

Statistical release

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Retail trade sales (Preliminary)

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Summary of findings: Retail trade sales

Table A – Key figures for March 2011

Retail trade sales estimates	March 2011 (R million)	% change between March 2010 and March 2011	% change between January to March 2010 and January to March 2011
At current prices	47 759	7,0	7,3
At constant 2008 prices	42 157	5,1	5,6

Seasonally adjusted estimates	March 2011 (R million)	% change between February and March 2011	% change between October to December 2010 and January to March 2011
At current prices	49 051	0,6	2,4
At constant 2008 prices	43 627	0,3	1,7

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 0,3% in March 2011 compared with February 2011. This followed month-on-month changes of -1,2% in February 2011 and 1,3% in January 2011.

In real terms, retail trade sales for the first quarter of 2011 reflected an increase of 5,6% compared with the first quarter of 2010. The largest contributor to the increase of 5,6% was ‘general dealers’ (5,4% and contributing 2,1 percentage points), followed by ‘retailers in textiles, clothing, footwear and leather goods’ (5,1% and contributing 1,0 percentage point) and ‘all other retailers’ (6,2% and contributing 0,9 of a percentage point) – see Table C on page 3.

Retail trade sales in real terms increased by 5,1% year-on-year in March 2011. The highest annual growth rate was recorded for ‘retailers in household furniture, appliances and equipment’ (11,8%), followed by ‘general dealers’ (8,0%), ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (5,6%) and ‘all other retailers’ (5,5%) – 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	January to March 2010 (R million)	Weight 1/	January to March 2011 (R million)	Difference between January to March 2010 and January to March 2011 (R million)	Percentage change between January to March 2010 and January to March 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	51 470	40,0	55 897	4 427	8,6	3,4
Retailers of food, beverages and tobacco in specialised stores	12 304	9,6	12 407	103	0,8	0,1
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 806	6,8	10 205	1 399	15,9	1,1
Retailers in textiles, clothing, footwear and leather goods	23 901	18,6	25 050	1 149	4,8	0,9
Retailers in household furniture, appliances and equipment	6 912	5,4	7 235	323	4,7	0,3
Retailers in hardware, paint and glass	7 978	6,2	9 231	1 253	15,7	1,0
All other retailers	17 398	13,5	18 139	741	4,3	0,6
Total 3/	128 766	100,0	138 164	9 398	7,3	7,3

