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Summary of findings: Retail trade sales

Table A – Key figures for June 2010

Retail trade sales estimates	June 2010 (R million)	% change between June 2009 and June 2010	% change between April to June 2009 and April to June 2010	% change between January to June 2009 and January to June 2010
At current prices	45 419	9,1	6,8	5,9
At constant 2008 prices	41 035	7,4	4,9	3,1

Seasonally adjusted estimates	June 2010 (R million)	% change between May and June 2010	% change between January to March 2010 and April to June 2010
At current prices	47 330	1,8	1,7
At constant 2008 prices	42 632	1,8	1,2

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales rose 1,8% in June 2010 compared with May 2010. This followed month-on-month changes of 1,3% in May 2010 and -0,2% in April 2010.

In real terms, retail trade sales rose by 7,4% in June 2010 compared with June 2009. In June 2010 the highest annual real growth rate was recorded for ‘retailers in household furniture, appliances and equipment’ (17,7%), followed by ‘retailers in textiles, clothing, footwear and leather goods’ (13,1%) and ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (7,9%) – see Table 10 on page 8.

Retail trade sales in real terms rose by 4,9% in the second quarter of 2010 compared with the second quarter of 2009. The main contributors to the increase of 4,9% were ‘retailers in textiles, clothing, footwear and leather goods’ (8,5% and contributing 1,7 percentage points), ‘general dealers’ (4,5% and contributing 1,7 percentage points) and ‘retailers in household furniture, appliances and equipment’ (18,1% 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	April to June 2009 (R million)	Weight 1/	April to June 2010 (R million)	Difference between April to June 2009 and April to June 2010 (R million)	Percentage change between April to June 2009 and April to June 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	48 986	38,9	52 850	3 864	7,9	3,1
Retailers of food, beverages and tobacco in specialised stores	13 907	11,0	14 578	671	4,8	0,5
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	6 348	5,0	7 196	848	13,4	0,7
Retailers in textiles, clothing, footwear and leather goods	24 515	19,5	26 747	2 232	9,1	1,8
Retailers in household furniture, appliances and equipment	6 253	5,0	7 035	782	12,5	0,6
Retailers in hardware, paint and glass	9 183	7,3	9 228	45	0,5	0,0
All other retailers	16 714	13,3	16 797	83	0,5	0,1
Total 3/	125 907	100,0	134 431	8 524	6,8	6,8

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	April to June 2009 (R million)	Weight 1/	April to June 2010 (R million)	Difference between April to June 2009 and April to June 2010 (R million)	Percentage change between April to June 2009 and April to June 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	44 411	38,4	46 416	2 005	4,5	1,7
Retailers of food, beverages and tobacco in specialised stores	12 724	11,0	12 897	173	1,4	0,2
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 565	4,8	6 071	506	9,1	0,4
Retailers in textiles, clothing, footwear and leather goods	23 224	20,1	25 200	1 976	8,5	1,7
Retailers in household furniture, appliances and equipment	6 030	5,2	7 124	1 094	18,1	0,9
Retailers in hardware, paint and glass	8 293	7,2	7 986	-307	-3,7	-0,3
All other retailers	15 438	13,3	15 679	241	1,6	0,2
Total 3/	115 685	100,0	121 373	5 688	4,9	4,9

