Dipalopalo tsa Aforika Borwa • Statistieke Suid-Afrika • Tistatistiki ta Afrika-Dzonga • Ukuqokelelwa kwamanani eNingizimu Afrika

Retail trade sales
Preliminary: November 2005

Embargoed until:
8 February 2006
11:00

Table A - Key figures as at the end of November 2005

Estimates	November 2005 R million	% change between November 2004 and November 2005	% change between September to November 2004 and September to November 2005	% change between January to November 2004 and January to November 2005
Retail trade sales				
at current prices	35 405	+11,8	+11,2	+9,9
at constant 2000 prices	26 601	+8,1	+6,8	+6,5

Key findings as at the end of November 2005

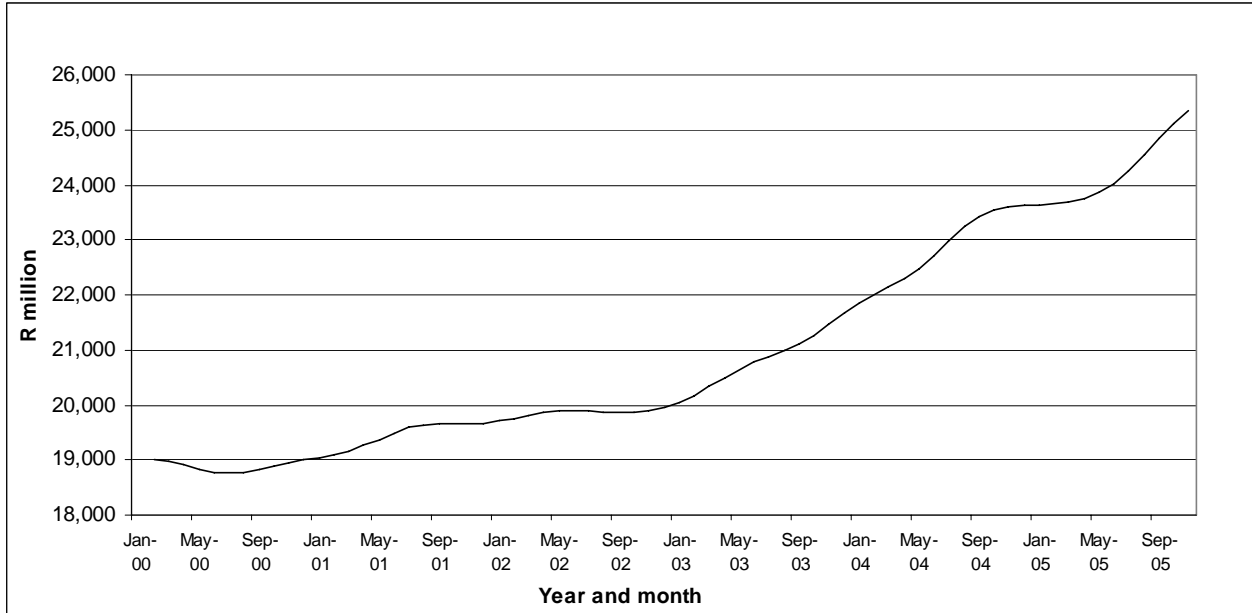**Retail trade sales increase in real terms**

As indicated in table A, retail trade sales at constant (2000) prices, for the three months up to November 2005, increased by 6,8% compared with the three months up to November 2004.

Similarly, retail trade sales at constant (2000) prices, for the period January to November 2005, increased by 6,5% compared with the period January to November 2004. Retail trade sales at constant (2000) prices, for November 2005, increased by 8,1% compared with November 2004.

Retail trade sales at current prices, for the three months up to November 2005, increased by 11,2% compared with the three months up to November 2004.

Figure 1 below shows the trend cycle for the retail trade sales, at constant (2000) prices between January 2000 and November 2005. There was a slightly downward trend until mid-2000 and an upward trend thereafter up to the end of 2004. There was a levelling of the trend cycle for the first half of 2005, but it has now resumed an upward trend.

