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Summary of findings: Retail trade sales

Table A – Key figures as at the end of March 2008

| Retail trade sales estimates | March 2008 (R million) | % change between March 2007 and March 2008 | % change between January to March 2007 and January to March 2008 |
|------------------------------|---------------------------|---|---|
| At current prices | 39 338 | 10,7 | 12,1 |
| At constant 2000 prices | 24 663 | -1,7 | 0,6 |

Key findings as at the end of March 2008

Retail trade sales decrease in real terms

As indicated in table A, retail trade sales at constant (2000) prices for March 2008 showed a decrease of 1,7% compared with March 2007, the first annual negative growth rate reported for 2008. However, retail trade sales at constant (2000) prices, for the first quarter of 2008, showed an increase of 0,6% compared with the first quarter of 2007. This is substantially lower than the 9,5% increase between the first quarter of 2007 compared with the first quarter of 2006.

Retail trade sales at current prices, for the first quarter of 2008, increased by 12,1% compared with the first quarter of 2007. This is lower than the 15,2% increase for the corresponding period of 2007. Furthermore, retail trade sales at current prices, for March 2008, increased by 10,7 compared with March 2007.

As indicated in table B below, the major contributors to the 12,1% increase in retail trade sales at current prices for the first quarter of 2008 compared with the first quarter of 2007 were general dealers (+6,2 percentage points), retailers in textiles, clothing, footwear and leather goods (+2,4 percentage points) and all other retailers (+1,8 percentage points). Retailers in household furniture, appliances and equipment continued to contribute negatively (-0,6 of a percentage point) to the change in retail trade sales, a trend that started with the introduction of the new National Credit Act (Act No. 34 of 2005) in June 2007.

Table B – Contribution of the types of retailer to the percentage change in retail trade sales at current prices

| Type of retailer | January to March 2007 (R million) | Weight 1/ | January to March 2008 (R million) | Difference between January to March 2007 and January to March 2008 (R million) | Percentage change between January to March 2007 and January to March 2008 | Contribution (percentage points) to the percentage change in total sales 2/ |
|--|-----------------------------------|--------------|-----------------------------------|--|---|---|
| General dealers | 37 943 | 37,7 | 44 222 | 6 279 | 16,5 | 6,2 |
| Retail trade in specialised food, beverages and tobacco stores | 11 022 | 11,0 | 11 859 | 837 | 7,6 | 0,8 |
| Retailers in pharmaceutical and medical goods, cosmetics and toiletries | 4 476 | 4,5 | 5 264 | 788 | 17,6 | 0,8 |
| Retailers in textiles, clothing, footwear and leather goods | 17 173 | 17,1 | 19 586 | 2 413 | 14,1 | 2,4 |
| Retailers in household furniture, appliances and equipment | 6 887 | 6,8 | 6 330 | -557 | -8,1 | -0,6 |
| Retailers in hardware, paint and glass | 7 456 | 7,4 | 8 088 | 632 | 8,5 | 0,6 |
| All other retailers | 15 599 | 15,5 | 17 384 | 1 785 | 11,4 | 1,8 |
| Total 3/ | 100 557 | 100,0 | 112 736 | 12 179 | 12,1 | 12,1 |

