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Retail trade sales (Preliminary)

June 2011

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Summary of findings: Retail trade sales

Table A – Key figures for June 2011

Retail trade sales estimates	June 2011 (R million)	% change between June 2010 and June 2011	% change between April to June 2010 and April to June 2011	% change between January to June 2010 and January to June 2011
At current prices	47 800	5,2	6,6	7,0
At constant 2008 prices	41 965	2,2	4,1	4,9

Seasonally adjusted estimates	June 2011 (R million)	% change between May and June 2011	% change between January to March 2011 and April to June 2011
At current prices	49 738	2,8	1,2
At constant 2008 prices	43 538	2,0	0,1

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 2,0% in June 2011 compared with May 2011. This followed month-on-month changes of -4,8% in May 2011 and 2,8% in April 2011.

In real terms, retail trade sales for the second quarter of 2011 reflected an increase of 4,1% compared with the second quarter of 2010. The largest contributor to the increase of 4,1% was 'general dealers' (5,5% and contributing 2,1 percentage points), followed by 'retailers in textiles, clothing, footwear and leather goods' (5,6% and contributing 1,2 percentage points) – see Table C on page 3.

Retail trade sales in real terms increased by 2,2% year-on-year in June 2011. The highest annual growth rate was recorded for 'retailers in pharmaceutical and medical goods, cosmetics and toiletries' (9,2%), followed by 'retailers in household furniture, appliances and equipment' (6,2%) and 'general dealers' (3,4%) – see Table 10 on page 8.

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 2010 (R million)	Weight 1/	April to June 2011 (R million)	Difference between April to June 2010 and April to June 2011 (R million)	Percentage change between April to June 2010 and April to June 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	52 651	39,1	57 684	5 033	9,6	3,8
Retailers of food, beverages and tobacco in specialised stores	12 745	9,5	13 285	540	4,2	0,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	9 291	6,9	10 429	1 138	12,2	0,8
Retailers in textiles, clothing, footwear and leather goods	27 109	20,1	28 797	1 688	6,2	1,2
Retailers in household furniture, appliances and equipment	7 498	5,6	7 681	183	2,4	0,1
Retailers in hardware, paint and glass	8 845	6,6	8 995	150	1,7	0,1
All other retailers	16 431	12,2	16 630	199	1,2	0,1
Total 3/	134 570	100,0	143 504	8 934	6,6	6,6

