# Retail trade sales <br> Statistical release <br> P6242. 1 

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between\end{array}\right]\)| March 2000 |
| :---: |

## Key findings for the quarter ended March 2000

## Real retail trade sales increase

Seasonally adjusted real retail trade sales (at constant 1995 prices) for the first quarter of 2000 reflected an increase of 0,7\% compared with the fourth quarter of 1999. Furthermore, real retail trade sales for the first quarter of 2000 increased by 4,4\% compared with the first quarter of 1999.

Thirteen of the nineteen merchandise categories reflected increases in seasonally adjusted real retail trade sales (at constant 1995 prices) for the first quarter of 2000 compared with the fourth quarter of 1999. The largest percentage real increase was reported for household furniture ( $+11,6 \%$ ), followed by audio appliances $(+10,4 \%)$ and men's and boys' clothing and accessories $(+8,8 \%)$. However, perishable and processed food products, which contributed $27,9 \%$ to total real retail trade sales of the first quarter of 2000, reflected a real decrease of $0,3 \%$ for the above-mentioned period.

Cash sales comprised $75,6 \%$ of total sales for March 2000. This is 1,0 percentage point lower than the $76,6 \%$ for March 1999. Hire purchases, as a percentage of total sales, increased by 1,1 percentage points, while other credit sales, as a percentage of total sales, decreased by 0,1 of a percentage point during this period.

## Notes

Forthcoming issues

## Purpose of the survey

Re-engineered retail trade sales survey

## Issue

April 2000

Expected release date
5 July 2000

The Retail Trade Sales Survey is a monthly survey covering a sample of private enterprises (firms) operating in the retail trade industry in South Africa. The survey collects information on the total sales of all retail trade establishments (branches) from each enterprise in the sample. The results of the survey are used to compile estimates of the Gross Domestic Product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used by the private sector in the analysis of comparative business and industry performance.

After many consultations with and inputs received from users, Stats SA has redesigned the retail trade sales survey questionnaire. The survey is conducted on an enterprise basis and previously enterprises were requested to submit their total sales, distributed according to type of merchandise and according to selected area. The information in the former table 4 therefore represented imputations based on the assumption that the merchandise distribution of an enterprise's sales was the same for each selected area in which it traded. Unfortunately respondents had many problems in furnishing Stats SA with selected area information. Stats SA conducted several observational studies where respondents were watched while completing questionnaires in order to determine problems experienced by them. Consultations with many users regarding their needs and problems experienced by respondents revealed that users do not need area information. Therefore, Stats SA no longer collects retail trade sales information according to selected area, but only according to province. Retail trade cales information hy nrovince is nuhliched in tahle 2 of thic statictical
release.

## New sample

According to international best practices and in order to train the respondents in using the new questionnaire, validate the information received and avoid a break in the time series published in this statistical release, Stats SA decided to introduce the new questionnaire as the first step in the re-engineering process. Stats SA will in due course, as the second step, introduce the new sample.

Currently Stats SA is busy re-engineering the register of businesses which serves as the sampling frame, in collaboration with the South African Revenue Service and the Departments of Trade and Industry and Labour. The process will take some time, since there are hundreds of thousands of businesses, many of them in any period changing ownership, closing, or being registered.

## Explanatory notes

Introduction 1 Statistics South Africa (Stats SA) conducts a monthly sample survey of the retail trade industry covering private retail trade enterprises (firms).

2 The statistical release contains information regarding -

- actual and seasonally adjusted values of retail trade sales according to type of business at current prices as well as at constant 1995 prices;
- actual and seasonally adjusted values of retail trade sales according to type of merchandise at current prices as well as at constant 1995 prices;
- actual values of retail trade sales at current prices according to province; and
- actual and seasonally adjusted values of cash sales, instalment sale transactions and other credit sales at current prices.

Scope of the survey 3 The survey of retail trade sales covers a sample of retail trade enterprises. The survey collects information on the total sales of all retail trade establishments (branches) from each enterprise in the sample. This survey includes -

- butchers;
- general dealers;
- bottle stores;
- dealers in clothing, footwear and textiles;
- dealers in furniture and household requisites;
- bookstores and stationers;
- jewellers;
- chemists; and
- dealers in miscellaneous goods.

Classification $4 \quad$| The 1993 edition of the Standard Industrial Classification of all |
| :--- |
| Economic Activities (SIC), Fifth edition, Report No. 09-90-02, was |
| used to classify the statistical units in the survey. The SIC is based on |
| the 1990 International Standard Industrial Classification of all |
| Economic Activities (ISIC) with suitable adaptations for local |
| conditions. Statistics in table 1 of this publication are presented at SIC |
| subgroup level (5 digit level). Each statistical unit is classified to the |
| type of business which reflects the predominant activity of the |
| enterprise. |

## Statistical unit

Survey methodology and design

5 The statistical unit for this survey is an enterprise. An enterprise is a legal entity consisting of one or more establishments, including the head office, but excluding holding or subsidiary companies. Data are only collected for those establishments of the enterprise that are predominately engaged in the retail trade industry.