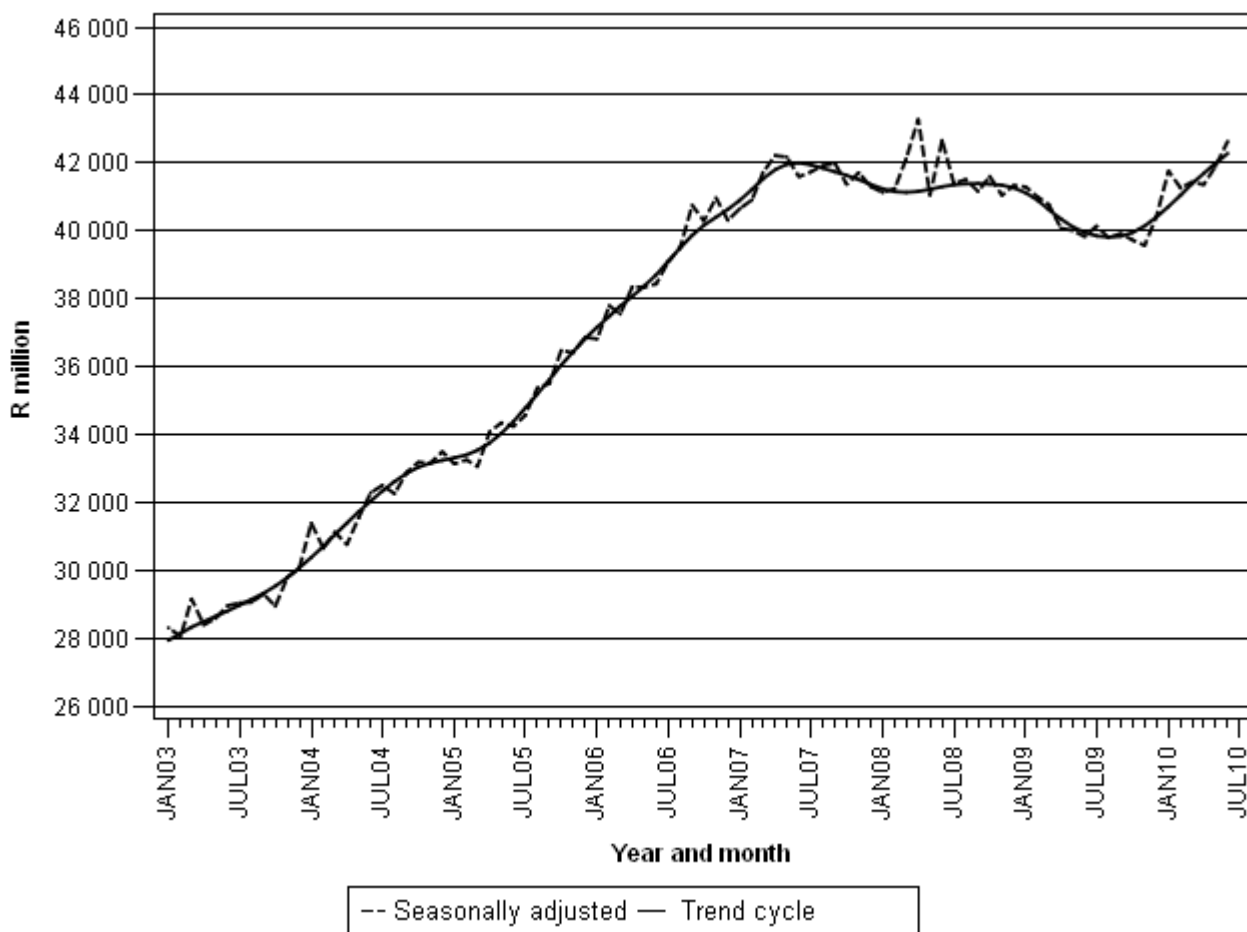
1/ Weight is the percentage contribution of each type of dealer to the total retail trade sales for the three months up to the current month of the previous year.

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 2003 and June 2010.

Figure 1 – Retail trade sales at constant 2008 prices



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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 June 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 ^{1/}	2010 ^{1/}
January	20 890	23 634	25 034	28 041	32 536	36 150	40 621	42 589
February	20 022	22 975	24 766	28 721	32 495	37 269	39 905	41 585
March	22 192	24 259	26 461	30 541	35 555	39 402	42 176	44 625
April	21 510	23 808	26 873	30 853	35 260	39 822	41 454	43 542
May	22 652	25 128	27 577	31 854	36 790	40 070	42 816	45 470
June	21 956	25 022	27 020	31 169	35 625	40 171	41 637	45 419
July	22 283	25 420	27 403	31 895	35 770	39 853	42 427	
August	22 135	24 570	27 875	32 281	36 480	40 513	41 816	
September	22 597	25 881	28 457	34 085	37 051	40 906	42 540	
October	23 289	27 015	30 161	34 467	37 991	43 042	43 917	
November	25 086	28 509	31 810	37 410	40 650	44 820	45 163	
December	32 704	37 372	42 119	47 251	51 698	58 170	60 014	
Total	277 316	313 593	345 556	398 568	447 901	500 192	524 486	

