



**Statistics  
South Africa**

Preferred supplier of quality statistics



# Statistical release

## P6242.1

### Retail trade sales (Preliminary)

November 2010

**Embargoed until:  
19 January 2011  
13:00**

**Enquiries:**

User Information Services  
(012) 310 8600

**Forthcoming issue:**

December 2010

**Expected release date**

16 February 2011

**Contents**

**Summary of findings: Retail trade sales ..... 2**

Table A – Key figures for November 2010 .....2

Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices.....3

Table C – Contribution of each type of retailer to the percentage change in retail trade sales at constant 2008 prices ..... 3

**Detailed results ..... 5**

Table 1 – Total retail trade sales at current prices (R million) .....5

Table 2 – Year-on-year percentage change in total retail trade sales at current prices .....5

Table 3 – Seasonally adjusted total retail trade sales at current prices (R million) .....5

Table 4 – Total retail trade sales at constant 2008 prices (R million).....6

Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices .....6

Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million) .....6

Table 7 – Retail trade sales according to type of retailer at current prices (R million) .....7

Table 8 – Year-on-year percentage change in retail trade sales according to type of retailer at current prices .....7

Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million) ..... 8

Table 10 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices .....8

Table 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales.....9

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales .....9

**Explanatory notes ..... 10**

**Technical note ..... 12**

**Glossary ..... 13**

**General information ..... 14**

**Summary of findings: Retail trade sales**

**Table A – Key figures for November 2010**

Retail trade sales estimates	November 2010 (R million)	% change between November 2009 and November 2010	% change between September to November 2009 and September to November 2010	% change between January to November 2009 and January to November 2010
At current prices	49 118	8,8	7,7	6,7
At constant 2008 prices	44 265	7,8	6,8	4,8

Seasonally adjusted estimates	November 2010 (R million)	% change between October and November 2010	% change between June to August 2010 and September to November 2010
At current prices	47 368	0,1	0,4
At constant 2008 prices	42 725	0,0	0,3

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales remained virtually unchanged in November 2010 compared with October 2010. This followed month-on-month changes of 0,9% in October 2010 and 0,4% in September 2010.

In real terms, retail trade sales rose by 7,8% year-on-year in November 2010. The highest annual real growth rate was recorded for ‘retailers in household furniture, appliances and equipment’ (19,8%), followed by ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (12,7%), and ‘retailers in textiles, clothing, footwear and leather goods’ (12,0%) – see Table 10 on page 8.

Retail trade sales in real terms rose by 6,8% in the three months ended November 2010 compared with the three months ended November 2009. The main contributors to the increase of 6,8% were ‘general dealers’ (5,5% and contributing 2,1 percentage points), ‘retailers in textiles, clothing, footwear and leather goods’ (9,9% and contributing 2,0 percentage points) and ‘retailers in household furniture, appliances and equipment’ (18,2% and contributing 1,1 percentage points) – see Table C on page 3.

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

Type of retailer	September to November 2009 (R million)	Weight 1/	September to November 2010 (R million)	Difference between September to November 2009 and September to November 2010 (R million)	Percentage change between September to November 2009 and September to November 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	51 866	39,4	55 749	3 883	7,5	3,0
Retailers of food, beverages and tobacco in specialised stores	12 600	9,6	13 194	594	4,7	0,5
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 463	6,4	9 982	1 519	17,9	1,1
Retailers in textiles, clothing, footwear and leather goods	25 081	19,1	27 432	2 351	9,4	1,8
Retailers in household furniture, appliances and equipment	7 328	5,6	8 222	894	12,2	0,7
Retailers in hardware, paint and glass	8 971	6,8	9 434	463	5,2	0,4
All other retailers	17 279	13,1	17 684	405	2,3	0,3
<b>Total 3/</b>	<b>131 587</b>	<b>100,0</b>	<b>141 697</b>	<b>10 110</b>	<b>7,7</b>	<b>7,7</b>