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

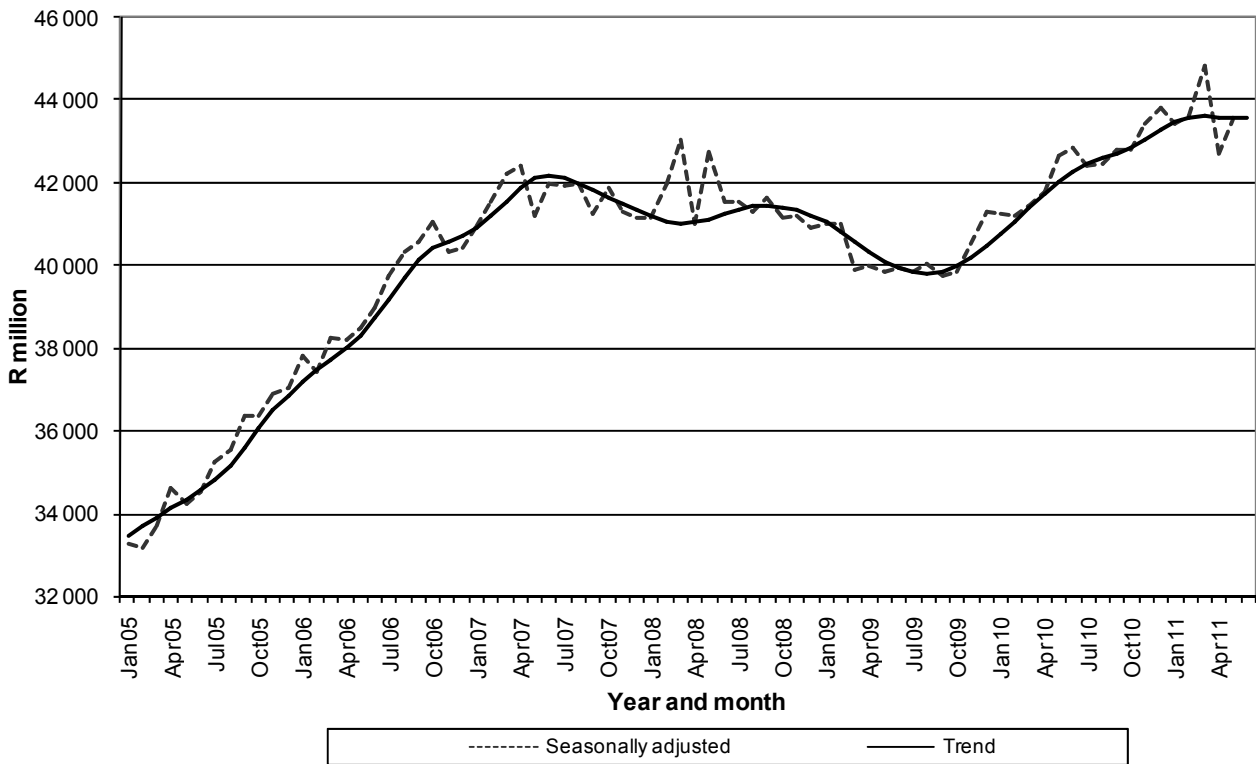
Type of retailer	April to June 2010 (R million)	Weight 1/	April to June 2011 (R million)	Difference between April to June 2010 and April to June 2011 (R million)	Percentage change between April to June 2010 and April to June 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	46 242	38,1	48 784	2 542	5,5	2,1
Retailers of food, beverages and tobacco in specialised stores	11 275	9,3	11 024	-251	-2,2	-0,2
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	7 841	6,5	8 490	649	8,3	0,5
Retailers in textiles, clothing, footwear and leather goods	25 540	21,0	26 969	1 429	5,6	1,2
Retailers in household furniture, appliances and equipment	7 593	6,3	8 154	561	7,4	0,5
Retailers in hardware, paint and glass	7 655	6,3	7 540	-115	-1,5	-0,1
All other retailers	15 338	12,6	15 480	142	0,9	0,1
Total 3/	121 484	100,0	126 441	4 957	4,1	4,1

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

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	23 628	25 027	28 034	32 528	36 141	40 611	42 578	45 818
February	22 969	24 759	28 714	32 487	37 259	39 895	41 574	44 587
March	24 253	26 454	30 533	35 546	39 392	42 165	44 614	47 822
April	23 802	26 866	30 845	35 251	39 812	41 443	43 824	49 103
May	25 121	27 570	31 846	36 781	40 060	42 805	45 305	46 601
June	25 015	27 013	31 161	35 616	40 161	41 626	45 441	47 800
July	25 413	27 396	31 887	35 761	39 843	42 416	46 356	
August	24 564	27 868	32 273	36 471	40 503	41 805	43 999	
September	25 874	28 450	34 076	37 041	40 896	42 529	45 444	
October	27 008	30 153	34 458	37 981	43 031	43 906	47 135	
November	28 502	31 802	37 400	40 640	44 809	45 152	49 215	
December	37 362	42 108	47 239	51 685	58 155	59 999	65 531	
Total	313 511	345 466	398 466	447 788	500 067	524 352	561 016	

