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Retail trade sales (Preliminary)

May 2011

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Summary of findings: Retail trade sales

Table A – Key figures for May 2011

Retail trade sales estimates	May 2011 (R million)	% change between May 2010 and May 2011	% change between March to May 2010 and March to May 2011	% change between January to May 2010 and January to May 2011
At current prices	46 483	2,6	7,2	7,3
At constant 2008 prices	40 856	0,0	5,0	5,4

Seasonally adjusted estimates	May 2011 (R million)	% change between April and May 2011	% change between December 2010 to February 2011 and March to May 2011
At current prices	48 253	-3,7	1,0
At constant 2008 prices	42 662	-4,7	0,3

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales decreased by 4,7% in May 2011 compared with April 2011. This followed month-on-month changes of 2,6% in April 2011 and 0,4% in March 2011.

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

Total retail trade sales in real terms recorded no growth between May 2010 and May 2011. The largest percentage changes between these two months were recorded for ‘retailers in household furniture, appliances and equipment’ (+6,3%), ‘general dealers’ (+4,0%), ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (+3,8%), ‘retailers in hardware, paint and glass’ (-8,5%) and ‘retailers in food, beverages and tobacco in specialised stores’ (-8,4%) – 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	March to May 2010 (R million)	Weight 1/	March to May 2011 (R million)	Difference between March to May 2010 and March to May 2011 (R million)	Percentage change between March to May 2010 and March to May 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	52 215	39,0	57 369	5 154	9,9	3,9
Retailers of food, beverages and tobacco in specialised stores	13 042	9,8	13 479	437	3,4	0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	9 400	7,0	10 508	1 108	11,8	0,8
Retailers in textiles, clothing, footwear and leather goods	26 446	19,8	28 100	1 654	6,3	1,2
Retailers in household furniture, appliances and equipment	7 242	5,4	7 575	333	4,6	0,2
Retailers in hardware, paint and glass	8 732	6,5	9 190	458	5,2	0,3
All other retailers	16 666	12,5	17 186	520	3,1	0,4
Total 3/	133 743	100,0	143 408	9 665	7,2	7,2

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

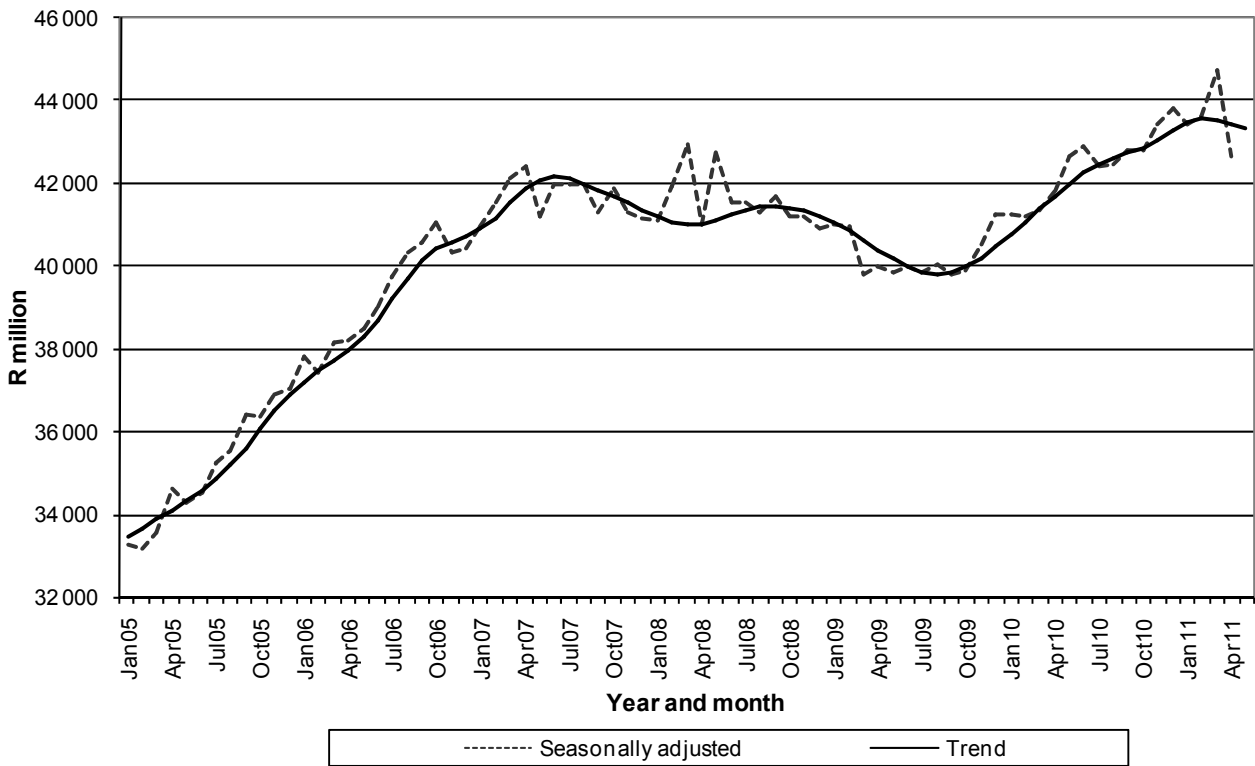
Type of retailer	March to May 2010 (R million)	Weight 1/	March to May 2011 (R million)	Difference between March to May 2010 and March To May 2011 (R million)	Percentage change between March to May 2010 and March to May 2011	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	45 816	38,0	48 705	2 889	6,3	2,4
Retailers of food, beverages and tobacco in specialised stores	11 545	9,6	11 238	-307	-2,7	-0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	7 976	6,6	8 556	580	7,3	0,5
Retailers in textiles, clothing, footwear and leather goods	24 886	20,6	26 353	1 467	5,9	1,2
Retailers in household furniture, appliances and equipment	7 283	6,0	8 020	737	10,1	0,6
Retailers in hardware, paint and glass	7 575	6,3	7 730	155	2,0	0,1
All other retailers	15 457	12,8	16 012	555	3,6	0,5
Total 3/	120 538	100,0	126 614	6 076	5,0	5,0