1/ Preliminary

Table 2 – 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	5,0
May	11,2	10,9	9,7	15,5	15,5	8,9	6,9	6,2
June	9,0	14,0	8,0	15,4	14,3	12,8	3,6	9,1
July	10,8	14,1	7,8	16,4	12,1	11,4	6,5	
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	
Total	10,7	13,1	10,2	15,3	12,4	11,7	4,9	

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	22 321	25 258	27 153	30 743	35 222	39 187	43 494	45 741
February	22 156	24 759	27 331	31 653	35 719	39 295	43 711	45 520
March	22 978	24 981	27 145	31 353	36 380	40 442	43 909	45 789
April	22 408	24 805	27 844	32 181	37 090	41 719	43 334	45 536
May	22 807	25 584	28 311	32 280	37 434	40 424	43 480	46 486
June	23 088	26 061	28 315	32 706	36 973	42 575	43 658	47 330
July	23 294	26 319	28 508	33 344	37 645	41 451	43 795	
August	23 239	26 128	29 207	33 843	37 936	42 164	43 771	
September	23 387	26 703	29 271	34 658	38 219	42 209	43 743	
October	23 138	26 877	30 174	34 783	37 913	42 954	43 771	
November	23 982	27 184	30 146	35 539	38 601	42 751	43 473	
December	24 041	27 439	30 890	34 922	38 507	43 169	44 693	

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 June 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 ^{1/}	2010 ^{1/}
January	26 376	29 323	30 492	33 502	37 312	37 920	38 478	38 646
February	25 344	28 470	30 129	34 314	37 265	39 024	37 506	37 797
March	28 056	29 986	32 152	36 358	40 634	40 888	39 057	40 120
April	27 125	29 502	32 652	36 686	40 023	40 987	38 221	39 312
May	28 493	31 099	33 549	37 786	41 618	40 768	39 273	41 026
June	27 687	31 045	32 951	36 886	40 118	40 540	38 191	41 035
July	27 889	31 460	33 135	37 435	39 700	39 910	38 839	
August	27 669	30 446	33 747	37 844	40 309	39 757	38 041	
September	28 246	31 912	34 452	39 772	40 626	39 794	38 673	
October	29 039	33 188	36 470	39 939	41 339	41 674	39 955	
November	31 201	34 767	38 325	43 299	43 994	43 040	41 082	
December	40 829	45 687	50 502	54 625	55 829	55 889	54 784	
Total	347 954	386 885	418 556	468 446	498 767	500 191	482 100	

1/ Preliminary

Table 5 – 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	-3,9	0,8
March	2,5	6,9	7,2	13,1	11,8	0,6	-4,5	2,7
April	3,1	8,8	10,7	12,4	9,1	2,4	-6,7	2,9
May	3,3	9,1	7,9	12,6	10,1	-2,0	-3,7	4,5
June	3,2	12,1	6,1	11,9	8,8	1,1	-5,8	7,4
July	5,2	12,8	5,3	13,0	6,1	0,5	-2,7	
August	3,7	10,0	10,8	12,1	6,5	-1,4	-4,3	
September	7,4	13,0	8,0	15,4	2,1	-2,0	-2,8	
October	6,7	14,3	9,9	9,5	3,5	0,8	-4,1	
November	7,7	11,4	10,2	13,0	1,6	-2,2	-4,5	
December	9,3	11,9	10,5	8,2	2,2	0,1	-2,0	
Total	4,9	11,2	8,2	11,9	6,5	0,3	-3,6	

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	28 297	31 383	33 131	36 813	40 654	41 131	41 293	41 762
February	28 047	30 638	33 248	37 793	40 913	41 245	40 991	41 260
March	29 147	31 122	33 052	37 547	41 716	42 117	40 772	41 434
April	28 382	30 750	34 072	38 349	42 217	43 289	40 072	41 361
May	28 575	31 541	34 341	38 333	42 175	41 048	40 013	41 898
June	28 951	32 279	34 234	38 436	41 594	42 664	39 826	42 632
July	29 028	32 499	34 559	39 073	41 733	41 396	40 141	
August	29 051	32 252	35 369	39 498	41 921	41 513	39 795	
September	29 294	32 882	35 496	40 754	41 989	41 161	39 919	
October	28 936	33 180	36 475	40 292	41 370	41 604	39 727	
November	29 795	33 156	36 409	40 972	41 712	41 045	39 569	
December	30 045	33 488	36 860	40 310	41 307	41 336	40 418	

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. For description of type of retailer see page 9.