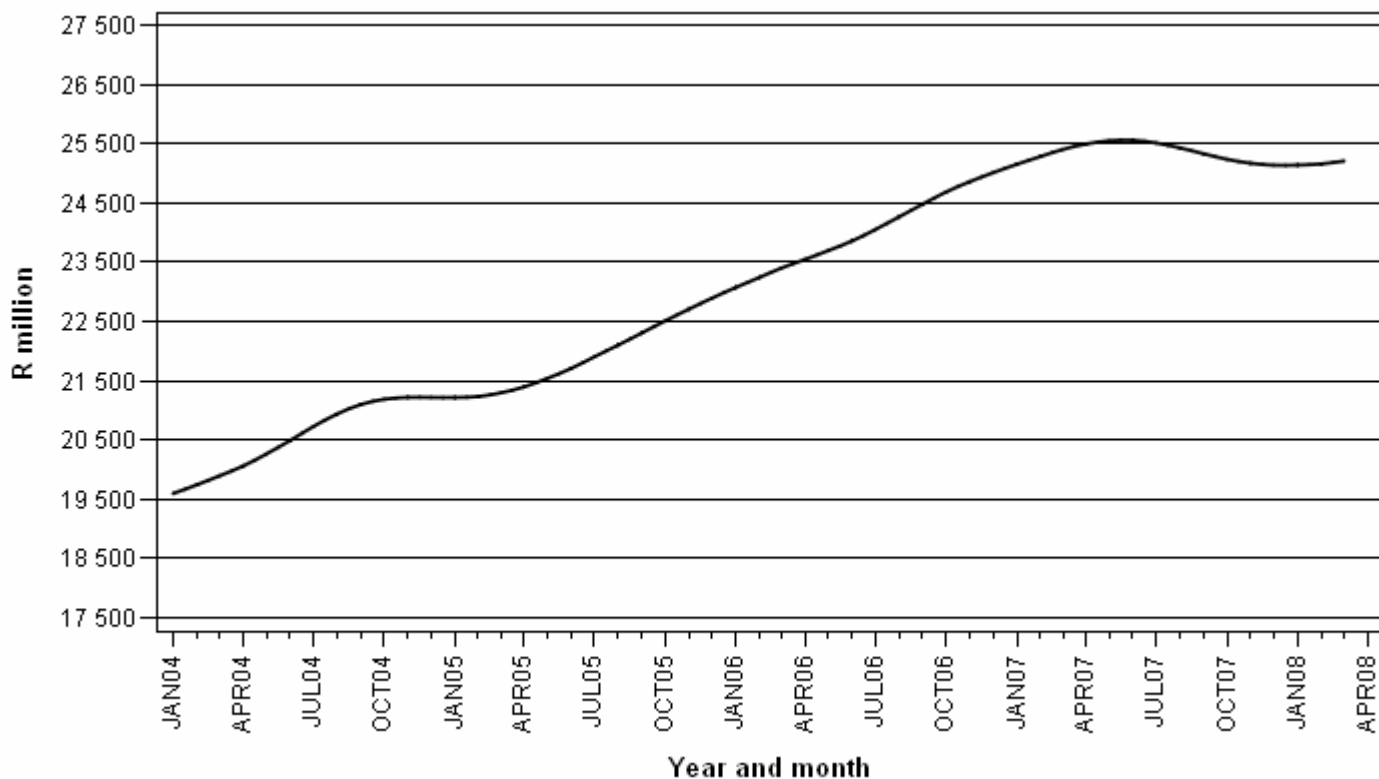
1/ Weight is the percentage contribution of each type of retailer to the total retail trade sales for the three months up to the current month of the previous year.

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

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

Figure 1 below shows the trend in retail trade sales at constant (2000) prices between January 2004 and March 2008. Up to June 2007 the series shows an upward trend, with the exception of October 2004 to March 2005. After June 2007 the trend cycle started to decline.

Figure 1 – Trend cycle of retail trade sales (at constant 2000 prices)



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Detailed results

Tables 1 and 2 show retail trade sales at current prices and percentage changes over the period January 2001 – March 2008.

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

| Month | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 1/ | 2008 1/ |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------|
| January | 16 472 | 18 338 | 20 884 | 23 628 | 25 027 | 28 033 | 32 526 | 36 139 |
| February | 15 933 | 17 867 | 20 017 | 22 969 | 24 759 | 28 712 | 32 486 | 37 259 |
| March | 17 697 | 19 946 | 22 186 | 24 253 | 26 454 | 30 533 | 35 545 | 39 338 |
| April | 17 563 | 19 368 | 21 504 | 23 802 | 26 866 | 30 844 | 35 250 | |
| May | 17 890 | 20 372 | 22 646 | 25 121 | 27 569 | 31 845 | 36 779 | |
| June | 17 826 | 20 144 | 21 950 | 25 015 | 27 012 | 31 160 | 35 614 | |
| July | 18 162 | 20 106 | 22 277 | 25 412 | 27 395 | 31 886 | 35 759 | |
| August | 17 923 | 20 440 | 22 129 | 24 563 | 27 867 | 32 272 | 36 469 | |
| September | 17 778 | 20 398 | 22 591 | 25 874 | 28 449 | 34 075 | 37 040 | |
| October | 18 859 | 21 311 | 23 283 | 27 007 | 30 153 | 34 457 | 37 980 | |
| November | 19 877 | 22 753 | 25 079 | 28 501 | 31 801 | 37 399 | 40 638 | |
| December | 26 094 | 29 394 | 32 695 | 37 361 | 42 107 | 47 237 | 51 683 | |
| Total | 222 074 | 250 437 | 277 241 | 313 506 | 345 459 | 398 453 | 447 769 | |

1/ Preliminary.

