	40 886	40 994	40 115	42 951	45 859	

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/	
2011	January	16 917	4 711	3 515	9 343	2 344	3 237	5 560	45 626
	February	16 991	4 648	3 280	8 213	2 130	3 609	5 461	44 329
	March	18 932	5 101	3 539	8 267	2 247	3 651	5 641	47 376
	April	17 862	5 386	3 595	11 061	2 391	3 268	5 226	48 788
	May	17 950	4 880	3 476	9 459	2 395	3 497	5 277	46 934
	June	18 869	4 980	3 488	9 061	2 443	3 584	5 169	47 594
	July	18 195	5 293	3 724	9 973	2 546	3 834	5 365	48 930
	August	18 533	5 229	3 491	9 068	2 580	3 822	5 920	48 642
	September	19 875	5 280	3 560	9 133	2 515	3 953	5 975	50 291
	October	18 970	5 760	3 707	10 982	2 746	4 253	6 051	52 470
	November	20 025	5 704	3 669	11 580	3 030	4 512	6 060	54 580
	December	27 408	8 324	4 106	17 921	4 084	4 080	7 548	73 471
Total	230 527	65 296	43 150	124 061	31 451	45 300	69 253	609 031	
2012	January	18 989	5 368	3 761	9 703	2 398	3 510	5 810	49 540
	February	19 499	5 283	3 438	8 769	2 256	3 943	6 046	49 232
	March	21 124	5 775	3 799	9 600	2 425	3 832	6 120	52 675
	April	19 312	5 592	3 804	11 567	2 263	3 706	5 449	51 693
	May	19 440	5 388	3 794	10 739	2 477	4 093	5 675	51 605
	June	21 128	5 635	3 843	10 952	2 551	4 009	5 706	53 824
	July	19 325	5 570	4 111	11 303	2 533	3 994	6 094	52 930

1/ Figures are preliminary.

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

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

Year and month	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total	
2011	January	7,0	1,1	18,5	6,2	5,8	21,1	6,1	7,7
	February	7,0	2,8	12,9	5,5	1,5	22,3	4,7	7,2
	March	9,9	-1,7	7,5	3,6	5,2	12,3	6,3	6,7
	April	12,1	9,3	11,1	16,0	5,5	10,7	9,7	11,9
	May	9,7	-3,5	7,8	-1,2	2,3	-0,4	6,2	4,2
	June	7,1	2,3	9,5	4,4	2,9	6,8	0,9	5,3
	July	4,9	6,0	6,6	8,7	7,3	11,6	0,7	6,0
	August	11,7	8,7	9,4	8,7	10,7	9,4	14,8	10,8
	September	12,6	6,8	8,7	9,2	7,8	18,0	14,4	11,4
	October	11,5	13,2	5,9	15,2	11,3	17,6	8,1	12,1
	November	12,6	12,3	6,4	12,1	5,3	17,5	5,6	11,1
	December	15,0	13,2	6,0	14,9	2,8	7,1	12,8	12,8
Total	10,3	6,2	9,0	9,1	5,6	12,6	7,6	9,1	
2012	January	12,2	13,9	7,0	3,9	2,3	8,4	4,5	8,6
	February	14,8	13,7	4,8	6,8	5,9	9,3	10,7	11,1
	March	11,6	13,2	7,3	16,1	7,9	5,0	8,5	11,2
	April	8,1	3,8	5,8	4,6	-5,4	13,4	4,3	6,0
	May	8,3	10,4	9,1	13,5	3,4	17,0	7,5	10,0
	June	12,0	13,2	10,2	20,9	4,4	11,9	10,4	13,1
	July	6,2	5,2	10,4	13,3	-0,5	4,2	13,6	8,2

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.

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/
2011	January	14 647	4 054	2 898	8 822	2 439	2 762	5 230	40 852
	February	14 685	3 993	2 693	7 741	2 240	3 064	5 142	39 558
	March	16 126	4 276	2 887	7 770	2 368	3 081	5 262	41 770
	April	15 215	4 496	2 937	10 386	2 538	2 753	4 880	43 205
	May	15 135	4 040	2 815	8 840	2 540	2 926	4 900	41 196
	June	15 896	4 116	2 843	8 476	2 596	2 994	4 808	41 729
	July	15 290	4 346	3 015	9 321	2 709	3 190	5 005	42 876
	August	15 522	4 283	2 829	8 435	2 748	3 164	5 533	42 514
	September	16 521	4 307	2 880	8 472	2 693	3 256	5 589	43 718
	October	15 613	4 638	2 985	10 150	2 937	3 495	5 666	45 484
	November	16 414	4 552	2 949	10 683	3 265	3 698	5 648	47 209
	December	22 466	6 612	3 306	16 517	4 434	3 347	7 061	63 743
	Total	193 530	53 713	35 037	115 613	33 507	37 730	64 724	533 854
2012	January	15 401	4 220	3 018	8 910	2 587	2 868	5 420	42 424
	February	15 801	4 173	2 744	8 038	2 439	3 185	5 614	41 994
	March	16 872	4 463	3 020	8 767	2 630	3 066	5 672	44 490
	April	15 413	4 311	3 005	10 563	2 452	2 946	5 022	43 712
	May	15 490	4 164	2 985	9 816	2 675	3 220	5 226	43 576
	June	16 822	4 358	3 033	10 002	2 761	3 127	5 235	45 338
	July	15 398	4 311	3 234	10 304	2 747	3 108	5 586	44 688

1/ Figures are preliminary.