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	7,6
February	14,7	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	7,2
April	10,7	12,9	14,8	14,3	12,9	4,1	5,7	12,0
May	10,9	9,7	15,5	15,5	8,9	6,9	5,8	2,9
June	14,0	8,0	15,4	14,3	12,8	3,6	9,2	5,2
July	14,1	7,8	16,4	12,1	11,4	6,5	9,3	
August	11,0	13,5	15,8	13,0	11,1	3,2	5,2	
September	14,5	10,0	19,8	8,7	10,4	4,0	6,9	
October	16,0	11,6	14,3	10,2	13,3	2,0	7,4	
November	13,6	11,6	17,6	8,7	10,3	0,8	9,0	
December	14,3	12,7	12,2	9,4	12,5	3,2	9,2	
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	25 293	27 150	30 829	35 101	39 002	43 199	45 295	48 880
February	24 801	27 314	31 601	35 631	39 225	43 578	45 381	48 629
March	25 000	27 162	31 350	36 344	40 323	43 922	45 576	49 034
April	24 535	27 482	31 892	36 969	41 374	42 967	45 546	50 191
May	25 594	28 429	32 274	37 477	40 510	43 564	46 443	48 395
June	26 016	28 285	32 784	36 853	42 594	43 639	47 141	49 738
July	26 364	28 544	33 405	37 875	41 591	43 982	47 905	
August	26 233	29 204	33 902	38 045	42 288	43 916	46 772	
September	26 684	29 391	34 637	38 231	42 410	43 821	47 139	
October	26 905	30 190	34 915	37 877	42 991	43 841	47 356	
November	27 244	30 065	35 512	38 800	42 876	43 889	47 579	
December	27 436	30 892	34 888	38 454	43 045	44 581	48 356	

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

Month	2004	2005	2006	2007	2008	2009	2010 ^{1/}	2011 ^{1/}
January	29 315	30 484	33 493	37 303	37 891	38 476	38 631	41 073
February	28 462	30 120	34 306	37 256	38 998	37 502	37 781	39 843
March	29 979	32 143	36 349	40 624	40 869	39 036	40 108	42 220
April	29 494	32 644	36 677	40 012	40 970	38 202	39 563	43 538
May	31 090	33 540	37 777	41 607	40 752	39 252	40 867	40 938
June	31 036	32 943	36 877	40 108	40 528	38 171	41 054	41 965
July	31 452	33 127	37 426	39 690	39 901	38 820	41 914	
August	30 439	33 738	37 835	40 299	39 757	38 019	39 751	
September	31 904	34 443	39 762	40 615	39 795	38 650	40 975	
October	33 179	36 461	39 928	41 329	41 680	39 938	42 518	
November	34 759	38 316	43 287	43 983	43 037	41 064	44 351	
December	45 675	50 489	54 612	55 815	55 888	54 778	59 309	
Total	386 784	418 448	468 329	498 641	500 066	481 908	506 822	

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

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	31 312	33 043	37 040	40 414	41 149	40 931	41 286	43 820
February	30 798	33 236	37 806	40 942	41 136	41 010	41 249	43 435
March	30 956	33 160	37 421	41 563	41 958	41 009	41 223	43 643
April	30 767	33 676	38 252	42 208	43 044	39 880	41 443	44 852
May	31 505	34 602	38 217	42 424	41 012	39 998	41 808	42 699
June	32 214	34 247	38 504	41 183	42 743	39 837	42 636	43 538
July	32 466	34 502	38 999	41 982	41 530	39 963	42 864	
August	32 491	35 258	39 748	41 947	41 541	39 832	42 401	
September	32 855	35 526	40 334	41 978	41 277	40 019	42 469	
October	33 047	36 378	40 583	41 274	41 657	39 766	42 804	
November	33 224	36 371	41 035	41 893	41 179	39 864	42 822	
December	33 516	36 883	40 320	41 279	41 181	40 540	43 426	