Table 2 – Percentage change in total retail trade sales at current prices 1/

| Month | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|--------------|------|-------------|-------------|-------------|-------------|-------------|-------------|------|
| January | - | 11,3 | 13,9 | 13,1 | 5,9 | 12,0 | 16,0 | 11,1 |
| February | - | 12,1 | 12,0 | 14,7 | 7,8 | 16,0 | 13,1 | 14,7 |
| March | - | 12,7 | 11,2 | 9,3 | 9,1 | 15,4 | 16,4 | 10,7 |
| April | - | 10,3 | 11,0 | 10,7 | 12,9 | 14,8 | 14,3 | |
| May | - | 13,9 | 11,2 | 10,9 | 9,7 | 15,5 | 15,5 | |
| June | - | 13,0 | 9,0 | 14,0 | 8,0 | 15,4 | 14,3 | |
| July | - | 10,7 | 10,8 | 14,1 | 7,8 | 16,4 | 12,1 | |
| August | - | 14,0 | 8,3 | 11,0 | 13,5 | 15,8 | 13,0 | |
| September | - | 14,7 | 10,8 | 14,5 | 10,0 | 19,8 | 8,7 | |
| October | - | 13,0 | 9,3 | 16,0 | 11,6 | 14,3 | 10,2 | |
| November | - | 14,5 | 10,2 | 13,6 | 11,6 | 17,6 | 8,7 | |
| December | - | 12,6 | 11,2 | 14,3 | 12,7 | 12,2 | 9,4 | |
| Total | - | 12,8 | 10,7 | 13,1 | 10,2 | 15,3 | 12,4 | |

1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Tables 3 and 4 show retail trade sales at constant (2000) prices and percentage changes over the period January 2001 – March 2008.

Table 3 – Total retail trade sales at constant 2000 prices (R million)

| Month | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 1/ | 2008 1/ |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------|
| January | 16 039 | 16 656 | 17 132 | 18 948 | 19 644 | 20 999 | 23 068 | 23 226 |
| February | 15 484 | 16 155 | 16 448 | 18 302 | 19 403 | 21 411 | 23 122 | 23 792 |
| March | 17 065 | 17 746 | 18 081 | 19 248 | 20 523 | 22 701 | 25 085 | 24 663 |
| April | 16 806 | 17 004 | 17 454 | 18 830 | 20 682 | 22 797 | 24 428 | |
| May | 17 022 | 17 699 | 18 486 | 19 859 | 21 141 | 23 295 | 25 243 | |
| June | 16 849 | 17 336 | 18 051 | 19 666 | 20 811 | 22 613 | 24 211 | |
| July | 17 069 | 17 199 | 18 111 | 19 993 | 20 849 | 22 857 | 24 048 | |
| August | 16 876 | 17 352 | 17 890 | 19 418 | 21 096 | 22 953 | 24 476 | |
| September | 16 693 | 17 070 | 18 233 | 20 373 | 21 390 | 24 270 | 24 693 | |
| October | 17 608 | 17 612 | 18 837 | 21 132 | 22 620 | 24 594 | 25 086 | |
| November | 18 421 | 18 727 | 20 225 | 22 145 | 23 893 | 26 752 | 26 700 | |
| December | 24 028 | 24 193 | 26 367 | 29 188 | 31 659 | 33 789 | 33 626 | |
| Total | 209 960 | 214 749 | 225 315 | 247 102 | 263 711 | 289 031 | 303 786 | |

1/ Preliminary.