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

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

Year and month		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total
2011	January	4,2	-3,8	13,9	6,8	11,4	18,2	8,5	6,3
	February	3,7	-2,5	8,0	5,7	7,2	19,0	6,6	5,3
	March	6,6	-7,1	3,0	3,5	11,2	8,9	7,9	4,7
	April	8,7	3,0	6,9	15,9	11,5	7,4	9,9	9,8
	May	5,5	-9,5	3,4	-2,1	7,0	-3,6	5,8	1,5
	June	2,4	-4,6	6,4	3,4	7,4	3,2	0,2	2,2
	July	0,1	-1,5	3,6	7,5	11,4	7,7	-0,1	2,9
	August	6,4	1,1	6,3	6,9	14,5	5,3	14,0	7,3
	September	6,7	-1,1	5,8	7,1	11,8	13,6	13,6	7,5
	October	4,8	3,6	2,5	12,8	15,2	13,1	7,7	7,8
	November	5,7	2,2	3,5	9,5	9,8	12,9	5,0	6,8
	December	7,8	2,7	3,1	12,0	7,5	3,0	12,4	8,2
	Total	5,3	-1,3	5,4	7,8	10,4	8,8	7,7	5,9
2012	January	5,1	4,1	4,1	1,0	6,1	3,8	3,6	3,8
	February	7,6	4,5	1,9	3,8	8,9	3,9	9,2	6,2
	March	4,6	4,4	4,6	12,8	11,1	-0,5	7,8	6,5
	April	1,3	-4,1	2,3	1,7	-3,4	7,0	2,9	1,2
	May	2,3	3,1	6,0	11,0	5,3	10,0	6,7	5,8
	June	5,8	5,9	6,7	18,0	6,4	4,4	8,9	8,6
	July	0,7	-0,8	7,3	10,5	1,4	-2,6	11,6	4,2

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.

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 2011 (R million)	May to July 2012 (R million)	% change between May to July 2011 and May to July 2012	January to July 2011 (R million)	January to July 2012 (R million)	% change between January to July 2011 and January to July 2012
At current prices	143 458	158 359	10,4	329 577	361 499	9,7
At constant 2008 prices	125 801	133 602	6,2	291 186	306 222	5,2

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

Retail trade sales seasonally adjusted estimates	June 2012 (R million)	July 2012 (R million)	% change between June and July 2012	February to April 2012 (R million)	May to July 2012 (R million)	% change between February to April 2012 and May to July 2012
At current prices	55 491	55 473	0,0	160 047	164 522	2,8
At constant 2008 prices	46 787	46 825	0,1	136 021	139 259	2,4

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 2012 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>
Collection rate	6	<p>The preliminary collection rate for the survey on retail trade sales for July 2012 was 77,8%, accounting for 83,2% of the total estimate.</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>

Survey methodology and design	8	The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 28 000 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 2012) at the SIC four-digit level from a population then of about 28 000 retail enterprises. The retail sampling frame is divided into four size groups. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups three and four to reflect the total value of sales.
Weighting methodology	10	For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form group estimates. These procedures, which are in line with international best practice, are described in more detail on the Stats SA website at www.statssa.gov.za/publications/publicationsearch.asp .
Seasonal adjustment	11	Seasonally adjusted estimates are generated each month, using the X-12 ARIMA Seasonal Adjustment Program developed by the US Bureau of the Census, 1968. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be more clearly recognised. Seasonal adjustment does not aim to remove irregular or non-seasonal influences, which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series even after adjustment for seasonal variations. Therefore the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour.
Constant prices	12	For January 2002 to December 2007 retail trade sales at constant prices were calculated using the Consumer Price Index (CPI) for goods excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by aggregating the deflated sales by type of retailer.
	13	Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
Trend cycle	14	The trend is the long-term pattern or movement of a time series. The X-12 ARIMA Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.
Reliability of estimates	15	Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
	16	Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.

- Revised figures** 17 Normally revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.
- Related publications** 18 Users may also wish to refer to the following publications available from Stats SA:
- *Bulletin of Statistics* issued quarterly; and
 - *SA Statistics* issued annually.
- Rounding-off of figures** 19 Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
- Symbols and Abbreviations** 20
- | | |
|----------|---|
| BR | Business register |
| BSF | Business sampling frame |
| GDP | Gross domestic product |
| ISIC | International Standard Industrial Classification |
| SARS | South African Revenue Service |
| SIC | Standard Industrial Classification of all Economic Activities |
| SNA | System of National Accounts |
| Stats SA | Statistics South Africa |
| VAT | Value added tax |
| - | Figures not available |
- Changes in this publication** 21 The results published today are based on a new sample drawn in April 2012. The periodic introduction of a new sample is part of Stats SA's strategic approach in improving the basis on which surveys are conducted.
- The new sample was conducted in parallel with the previous sample for April to June 2012. A comparison of total sales estimates between the new and previous samples shows a 2,0% lower level of sales for the new sample.

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 3,8%.

Class limits (Rand)

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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