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

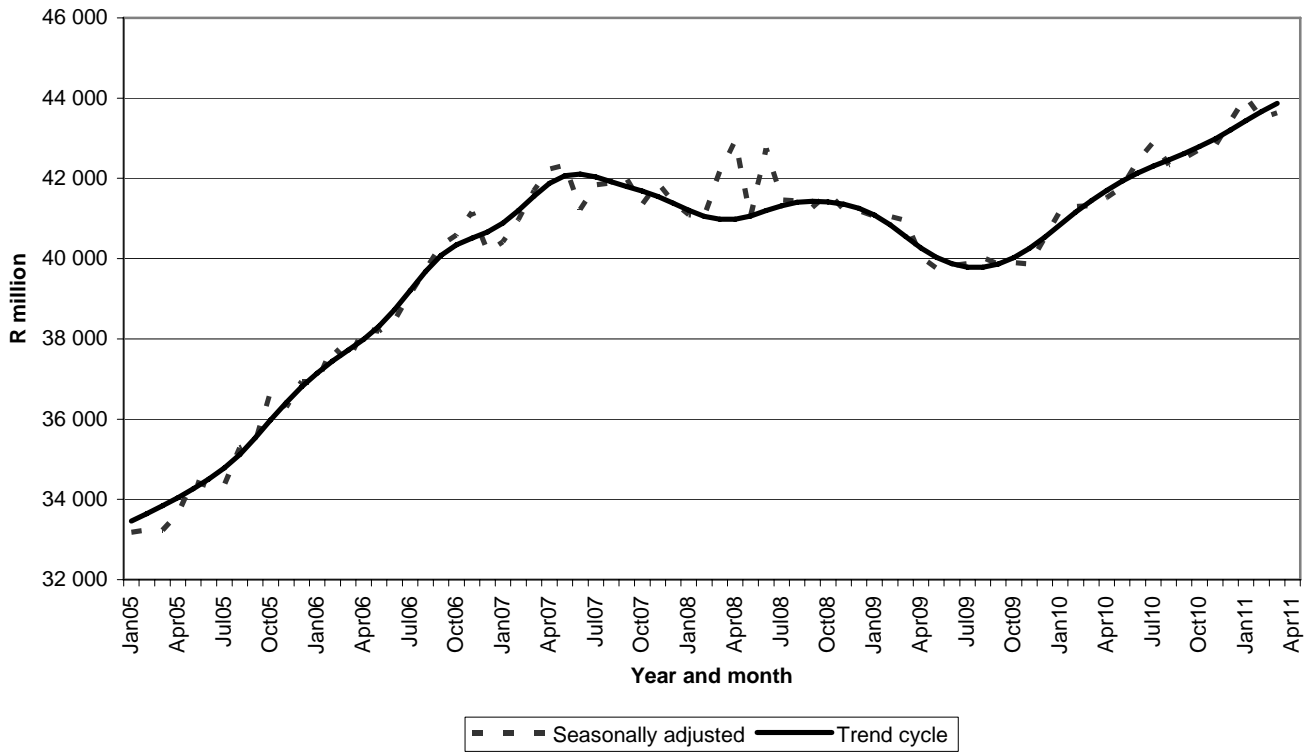
Type of retailer	January to March 2010 (R million)	Weight 1/	January to March 2011 (R million)	Difference between January to March 2010 and January to March 2011 (R million)	Percentage change between January to March 2010 and January to March 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	45 605	39,1	48 085	2 480	5,4	2,1
Retailers of food, beverages and tobacco in specialised stores	11 057	9,5	10 573	-484	-4,4	-0,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	7 539	6,5	8 372	833	11,0	0,7
Retailers in textiles, clothing, footwear and leather goods	22 469	19,3	23 605	1 136	5,1	1,0
Retailers in household furniture, appliances and equipment	6 866	5,9	7 585	719	10,5	0,6
Retailers in hardware, paint and glass	6 959	6,0	7 832	873	12,5	0,8
All other retailers	16 025	13,8	17 021	996	6,2	0,9
Total 3/	116 520	100,0	123 073	6 553	5,6	5,6

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	47 759
April	23 802	26 866	30 845	35 251	39 812	41 443	43 824	
May	25 121	27 570	31 846	36 781	40 060	42 805	45 305	
June	25 015	27 013	31 161	35 616	40 161	41 626	45 441	
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	7,0
April	10,7	12,9	14,8	14,3	12,9	4,1	5,7	
May	10,9	9,7	15,5	15,5	8,9	6,9	5,8	
June	14,0	8,0	15,4	14,3	12,8	3,6	9,2	
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	25 247	27 140	30 785	35 200	39 092	43 249	45 398	48 994
February	24 764	27 329	31 648	35 712	39 292	43 699	45 494	48 736
March	24 987	27 152	31 340	36 359	40 411	43 935	45 731	49 051
April	24 792	27 802	32 140	37 076	41 689	43 247	45 779	
May	25 563	28 343	32 278	37 418	40 339	43 363	46 169	
June	26 042	28 245	32 618	36 786	42 356	43 426	47 060	
July	26 299	28 491	33 323	37 695	41 462	43 763	47 620	
August	26 155	29 209	33 859	37 947	42 223	43 884	46 700	
September	26 681	29 284	34 643	38 224	42 321	43 862	47 065	
October	26 859	30 157	34 841	37 951	42 995	43 843	47 417	
November	27 212	30 153	35 553	38 730	42 958	43 835	47 551	
December	27 426	30 877	34 917	38 498	43 183	44 683	48 422	