Table 4 – Percentage change in total retail trade sales at constant 2000 prices 1/

| Month | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|--------------|------|------------|------------|------------|------------|------------|------------|------|
| January | - | 3,8 | 2,9 | 10,6 | 3,7 | 6,9 | 9,9 | 0,7 |
| February | - | 4,3 | 1,8 | 11,3 | 6,0 | 10,3 | 8,0 | 2,9 |
| March | - | 4,0 | 1,9 | 6,5 | 6,6 | 10,6 | 10,5 | -1,7 |
| April | - | 1,2 | 2,6 | 7,9 | 9,8 | 10,2 | 7,2 | |
| May | - | 4,0 | 4,4 | 7,4 | 6,5 | 10,2 | 8,4 | |
| June | - | 2,9 | 4,1 | 8,9 | 5,8 | 8,7 | 7,1 | |
| July | - | 0,8 | 5,3 | 10,4 | 4,3 | 9,6 | 5,2 | |
| August | - | 2,8 | 3,1 | 8,5 | 8,6 | 8,8 | 6,6 | |
| September | - | 2,3 | 6,8 | 11,7 | 5,0 | 13,5 | 1,7 | |
| October | - | -0,0 | 7,0 | 12,2 | 7,0 | 8,7 | 2,0 | |
| November | - | 1,7 | 8,0 | 9,5 | 7,9 | 12,0 | -0,2 | |
| December | - | 0,7 | 9,0 | 10,7 | 8,5 | 6,7 | -0,5 | |
| Total | - | 2,3 | 4,9 | 9,7 | 6,7 | 9,6 | 5,1 | |

1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Outlined below in table 5 are retail trade sales according to type of retailer for January 2007 to March 2008.

Table 5 – Total retail trade sales according to type of dealer 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/ | |
|-------------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--------|
| 2006 | January | 10 575 | 3 127 | 1 244 | 5 168 | 1 915 | 1 819 | 4 187 | 28 033 |
| | February | 10 838 | 3 191 | 1 258 | 4 855 | 1 949 | 2 096 | 4 525 | 28 712 |
| | March | 11 569 | 3 458 | 1 277 | 5 262 | 2 064 | 2 208 | 4 694 | 30 533 |
| | April | 11 352 | 3 416 | 1 268 | 6 412 | 2 076 | 2 068 | 4 252 | 30 844 |
| | May | 11 560 | 3 352 | 1 418 | 6 586 | 2 217 | 2 326 | 4 386 | 31 845 |
| | June | 11 883 | 3 485 | 1 479 | 5 413 | 2 304 | 2 390 | 4 206 | 31 160 |
| | July | 11 639 | 3 582 | 1 296 | 6 094 | 2 367 | 2 437 | 4 471 | 31 886 |
| | August | 12 100 | 3 618 | 1 412 | 5 448 | 2 496 | 2 478 | 4 721 | 32 272 |
| | September | 12 885 | 4 022 | 1 438 | 5 800 | 2 442 | 2 588 | 4 900 | 34 075 |
| | October | 12 365 | 3 772 | 1 461 | 6 194 | 2 657 | 2 707 | 5 300 | 34 457 |
| | November | 13 115 | 3 934 | 1 459 | 6 935 | 3 270 | 2 936 | 5 752 | 37 399 |
| | December | 17 079 | 5 116 | 1 379 | 10 746 | 4 338 | 2 375 | 6 205 | 47 237 |
| Total | 146 960 | 44 073 | 16 389 | 74 913 | 30 095 | 28 428 | 57 599 | 398 453 | |
| 2007 | January | 12 009 | 3 564 | 1 447 | 5 880 | 2 371 | 2 237 | 5 018 | 32 526 |
| | February | 12 257 | 3 485 | 1 463 | 5 446 | 2 158 | 2 545 | 5 132 | 32 486 |
| | March | 13 677 | 3 973 | 1 566 | 5 847 | 2 358 | 2 674 | 5 449 | 35 545 |
| | April | 13 208 | 3 975 | 1 453 | 6 913 | 2 311 | 2 358 | 5 031 | 35 250 |
| | May | 13 749 | 3 896 | 1 611 | 6 965 | 2 506 | 2 680 | 5 374 | 36 779 |
| | June | 14 100 | 3 864 | 1 542 | 6 239 | 2 026 | 2 668 | 5 175 | 35 614 |
| | July | 13 470 | 3 903 | 1 574 | 6 373 | 2 229 | 2 723 | 5 488 | 35 759 |
| | August | 14 011 | 3 981 | 1 615 | 6 172 | 2 302 | 2 853 | 5 536 | 36 469 |
| | September | 14 537 | 3 983 | 1 497 | 6 507 | 2 218 | 2 831 | 5 468 | 37 040 |
| | October | 13 916 | 4 034 | 1 660 | 6 812 | 2 480 | 3 017 | 6 061 | 37 980 |
| | November | 14 930 | 4 086 | 1 719 | 7 610 | 2 846 | 3 153 | 6 293 | 40 638 |
| | December | 19 669 | 5 627 | 1 650 | 11 973 | 3 679 | 2 398 | 6 688 | 51 683 |
| Total | 169 533 | 48 371 | 18 797 | 82 737 | 29 484 | 32 137 | 66 713 | 447 769 | |
| 2008 | January | 13 973 | 3 668 | 1 684 | 6 579 | 2 225 | 2 356 | 5 653 | 36 139 |
| | February | 14 314 | 3 877 | 1 800 | 6 327 | 2 027 | 2 891 | 6 022 | 37 259 |
| | March | 15 935 | 4 314 | 1 780 | 6 680 | 2 078 | 2 841 | 5 709 | 39 338 |