All statistical units are stratified by type of business according to SIC and measure of size, where measure of size is the turnover of the enterprise. All large enterprises (size category one cases) are completely enumerated. For medium size enterprises (size category two) and small enterprises (size category three), samples are drawn by systematically selecting enterprises with equal probability. The results of the sample survey are raised to represent total retail trade sales in South Africa.

7 The survey is collected by mail each month from a sample of approximately 1600 retail trade enterprises. Questionnaires have to be returned to Stats SA within 10 days after the end of the month concerned. Fax and telephone reminders are used to follow up nonrespondents.
Seasonal
adjustment

Trend 10 The trend is a long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted data.

Reliability of estimates

8
Seasonally adjusted estimates of retail trade sales are generated each month, using the X-11 Seasonal Adjustment Program developed by US Bureau of the Census Economic Research and Analyses Division, 1968.

## 9

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.

11 Data presented in this publication are based on information obtained from a sample of enterprises 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 retail trade enterprises in South Africa.

12 Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling error. Every effort is made to reduce non-sampling error to a minimum by careful designing of the questionnaire, pilot studies, editing of data and efficient operating procedures.

Constant price estimates of retail trade sales

13 The value of retail trade sales at constant prices measures the retail trade sales in terms of ruling prices in a specific base year. The current base year for retail trade sales is $1995=100$.

## Related publications

14 Users may also wish to refer to the following publications which are available from Stats SA:

- Bulletin of Statistics.
- SA Statistics.
Unpublished
statistics

Symbols and abbreviations

## Rounding-off of figures

## Pre-release policy

18
Stats SA has adopted the confidential pre-release policy in respect of selected economic indicators and specific government departments. The policy accords with practice among leading statistical agencies. The statistical integrity of the data and strict observance of the release time has been assured by the following procedure:

In respect of this statistical release, an official representative from the Office of the President, the Department of Trade and Industry, the Department of Finance and the South African Reserve Bank will receive a copy of the release on a strictly confidential basis two hours in advance of the public issue.

Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za

## Glossary

## Enterprise (firm)

Establishment (branch) An establishment (branch) is defined as the smallest economic unit which operates as a separate entity for which comprehensive financial

## Reference month

An enterprise (firm) is a legal entity consisting of one or more establishments (branches) including the head office, but excluding holding or subsidiary companies.
records are kept.

Reference month for the survey refers to one calendar month. The reference month for this survey is March 2000.

## Retail trade

Retail trade is the resale (sale without transformation) of new and used goods and products to individuals/the general public for household use.

Retailer
A retailer is an enterprise deriving more than $50 \%$ of its turnover from sales of goods to individuals/the general public for household use.

## For more information

Stats SA publishes approximately 300 different 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 socialscientific communities, Stats SA releases are published in English only.

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## Electronic services

A large range of data are available via on-line services, diskette, CD and computer printouts. For more details about our electronic data services, contact (012) 3108600.

You can visit us on the Internet at:http://www.statssa.gov.za

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table 1 - Retail trade sales according to type of business 1.1 - AT CURRENT PRICES (R MILLION)

1.2 - AT CONSTANT 1995 PRICES (R MILLION)

| TYPE OF BUSINESS | ACtUAL VALUES |  |  |  |  |  |  |  |  |  | SEASONALLY ADJUSTED VALUES |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | MARCH$2000$ |  | FEB.2000* |  | MARCH$1999$ |  | JAN. - MARCH |  |  |  | MARCH$2000$ |  | FEB.$2000$ |  | JAN.$2000$ |  | DEC. <br> 1999 |  | MARCH$1999$ |  |
|  |  |  |  | 2000 |  |  |  | 1999 |  |  |  |  |  |  |  |  |  |  |
| TOTAL RSA | 10 | 315,7 |  |  | 9 | 626,9 |  | 963,8 | 29 | 879,4 | 28 | 617,3 | 10 | 963,4 | 11 | 088,1 | 10 | 969,2 | 10 | 953,6 | 10 | 582,6 |
| BUTCHERS |  | 465,9 |  | 417,1 |  | 479,0 |  | 334,1 |  | 295,5 |  | 465,0 |  | 469,6 |  | 473,0 |  | 477,5 |  | 478,2 |
| GENERAL DEALERS 1/ |  | 860,9 | 4 | 537,0 |  | 883,9 | 14 | 079,9 | 13 | 773,3 | 4 | 824,8 |  | 023, 7 | 4 | 929,3 | 4 | 868,5 |  | 846,6 |
| BOTTLE STORES |  | 341,6 |  | 275,9 |  | 363,0 |  | 862,5 |  | 955,5 |  | 321,1 |  | 304,5 |  | 312,2 |  | 317, 8 |  | 343,8 |
| DEALERS IN CLOTHING, FOOTWEAR And textiles |  | 210,3 | 2 | 137,9 |  | 957,0 |  | 728,2 |  | 085, 7 |  | 768,4 |  | 739,0 | 2 | 696,1 | 2 | 689,6 |  | 437,9 |
| DEALERS IN FURNITURE AND |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| HOUSEHOLD REQUISITES |  | 155,7 | 1 | 033,2 |  | 993,4 | 3 | 141, 4 | 2 | 749,5 | 1 | 391, 7 |  | 337,5 | 1 | 300,4 | 1 | 274,5 |  | 201,6 |
| BOOKSTORES AND STATIONERS |  | 153,2 |  | 176,6 |  | 163,0 |  | 524,7 |  | 521,7 |  | 137,1 |  | 141,8 |  | 151,5 |  | 150,5 |  | 145,9 |
| JEWELLERS |  | 72,6 |  | 84,5 |  | 78,1 |  | 242,9 |  | 268,5 |  | 97,9 |  | 92,3 |  | 94,4 |  | 102,8 |  | 104,8 |
| CHEMISTS |  | 439,2 |  | 430, 8 |  | 428,1 |  | 270,7 |  | 212,5 |  | 451, 5 |  | 448,4 |  | 427,8 |  | 422,3 |  | 441,1 |
| DEALERS IN MISCELLANEOUS GOODS |  | 616,3 |  | 534,0 |  | 618,3 |  | 695,1 |  | 755,1 |  | 626,1 |  | 587,3 |  | 603,1 |  | 611,7 |  | 630,0 |