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	42 157
April	29 494	32 644	36 677	40 012	40 970	38 202	39 563	
May	31 090	33 540	37 777	41 607	40 752	39 252	40 867	
June	31 036	32 943	36 877	40 108	40 528	38 171	41 054	
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	5,1
April	8,8	10,7	12,4	9,1	2,4	-6,8	3,6	
May	9,1	7,9	12,6	10,1	-2,1	-3,7	4,1	
June	12,1	6,1	11,9	8,8	1,0	-5,8	7,6	
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	31 398	33 183	36 932	40 416	41 097	41 050	41 200	44 027
February	30 692	33 237	37 812	40 965	41 034	41 057	41 303	43 493
March	31 117	33 227	37 430	41 696	42 175	40 954	41 319	43 627
April	30 669	33 640	38 253	42 227	42 925	40 032	41 516	
May	31 574	34 457	38 188	42 333	41 045	39 760	41 777	
June	32 093	34 311	38 469	41 222	42 747	39 825	42 430	
July	32 493	34 356	39 114	41 845	41 462	39 871	42 907	
August	32 407	35 285	39 718	41 892	41 444	40 023	42 333	
September	32 874	35 443	40 329	41 984	41 275	39 859	42 508	
October	33 108	36 661	40 582	41 343	41 630	39 894	42 724	
November	33 259	36 296	41 159	41 887	41 229	39 869	42 816	
December	33 439	36 940	40 166	41 416	41 188	40 532	43 443	

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	15 848	3 865	2 459	7 652	2 349	2 746	5 693	40 611
	February	15 727	3 716	2 402	6 997	2 184	2 929	5 941	39 895
	March	17 284	3 964	2 796	6 954	2 157	3 059	5 951	42 165
	April	15 830	4 117	2 659	8 601	2 133	2 723	5 380	41 443
	May	16 179	4 118	2 696	8 963	2 264	3 022	5 563	42 805
	June	16 673	3 964	2 844	7 513	2 299	2 993	5 340	41 626
	July	16 298	4 031	2 869	8 115	2 354	3 130	5 620	42 416
	August	16 546	4 116	2 869	7 702	2 197	2 800	5 576	41 805
	September	17 497	4 043	2 796	7 519	2 257	2 905	5 513	42 529
	October	16 818	4 276	2 829	8 583	2 383	3 124	5 893	43 906
	November	17 551	4 281	2 838	8 979	2 688	2 942	5 873	45 152
	December	23 118	5 932	2 890	14 421	3 789	3 043	6 806	59 999
Total	205 369	50 423	32 947	101 999	29 054	35 416	69 149	524 352	
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	20 201	4 389	3 494	7 994	2 422	3 168	6 092	47 759

1/ 2010 and 2011 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	11,3	-1,3	10,3	2,9	5,8	8,3	3,9	7,0

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/
2009	January	14 853	3 677	2 320	7 400	2 294	2 531	5 401	38 476
	February	14 643	3 506	2 249	6 715	2 110	2 680	5 599	37 502
	March	15 842	3 657	2 494	6 623	2 080	2 794	5 546	39 036
	April	14 404	3 777	2 339	8 168	2 059	2 469	4 986	38 202
	May	14 628	3 757	2 359	8 480	2 179	2 727	5 122	39 252
	June	15 102	3 627	2 490	7 108	2 219	2 694	4 931	38 171
	July	14 723	3 691	2 508	7 648	2 290	2 795	5 165	38 820
	August	14 786	3 766	2 490	7 246	2 129	2 482	5 120	38 019
	September	15 622	3 696	2 412	7 067	2 206	2 571	5 076	38 650
	October	14 989	3 898	2 449	8 074	2 332	2 755	5 441	39 938
	November	15 643	3 892	2 444	8 439	2 648	2 585	5 413	41 064
	December	20 641	5 398	2 491	13 554	3 755	2 672	6 267	54 778
Total	185 876	46 342	29 045	96 522	28 301	31 755	64 067	481 908	
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	17 207	3 679	2 850	7 513	2 552	2 673	5 683	42 157

1/ 2010 and 2011 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	8,0	-6,8	5,6	2,8	11,8	4,9	5,5	5,1

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 estimates and percentage changes in total retail trade sales

Retail trade sales estimates	January to March 2010 (R million)	January to March 2011 (R million)	% change between January to March 2010 and January to March 2011
At current prices	128 766	138 164	7,3
At constant 2008 prices	116 520	123 073	5,6

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

Retail trade sales seasonally adjusted estimates	February 2011 (R million)	March 2011 (R million)	% change between February and March 2011	October to December 2010 (R million)	January to March 2011 (R million)	% change between October to December 2010 and January to March 2011
At current prices	48 736	49 051	0,6	143 390	146 781	2,4
At constant 2008 prices	43 493	43 627	0,3	128 983	131 147	1,7

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 March 2011 was 77,5%. The improved response rate for the survey on retail trade sales for February 2011 was 87,9%.</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 |

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.

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