1/ Preliminary.

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

Description of type of retailer included in indicated group types in table 5 1/

| Group type | Type of dealer included in group type |
|------------|---|
| Type A | General dealers |
| Type B | Retail trade in specialised food, beverages and tobacco 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 9.

Outlined below in table 6 are values and percentage changes in retail trade sales at current and at constant (2000) prices.

Table 6 – Quarterly estimates and percentage changes in total retail trade sales

| Retail trade sales estimates | January to March 2007 (R million) | January to March 2008 (R million) | % change between January to March 2007 and January to March 2008 |
|-------------------------------------|--|--|---|
| At current prices | 100 557 | 112 736 | 12,1 |
| At constant 2000 prices | 71 275 | 71 681 | 0,6 |

Explanatory notes

- Introduction**
- 1 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 the 2007 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT).
 - 2 As is usual, information for the latest month has 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).
- Purpose of the survey**
- 3 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.
- Scope of the survey**
- 4 This survey covers retail enterprises according to the following types of retailer:
 - General dealers
 - Retail trade in non-specialised stores with food, beverages and tobacco predominating; and
 - other retail trade in non-specialised stores.
 - Retail trade in specialised food, beverages and tobacco stores
 - 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
 - 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
 - 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.
- Classification**
- 5 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 this publication are presented at SIC group (four digit) level. Each enterprise is classified to the industry, which reflects its predominant activity.
- Response rate**
- 6 The preliminary response rate for the survey on retail trade sales for March 2008 was 78,8%.
- Statistical unit**
- 7 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.

| | | |
|--------------------------------------|-----------|--|
| 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 34 000 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 2 500 enterprises (which was drawn in April 2007 at the SIC four-digit level from a population then of about 34 000 retail enterprises. The retail industry 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 division 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 . |
| Constant prices | 11 | The sales at constant prices are calculated using the price index for commodities for the metropolitan areas from the Consumer Price Index (CPI) to deflate sales at current prices. From January 2005 onwards, only the total sales will be deflated and not the type of retailer. |
| Seasonal adjustment | 12 | Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates. |
| Trend cycle | 13 | The trend is the long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle. |
| Reliability of estimates | 14 | 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. |
| | 15 | 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 | 16 | 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 | 17 | Users may also wish to refer to the following publications available from Stats SA - <ul style="list-style-type: none"> • <i>Bulletin of Statistics</i> issued quarterly. • <i>SA Statistics</i> issued annually. |
| Rounding of figures | 18 | Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals. |
| Pre-release policy | 19 | Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za . |

Symbols and abbreviations

| | | |
|-----------|----------|---|
| 20 | BSF | Business sampling frame |
| | GDP | Gross Domestic Product |
| | ISIC | International Standard Industrial Classification |
| | SIC | Standard Industrial Classification of all Economic Activities |
| | SARS | South African Revenue Service |
| | Stats SA | Statistics South Africa |
| | VAT | Value-added tax |
| | - | Figures not available |
| | * | Revised figures |

Technical note

Neyman optimal allocation

Before drawing in each of the surveys the population of enterprises on the business sampling frame (BSF) was stratified. 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.

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

where 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 surveys did not exceed 6,4%.

Class limits

| Enterprise size | Size group | Lower limits | Upper limits |
|-----------------|------------|--------------|--------------|
| Very small | 4 | 0 | 4 000 000 |
| Small | 3 | 4 000 001 | 19 000 000 |
| Medium | 2 | 19 000 001 | 39 000 000 |
| Large | 1 | 39 000 001 | |

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 *System of National Accounts (SNA)* in the same way as in the *Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)*.

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.

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