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	46 483
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	7,2
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	2,6
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	25 291	27 149	30 834	35 105	39 006	43 203	45 305	48 885
February	24 803	27 314	31 602	35 633	39 232	43 581	45 383	48 629
March	25 001	27 162	31 351	36 343	40 323	43 927	45 574	49 025
April	24 530	27 474	31 879	36 949	41 334	42 917	45 489	50 117
May	25 594	28 432	32 274	37 475	40 504	43 555	46 423	48 253
June	26 016	28 282	32 784	36 849	42 594	43 645	47 162	
July	26 362	28 547	33 405	37 883	41 599	43 999	47 921	
August	26 236	29 205	33 902	38 047	42 290	43 911	46 771	
September	26 683	29 394	34 637	38 231	42 415	43 826	47 142	
October	26 908	30 190	34 921	37 880	42 997	43 842	47 362	
November	27 245	30 065	35 512	38 806	42 881	43 902	47 593	
December	27 437	30 891	34 894	38 458	43 054	44 589	48 369	

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	40 856
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	5,3
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	0,0
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	31 326	33 060	37 053	40 425	41 159	40 923	41 265	43 800
February	30 814	33 249	37 818	40 950	41 130	41 003	41 237	43 417
March	30 968	33 173	37 424	41 554	41 940	40 977	41 187	43 606
April	30 659	33 568	38 168	42 129	42 961	39 817	41 352	44 749
May	31 513	34 603	38 219	42 436	41 021	40 012	41 849	42 662
June	32 219	34 264	38 515	41 192	42 777	39 869	42 679	
July	32 473	34 503	39 007	41 987	41 551	39 987	42 891	
August	32 496	35 264	39 762	41 960	41 548	39 853	42 423	
September	32 871	35 532	40 335	41 989	41 281	40 025	42 486	
October	33 051	36 389	40 589	41 282	41 672	39 777	42 811	
November	33 234	36 381	41 055	41 901	41 188	39 872	42 822	
December	33 524	36 886	40 317	41 283	41 182	40 546	43 427	

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	18 669	4 258	3 367	9 224	2 562	3 002	5 401	46 483

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	8,1	-2,4	8,3	-1,4	1,7	-5,4	-2,0	2,6

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	15 741	3 525	2 726	8 621	2 717	2 512	5 014	40 856

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	4,0	-8,4	3,8	-2,2	6,3	-8,5	-2,4	0,0

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 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	March to May 2010 (R million)	March to May 2011 (R million)	% change between March to May 2010 and March to May 2011	January to May 2010 (R million)	January to May 2011 (R million)	% change between January to May 2010 and January to May 2011
At current prices	133 743	143 408	7,2	217 895	233 813	7,3
At constant 2008 prices	120 538	126 614	5,0	196 950	207 530	5,4

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	April 2011 (R million)	May 2011 (R million)	% change between April and May 2011	December 2010 to February 2011 (R million)	March to May 2011 (R million)	% change between December 2010 to February 2011 and March to May 2011
At current prices	50 117	48 253	-3,7	145 883	147 395	1,0
At constant 2008 prices	44 749	42 662	-4,7	130 644	131 017	0,3

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 May 2011 was 82,0%. The improved response rate for the survey on retail trade sales for April 2011 was 89,8%.</p>
Statistical unit	7	<p>The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.</p>

- Survey methodology and design**
- 8** The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 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**
- 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** 20
- | | |
|----------|---|
| 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.

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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