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	16 628	3 989	2 848	8 556	2 374	2 402	5 782	42 578
	February	16 692	3 868	2 791	7 574	2 248	2 650	5 753	41 574
	March	18 150	4 447	3 167	7 771	2 290	2 926	5 863	44 614
	April	16 791	4 233	3 125	9 322	2 433	2 631	5 289	43 824
	May	17 274	4 362	3 108	9 353	2 519	3 175	5 514	45 305
	June	18 586	4 150	3 058	8 434	2 546	3 039	5 628	45 441
	July	18 276	4 280	3 414	8 882	2 545	3 029	5 929	46 356
	August	17 493	4 205	3 131	8 100	2 500	3 037	5 532	43 999
	September	18 819	4 316	3 216	8 146	2 497	2 956	5 494	45 444
	October	18 030	4 470	3 433	9 273	2 655	3 187	6 088	47 135
	November	18 929	4 396	3 348	10 041	3 066	3 307	6 128	49 215
	December	25 308	6 374	3 807	15 150	4 305	3 294	7 293	65 531
Total	220 976	53 090	38 446	110 602	31 978	35 633	70 293	561 016	
2011	January	17 784	4 071	3 471	9 073	2 518	2 859	6 042	45 818
	February	17 912	3 947	3 240	7 983	2 295	3 204	6 005	44 587
	March	20 031	4 435	3 494	8 038	2 417	3 228	6 179	47 822
	April	18 669	4 786	3 647	10 838	2 596	2 960	5 606	49 103
	May	18 943	4 231	3 347	9 199	2 494	2 985	5 400	46 601
	June	20 072	4 268	3 435	8 760	2 591	3 050	5 624	47 800

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	4,9	3,2	15,8	11,8	1,1	-12,5	1,6	4,8
	February	6,1	4,1	16,2	8,2	2,9	-9,5	-3,2	4,2
	March	5,0	12,2	13,3	11,7	6,2	-4,3	-1,5	5,8
	April	6,1	2,8	17,5	8,4	14,1	-3,4	-1,7	5,7
	May	6,8	5,9	15,3	4,4	11,3	5,1	-0,9	5,8
	June	11,5	4,7	7,5	12,3	10,7	1,5	5,4	9,2
	July	12,1	6,2	19,0	9,5	8,1	-3,2	5,5	9,3
	August	5,7	2,2	9,1	5,2	13,8	8,5	-0,8	5,2
	September	7,6	6,8	15,0	8,3	10,6	1,8	-0,3	6,9
	October	7,2	4,5	21,4	8,0	11,4	2,0	3,3	7,4
	November	7,9	2,7	18,0	11,8	14,1	12,4	4,3	9,0
	December	9,5	7,5	31,7	5,1	13,6	8,2	7,2	9,2
Total	7,6	5,3	16,7	8,4	10,1	0,6	1,7	7,0	
2011	January	7,0	2,1	21,9	6,0	6,1	19,0	4,5	7,6
	February	7,3	2,0	16,1	5,4	2,1	20,9	4,4	7,2
	March	10,4	-0,3	10,3	3,4	5,5	10,3	5,4	7,2
	April	11,2	13,1	16,7	16,3	6,7	12,5	6,0	12,0
	May	9,7	-3,0	7,7	-1,6	-1,0	-6,0	-2,1	2,9
	June	8,0	2,8	12,3	3,9	1,8	0,4	-0,1	5,2

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 10 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	14 780	3 607	2 445	8 034	2 346	2 100	5 319	38 631
	February	14 890	3 504	2 396	7 125	2 237	2 312	5 317	37 781
	March	15 935	3 946	2 698	7 310	2 283	2 547	5 389	40 108
	April	14 742	3 749	2 653	8 761	2 445	2 284	4 929	39 563
	May	15 139	3 850	2 625	8 815	2 555	2 744	5 139	40 867
	June	16 361	3 676	2 563	7 964	2 593	2 627	5 270	41 054
	July	16 102	3 781	2 845	8 395	2 608	2 611	5 572	41 914
	August	15 385	3 702	2 611	7 663	2 575	2 611	5 204	39 751
	September	16 508	3 803	2 673	7 707	2 577	2 529	5 178	40 975
	October	15 788	3 931	2 856	8 756	2 743	2 722	5 722	42 518
	November	16 517	3 856	2 767	9 482	3 167	2 819	5 743	44 351
	December	22 122	5 577	3 151	14 333	4 470	2 808	6 848	59 309
	Total	194 269	46 982	32 283	104 345	32 599	30 714	65 630	506 822
2011	January	15 397	3 503	2 862	8 568	2 620	2 439	5 684	41 073
	February	15 481	3 391	2 660	7 524	2 413	2 720	5 654	39 843
	March	17 062	3 718	2 850	7 555	2 547	2 724	5 764	42 220
	April	15 902	3 995	2 980	10 177	2 756	2 494	5 234	43 538
	May	15 972	3 502	2 710	8 597	2 645	2 498	5 014	40 938
	June	16 910	3 527	2 800	8 195	2 753	2 548	5 232	41 965