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

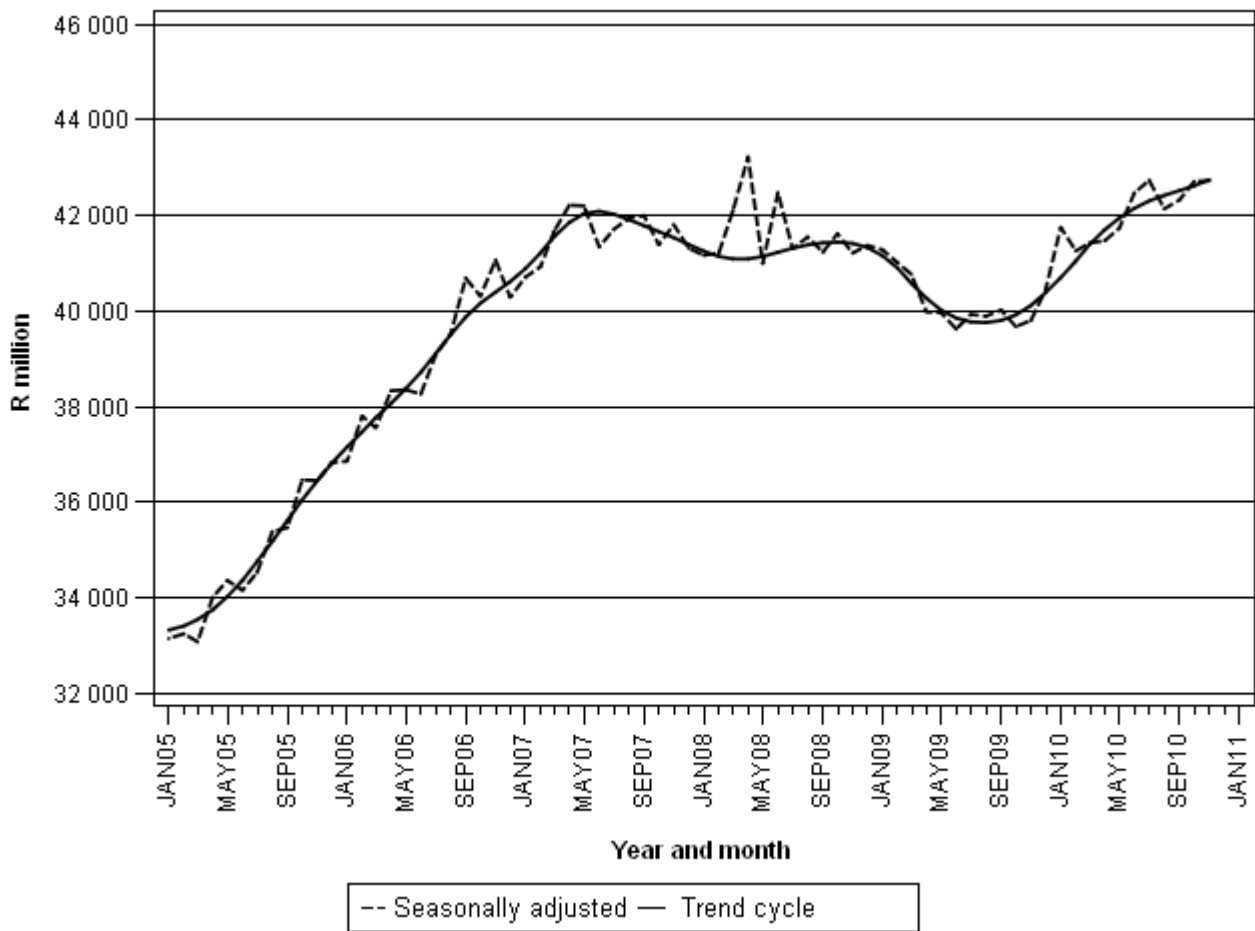
Type of retailer	September to November 2009 (R million)	Weight 1/	September to November 2010 (R million)	Difference between September to November 2009 and September to November 2010 (R million)	Percentage change between September to November 2009 and September to November 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	46 254	38,7	48 788	2 534	5,5	2,1
Retailers of food, beverages and tobacco in specialised stores	11 486	9,6	11 601	115	1,0	0,1
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	7 305	6,1	8 284	979	13,4	0,8
Retailers in textiles, clothing, footwear and leather goods	23 580	19,7	25 918	2 338	9,9	2,0
Retailers in household furniture, appliances and equipment	7 186	6,0	8 491	1 305	18,2	1,1
Retailers in hardware, paint and glass	7 911	6,6	8 057	146	1,8	0,1
All other retailers	15 930	13,3	16 619	689	4,3	0,6
<b>Total 3/</b>	<b>119 652</b>	<b>100,0</b>	<b>127 758</b>	<b>8 106</b>	<b>6,8</b>	<b>6,8</b>

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	2003	2004	2005	2006	2007	2008	2009 <sup>1/</sup>	2010 <sup>1/</sup>
January	20 884	23 628	25 027	28 034	32 528	36 141	40 611	42 578
February	20 017	22 969	24 759	28 714	32 487	37 259	39 895	41 574
March	22 186	24 253	26 454	30 533	35 546	39 392	42 165	44 614
April	21 504	23 802	26 866	30 845	35 251	39 812	41 443	43 824
May	22 646	25 121	27 570	31 846	36 781	40 060	42 805	45 305
June	21 950	25 015	27 013	31 161	35 616	40 161	41 626	45 441
July	22 277	25 413	27 396	31 887	35 761	39 843	42 416	46 356
August	22 129	24 564	27 868	32 273	36 471	40 503	41 805	43 999
September	22 591	25 874	28 450	34 076	37 041	40 896	42 529	45 444
October	23 283	27 008	30 153	34 458	37 981	43 031	43 906	47 135
November	25 079	28 502	31 802	37 400	40 640	44 809	45 152	49 118
December	32 696	37 362	42 108	47 239	51 685	58 155	59 999	
<b>Total</b>	<b>277 242</b>	<b>313 511</b>	<b>345 466</b>	<b>398 466</b>	<b>447 788</b>	<b>500 067</b>	<b>524 352</b>	