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

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Statistician-General

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Notes

Forthcoming issue	Issue	Expected release date
	December 2005	8 March 2006

Purpose of the survey   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.

Detailed results

Tables 1 and 2 show retail trade sales at current prices over the period January 1998 to November 2005.

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

Month	1998	1999	2000	2001	2002	2003	2004 1/	2005
January	15 773	16 095	17 348	18 300	20 373	23 202	26 250	27 804
February	14 584	15 295	16 650	17 702	19 850	22 239	25 518	27 505
March	16 244	17 056	18 288	19 661	22 160	24 648	26 944	29 389
April	16 026	16 695	18 160	19 512	21 517	23 890	* 26 443	29 846
May	16 441	17 213	18 361	19 876	22 632	25 159	* 27 909	30 628
June	15 689	16 139	18 056	19 805	22 379	24 386	* 27 791	30 009
July	16 013	17 147	18 195	20 177	22 337	24 749	* 28 232	30 435
August	15 741	16 692	17 998	19 912	22 709	24 585	* 27 289	30 959
September	16 045	16 677	18 247	19 751	22 662	25 098	28 745	31 606
October	16 816	17 870	18 980	20 951	23 675	25 866	30 004	33 499
November	17 394	18 426	20 292	22 082	25 278	27 863	31 664	35 405
December	23 186	24 620	26 715	28 990	32 656	36 323	41 507	
Total	**199 952**	**209 925**	**227 290**	**246 719**	**278 228**	**308 008**	*** 348 296**	

1/ Preliminary
* Revised

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

Month	1998	1999	2000	2001	2002	2003	2004	2005
January	-	2,0	7,8	5,5	11,3	13,9	13,1	5,9
February	-	4,9	8,9	6,3	12,1	12,0	14,7	7,8
March	-	5,0	7,2	7,5	12,7	11,2	9,3	9,1
April	-	4,2	8,8	7,4	10,3	11,0	10,7	12,9
May	-	4,7	6,7	8,3	13,9	11,2	10,9	9,7
June	-	2,9	11,9	9,7	13,0	9,0	14,0	8,0
July	-	7,1	6,1	10,9	10,7	10,8	14,1	7,8
August	-	6,0	7,8	10,6	14,0	8,3	11,0	13,4
September	-	3,9	9,4	8,2	14,7	10,7	14,5	10,0
October	-	6,3	6,2	10,4	13,0	9,3	16,0	11,6
November	-	5,9	10,1	8,8	14,5	10,2	13,6	11,8
December	-	6,2	8,5	8,5	12,6	11,2	14,3	
Total	**-**	**5,0**	**8,3**	**8,5**	**12,8**	**10,7**	**13,1**	

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

Tables 3 and 4 show retail trade sales at constant (2000) prices over the period January 1998 to November 2005.

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

Month	1998	1999	2000	2001	2002	2003	2004 1/	2005
January	18 623	17 844	17 996	17 819	18 504	19 033	21 050	21 825
February	17 178	16 919	17 236	17 203	17 947	18 274	20 333	21 556
March	19 021	18 805	18 757	18 959	19 715	20 088	21 384	22 800
April	18 570	18 306	18 362	18 672	18 891	19 391	* 20 920	22 977
May	18 985	18 771	18 491	18 911	19 663	20 538	* 22 063	23 488
June	18 013	17 467	18 056	18 719	19 259	20 054	* 21 848	23 120
July	18 238	18 418	17 997	18 963	19 108	20 121	* 22 212	23 162
August	17 847	17 891	17 749	18 750	19 278	19 874	* 21 572	23 437
September	18 048	17 741	17 925	18 546	18 964	20 257	22 634	23 764
October	18 852	18 910	18 572	19 563	19 566	20 927	23 478	25 131
November	19 478	19 355	19 836	20 465	20 805	22 470	24 603	26 601
December	25 848	25 808	26 088	26 694	26 877	29 292	32 427	
Total	**228 701**	**226 235**	**227 065**	**233 264**	**238 577**	**250 319**	*** 274 524**	