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/	
2009	January	15 932	4 402	1 902	7 474	2 191	2 883	5 838	40 621
	February	15 797	4 229	1 856	6 828	2 036	3 073	6 087	39 905
	March	17 378	4 515	2 163	6 793	2 013	3 212	6 104	42 176
	April	15 924	4 692	2 058	8 406	1 991	2 861	5 521	41 454
	May	16 277	4 694	2 087	8 761	2 114	3 175	5 709	42 816
	June	16 785	4 521	2 203	7 348	2 148	3 147	5 484	41 637
	July	16 408	4 598	2 222	7 938	2 199	3 291	5 772	42 427
	August	16 652	4 693	2 221	7 531	2 052	2 943	5 724	41 816
	September	17 602	4 608	2 164	7 349	2 107	3 052	5 658	42 540
	October	16 915	4 872	2 189	8 387	2 224	3 282	6 046	43 917
	November	17 667	4 882	2 198	8 782	2 511	3 093	6 031	45 163
	December	23 234	6 755	2 235	14 082	3 534	3 194	6 978	60 014
	Total	206 571	57 461	25 498	99 679	27 120	37 206	70 952	524 486
2010	January	16 757	4 554	2 208	8 377	2 220	2 528	5 944	42 589
	February	16 806	4 412	2 162	7 409	2 100	2 787	5 909	41 585
	March	18 268	5 071	2 452	7 599	2 139	3 076	6 020	44 625
	April	17 075	4 789	2 288	9 066	2 280	2 683	5 361	43 542
	May	17 291	4 962	2 424	9 351	2 360	3 348	5 734	45 470
	June	18 484	4 827	2 484	8 330	2 395	3 197	5 702	45 419

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 – 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	
2009	January	15,9	20,1	11,1	10,6	-3,1	7,0	10,0	12,4
	February	12,3	9,3	1,5	5,2	-1,1	-6,9	7,8	7,1
	March	10,9	4,3	19,2	-1,0	-4,5	-1,9	14,1	7,0
	April	9,5	14,4	14,8	3,5	-6,4	-15,7	-3,7	4,1
	May	8,6	11,2	15,6	9,2	-2,8	-8,1	5,6	6,9
	June	6,0	12,3	22,4	-1,7	-6,0	-10,0	4,2	3,6
	July	11,5	11,3	12,8	6,0	-3,0	-3,9	-1,5	6,5
	August	8,7	7,4	18,4	1,9	-7,8	-16,5	-1,4	3,2
	September	7,8	3,2	14,4	5,7	2,0	-12,2	-1,2	4,0
	October	6,3	0,0	14,4	5,0	-5,5	-12,1	-3,5	2,0
	November	7,3	1,3	13,7	-3,6	-3,2	-17,4	-2,0	0,8
	December	6,3	3,8	12,3	3,4	2,4	-2,0	-6,7	3,2
	Total	9,0	7,7	14,2	3,5	-3,0	-8,8	1,4	4,9
2010	January	5,2	3,5	16,1	12,1	1,3	-12,3	1,8	4,8
	February	6,4	4,3	16,5	8,5	3,1	-9,3	-2,9	4,2
	March	5,1	12,3	13,4	11,9	6,3	-4,2	-1,4	5,8
	April	7,2	2,1	11,2	7,9	14,5	-6,2	-2,9	5,0
	May	6,2	5,7	16,1	6,7	11,6	5,4	0,4	6,2
	June	10,1	6,8	12,8	13,4	11,5	1,6	4,0	9,1

1/ The 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.