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	-0,5	-1,9	5,4	8,6	2,3	-17,0	-1,5	0,4
	February	1,7	-0,1	6,5	6,1	6,0	-13,7	-5,0	0,7
	March	0,6	7,9	8,2	10,4	9,8	-8,8	-2,8	2,7
	April	2,3	-0,7	13,4	7,3	18,7	-7,5	-1,1	3,6
	May	3,5	2,5	11,3	4,0	17,3	0,6	0,3	4,1
	June	8,3	1,4	2,9	12,0	16,9	-2,5	6,9	7,6
	July	9,4	2,4	13,4	9,8	13,9	-6,6	7,9	8,0
	August	4,1	-1,7	4,9	5,8	20,9	5,2	1,6	4,6
	September	5,7	2,9	10,8	9,1	16,8	-1,6	2,0	6,0
	October	5,3	0,8	16,6	8,4	17,6	-1,2	5,2	6,5
	November	5,6	-0,9	13,2	12,4	19,6	9,1	6,1	8,0
	December	7,2	3,3	26,5	5,7	19,0	5,1	9,3	8,3
	Total	4,5	1,4	11,1	8,1	15,2	-3,3	2,4	5,2
2011	January	4,2	-2,9	17,1	6,6	11,7	16,1	6,9	6,3
	February	4,0	-3,2	11,0	5,6	7,9	17,6	6,3	5,5
	March	7,1	-5,8	5,6	3,4	11,6	6,9	7,0	5,3
	April	7,9	6,6	12,3	16,2	12,7	9,2	6,2	10,0
	May	5,5	-9,0	3,2	-2,5	3,5	-9,0	-2,4	0,2
	June	3,4	-4,1	9,2	2,9	6,2	-3,0	-0,7	2,2

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 10 for more detailed specifications.

Table 11 – Quarterly and cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	April to June 2010 (R million)	April to June 2011 (R million)	% change between April to June 2010 and April to June 2011	January to June 2010 (R million)	January to June 2011 (R million)	% change between January to June 2010 and January to June 2011
At current prices	134 570	143 504	6,6	263 336	281 731	7,0
At constant 2008 prices	121 484	126 441	4,1	238 004	249 577	4,9

Table 12 – Monthly and quarterly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	May 2011 (R million)	June 2011 (R million)	% change between May and June 2011	January to March 2011 (R million)	April to June 2011 (R million)	% change between January to March 2011 and April to June 2011
At current prices	48 395	49 738	2,8	146 543	148 324	1,2
At constant 2008 prices	42 699	43 538	2,0	130 898	131 089	0,1

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 2010 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>As is usual, information for the latest month had to be estimated for respondents who have not reported by the cut-off date for production of results. These estimates will be revised in future statistical releases when their reported information becomes available. Published retail trade sales estimates include value added tax (VAT).</p>
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 2011 was 82,0%. The improved response rate for the survey on retail trade sales for May 2011 was 88,7%.</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 31 000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up non-respondents.
- 9** The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2010) at the SIC four-digit level from a population then of about 31 000 retail enterprises. The retail sampling frame is divided into four size groups. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups three and four to reflect the total value of sales.
- 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; 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** **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 2011) will be 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.

Technical note

Neyman optimal allocation

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

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

N_h and S_h are the stratum population size and the stratum variance respectively. Neyman allocation formula not only allocates sample sizes to each stratum but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 4,8%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	6 000 000
Small	3	6 000 001	28 500 000
Medium	2	28 500 001	58 500 000
Large	1	58 500 001	

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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