1/ Preliminary

* Revised

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

Month	1998	1999	2000	2001	2002	2003	2004	2005
January	-	-4,2	0,9	-1,0	3,8	2,9	10,6	3,7
February	-	-1,5	1,9	-0,2	4,3	1,8	11,3	6,0
March	-	-1,1	-0,3	1,1	4,0	1,9	6,5	6,6
April	-	-1,4	0,3	1,7	1,2	2,6	7,9	9,8
May	-	-1,1	-1,5	2,3	4,0	4,4	7,4	6,5
June	-	-3,0	3,4	3,7	2,9	4,1	8,9	5,8
July	-	1,0	-2,3	5,4	0,8	5,3	10,4	4,3
August	-	0,2	-0,8	5,6	2,8	3,1	8,5	8,6
September	-	-1,7	1,0	3,5	2,3	6,8	11,7	5,0
October	-	0,3	-1,8	5,3	-0,0	7,0	12,2	7,0
November	-	-0,6	2,5	3,2	1,7	8,0	9,5	8,1
December	-	-0,2	1,1	2,3	0,7	9,0	10,7	
Total	**-**	**-1,1**	**0,4**	**2,7**	**2,3**	**4,9**	**9,7**	

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 dealer for January to November 2005.

Table 5 - Total retail trade sales according to type of dealer at current prices (R million) for 2005

Month 1/	Type A	Type B	Type C	Type D	Type E	Type F	Type G	2/ Total
January	10 638	2 872	1 274	4 745	1 711	1 689	4 872	27 804
February	10 528	2 895	1 329	4 282	1 668	1 863	4 937	27 505
March	11 292	3 157	1 335	4 575	1 771	1 775	5 481	29 389
April	10 537	3 097	1 504	5 715	1 832	1 900	5 258	29 846
May	10 780	2 908	1 567	5 982	1 876	2 071	5 441	30 628
June	11 023	3 003	1 490	4 838	2 072	2 172	5 408	30 009
July	11 055	3 160	1 355	5 198	2 131	2 168	5 365	30 435
August	11 129	3 033	1 467	5 173	2 118	2 303	5 735	30 959
September	12 036	3 184	1 365	5 266	2 259	2 503	4 989	31 606
October	11 997	3 174	1 419	5 903	2 380	2 653	5 969	33 499
November	12 646	3 290	1 430	6 002	2 850	2 855	6 329	35 405
December								

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 dealers included in indicated group types in table 5 1/

Group type	Type of dealer included
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, appliance and equipment
Type F	Retailers in hardware, paint and glass
Type G	All other retailers

1/ See note 3 on page 8

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

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

Estimates	September to November 2004 R million	September to November 2005 R million	% change between September to November 2004 and September to November 2005	January to November 2004 R million	January to November 2005 R million	% change between January to November 2004 and January to November 2005
Retail trade sales at current prices	90 413	100 510	+11,2	306 789	337 085	+9,9
at constant 2000 prices	70 715	75 496	+6,8	242 097	257 861	+6,5

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 2005 Business Sampling Frame (BSF) that contains businesses registered for value-added tax (VAT) and income tax.
	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).
Scope of the survey	**3**	This survey covers retail enterprises according to the following types of dealer:

- 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. including repair of personal and household goods.

Classification	**4**	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.
Statistical unit	**5**	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	**6**	The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 49 000 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.
	7	The value of sales is obtained monthly from the sample of 2 500 enterprises (which was drawn in August 2005 at the SIC four-digit level from a population then of about 49 000 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** | 8 | 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** | 9 | The constant prices for the 2004 series 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 dealer. |

| **Seasonal adjustment** | 10 | 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** | 11 | 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** | 12 | 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. |

| | 13 | 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** | 14 | 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** | 15 | Users may also wish to refer to the following publications available from Stats SA - |

- *Bulletin of Statistics* issued quarterly.
- *SA Statistics* issued annually.

| **Rounding of figures** | 16 | Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals. |

| **Pre-release policy** | 17 | Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za. |

| **Symbols and abbreviations** | 18 | |

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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