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

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	14 932	4 188	1 794	7 228	2 140	2 657	5 539	38 478
	February	14 709	3 990	1 738	6 553	1 967	2 812	5 737	37 506
	March	15 929	4 165	1 930	6 470	1 941	2 933	5 689	39 057
	April	14 490	4 305	1 810	7 983	1 922	2 594	5 117	38 221
	May	14 717	4 283	1 826	8 289	2 035	2 866	5 257	39 273
	June	15 204	4 136	1 929	6 952	2 073	2 833	5 064	38 191
	July	14 822	4 211	1 942	7 482	2 139	2 938	5 305	38 839
	August	14 881	4 294	1 928	7 085	1 988	2 609	5 256	38 041
	September	15 716	4 212	1 867	6 907	2 060	2 701	5 210	38 673
	October	15 076	4 441	1 895	7 890	2 176	2 894	5 583	39 955
	November	15 746	4 438	1 893	8 254	2 474	2 718	5 559	41 082
	December	20 745	6 146	1 927	13 235	3 502	2 804	6 425	54 784
	Total	186 967	52 809	22 479	94 328	26 417	33 359	65 741	482 100
2010	January	14 895	4 118	1 895	7 866	2 194	2 210	5 468	38 646
	February	14 992	3 996	1 856	6 970	2 090	2 432	5 461	37 797
	March	16 039	4 500	2 089	7 149	2 133	2 677	5 533	40 120
	April	14 991	4 242	1 942	8 521	2 291	2 329	4 996	39 312
	May	15 154	4 380	2 047	8 813	2 394	2 894	5 344	41 026
	June	16 271	4 275	2 082	7 866	2 439	2 763	5 339	41 035

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 – 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	1,8	9,0	0,8	4,3	-5,6	-7,4	-0,3	1,5
	February	-1,6	-1,2	-8,3	-1,4	-5,2	-20,0	-2,8	-3,9
	March	-2,7	-6,3	3,3	-7,6	-9,2	-15,9	2,0	-4,5
	April	-3,9	2,9	-1,7	-3,2	-10,4	-27,6	-13,5	-6,7
	May	-4,0	0,3	-0,1	2,7	-7,6	-19,9	-4,4	-3,7
	June	-4,9	2,4	6,6	-7,5	-10,2	-20,4	-4,8	-5,8
	July	0,9	2,4	-1,1	-0,5	-6,6	-14,9	-9,8	-2,7
	August	-0,6	-0,8	3,9	-3,3	-10,3	-23,0	-7,3	-4,3
	September	-0,2	-3,9	0,4	0,6	0,3	-18,3	-6,5	-2,8
	October	-1,1	-6,9	1,0	0,3	-6,6	-17,6	-8,1	-4,1
	November	0,6	-5,2	2,3	-7,7	-3,0	-22,3	-5,2	-4,5
	December	-0,1	-2,1	1,2	-0,8	3,0	-7,5	-10,4	-2,0
	Total	-1,3	-1,1	0,7	-2,0	-5,6	-18,2	-6,1	-3,6
2010	January	-0,2	-1,7	5,6	8,8	2,5	-16,8	-1,3	0,4
	February	1,9	0,2	6,8	6,4	6,3	-13,5	-4,8	0,8
	March	0,7	8,0	8,2	10,5	9,9	-8,7	-2,7	2,7
	April	3,5	-1,5	7,3	6,7	19,2	-10,2	-2,4	2,9
	May	3,0	2,3	12,1	6,3	17,6	1,0	1,7	4,5
	June	7,0	3,4	7,9	13,1	17,7	-2,5	5,4	7,4

1/ The 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.

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

Retail trade sales estimates	April to June 2009 (R million)	April to June 2010 (R million)	% change between April to June 2009 and April to June 2010	January to June 2009 (R million)	January to June 2010 (R million)	% change between January to June 2009 and January to June 2010
At current prices	125 907	134 431	6,8	248 609	263 230	5,9
At constant 2008 prices	115 685	121 373	4,9	230 726	237 936	3,1

Table 11.2 – Monthly and quarterly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	May 2010 (R million)	June 2010 (R million)	% change between May and June 2010	January to March 2010	April to June 2010	% change between January to March 2010 and April to June 2010
At current prices	46 486	47 330	1,8	137 050	139 352	1,7
At constant 2008 prices	41 898	42 632	1,8	124 456	125 891	1,2

Description of group types (Tables 7 to 10) ^{1/}

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

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 2009 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 June 2010 was 83,0%. The improved response rate for the survey on retail trade sales for May 2010 was 87,8%.</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>

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 35 000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up non-respondents.
	9	The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2009) at the SIC four-digit level from a population then of about 35 000 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 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 adding up 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 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.
 - *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.

- 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 the next publication** **22** The results published in the next publication (July 2010) will be 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.

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 4,6%.

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	

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

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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