1/ General dealers include grocers and other dealers in foodstuffs and general department stores
Revised
table 2 - retail trade sales according to type of merchandise 2.1 - AT CURRENT PRICES (R MILLION)


1/ Include cigarettes and manufactured tobacco

* Revised
table 2 - Retail trade sales according to type of merchandise 2.2 - AT CONSTANT 1995 PRICES (R MILLION)


1/ Include cigarettes and manufactured tobacco
table 3 - retail trade sales at current prices according to province (R million)

| PROVINCE | ACtUAL VALUES |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | MARCH$2000$ | FEB.2000* | MARCH$1999$ | JAN. - MARCH |  |
|  |  |  |  | 2000 | 1999 |
| TOTAL RSA | 13 466,4 | 12 480,1 | 12 436,2 | 38 754,1 | 35 574,9 |
| WESTERN CAPE | 2 647,1 | 2 445,6 | 2 418,7 | 7548,8 | 6 936,4 |
| EASTERN CAPE | 1 174,6 | 1 111,4 | 1019,7 | 3 516,1 | 2 935,4 |
| NORTHERN CAPE | 390,4 | 346,4 | 337, 7 | 1 120,7 | 957,2 |
| FREE STATE | 743,7 | 618,2 | 643,0 | 2 029,0 | 1 798,6 |
| KWAZULU-NATAL | 2 193,9 | 2 039,4 | 2 059,8 | 6 321,6 | 5 905,6 |
| NORTH WEST | 612,3 | 543,4 | 571,6 | 1 766,0 | 1 662,8 |
| GAUTENG | 4 656,2 | 4 223,8 | 4 370,0 | 13 198,4 | 12 441,7 |
| MPUMALANGA | 638, 6 | 605,4 | 610,3 | 1873,7 | 1 727,3 |
| NORTHERN PROVINCE | 409,5 | 546,6 | 405,5 | 1379,8 | 1209,9 |


| TYPE OF SALES | ACtUAL VALUES |  |  |  |  | SEASONALLY ADJUSted values |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | MARCH | FEB.$2000 \text { * }$ | MARCH$1999$ | $\begin{gathered} \text { JAN. } \\ 2000 \end{gathered}$ | MARCH$1999$ | MARCH2000 | FEB.2000 |  | JAN.2000 |  | $\begin{aligned} & \text { DEC. } \\ & 1999 \end{aligned}$ |  | MARCH$1999$ |  |
|  | 2000 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| TOTAL RSA | 13 466,4 | 12 480,1 | 12 436,2 | 38754,1 | 35 574,9 | 14241,6 | 14 | 329,2 | 14 | 062,7 |  | 817,1 |  | 144,2 |
| CASH SALES (INCLUDING INSTALMENT SALE TRANSACTIONS FINANCED BY FINANCIAL INSTITUTIONS) | 10 184,5 | 9352,4 | 9 523,5 | 29241,3 | 27 180,8 | 10 453,5 | 10 | 497, 4 | 10 | 344,8 |  | 184,2 |  | 770,9 |
| INSTALMENT SALE TRANSACTIONS (HIRE PURCHASE, FINANCED BY OWN BUSINESS) | 1 062,9 | 1052,9 | 850,5 | 3120,0 | 2356,7 | 1408,8 |  | 367, 8 | 1 | 340,0 |  | 165,5 |  | 124,0 |
| OTHER CREDIT SALES | 2 219,0 | 2074,9 | 2062,2 | 6392,8 | 6 037,4 | 2448,8 | 2 | 469,1 | 2 | 482,8 | 2 | 386,6 |  | 271,9 |