1/ Preliminary

**Table 2 – Year-on-year percentage change in total retail trade sales at current prices 1/**

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	13,9	13,1	5,9	12,0	16,0	11,1	12,4	4,8
February	12,0	14,7	7,8	16,0	13,1	14,7	7,1	4,2
March	11,2	9,3	9,1	15,4	16,4	10,8	7,0	5,8
April	11,0	10,7	12,9	14,8	14,3	12,9	4,1	5,7
May	11,2	10,9	9,7	15,5	15,5	8,9	6,9	5,8
June	9,0	14,0	8,0	15,4	14,3	12,8	3,6	9,2
July	10,8	14,1	7,8	16,4	12,1	11,4	6,5	9,3
August	8,3	11,0	13,5	15,8	13,0	11,1	3,2	5,2
September	10,8	14,5	10,0	19,8	8,7	10,4	4,0	6,9
October	9,3	16,0	11,6	14,3	10,2	13,3	2,0	7,4
November	10,2	13,6	11,6	17,6	8,7	10,3	0,8	8,8
December	11,2	14,3	12,7	12,2	9,4	12,5	3,2	
<b>Total</b>	<b>10,7</b>	<b>13,1</b>	<b>10,2</b>	<b>15,3</b>	<b>12,4</b>	<b>11,7</b>	<b>4,9</b>	

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	2003	2004	2005	2006	2007	2008	2009	2010
January	22 318	25 246	27 161	30 779	35 245	39 183	43 443	45 691
February	22 153	24 760	27 328	31 651	35 720	39 281	43 685	45 468
March	22 976	24 992	27 144	31 340	36 342	40 418	43 903	45 753
April	22 379	24 771	27 795	32 140	37 077	41 674	43 251	45 731
May	22 784	25 577	28 327	32 285	37 409	40 351	43 391	46 231
June	23 093	26 038	28 257	32 606	36 799	42 365	43 395	47 026
July	23 291	26 297	28 492	33 339	37 658	41 416	43 720	47 546
August	23 223	26 143	29 215	33 838	37 936	42 191	43 855	46 592
September	23 394	26 691	29 267	34 641	38 215	42 262	43 794	46 993
October	23 129	26 859	30 170	34 811	37 934	42 952	43 760	47 308
November	23 975	27 209	30 165	35 580	38 707	42 945	43 794	47 368
December	24 050	27 429	30 872	34 918	38 530	43 222	44 730	

**Table 4 – Total retail trade sales at constant 2008 prices (R million)**

Month	2003	2004	2005	2006	2007	2008	2009 <sup>1/</sup>	2010 <sup>1/</sup>
January	26 369	29 315	30 484	33 493	37 303	37 891	38 476	38 631
February	25 338	28 462	30 120	34 306	37 256	38 998	37 502	37 781
March	28 048	29 979	32 143	36 349	40 624	40 869	39 036	40 108
April	27 117	29 494	32 644	36 677	40 012	40 970	38 202	39 563
May	28 486	31 090	33 540	37 777	41 607	40 752	39 252	40 867
June	27 680	31 036	32 943	36 877	40 108	40 528	38 171	41 054
July	27 881	31 452	33 127	37 426	39 690	39 901	38 820	41 914
August	27 661	30 439	33 738	37 835	40 299	39 757	38 019	39 751
September	28 239	31 904	34 443	39 762	40 615	39 795	38 650	40 975
October	29 031	33 179	36 461	39 928	41 329	41 680	39 938	42 518
November	31 193	34 759	38 316	43 287	43 983	43 037	41 064	44 265
December	40 819	45 675	50 489	54 612	55 815	55 888	54 778	
<b>Total</b>	<b>347 862</b>	<b>386 784</b>	<b>418 448</b>	<b>468 329</b>	<b>498 641</b>	<b>500 066</b>	<b>481 908</b>	

1/ Preliminary

**Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices 1/**

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	3,1	11,2	4,0	9,9	11,4	1,6	1,5	0,4
February	2,0	12,3	5,8	13,9	8,6	4,7	-3,8	0,7
March	2,5	6,9	7,2	13,1	11,8	0,6	-4,5	2,7
April	3,0	8,8	10,7	12,4	9,1	2,4	-6,8	3,6
May	3,3	9,1	7,9	12,6	10,1	-2,1	-3,7	4,1
June	3,2	12,1	6,1	11,9	8,8	1,0	-5,8	7,6
July	5,2	12,8	5,3	13,0	6,0	0,5	-2,7	8,0
August	3,7	10,0	10,8	12,1	6,5	-1,3	-4,4	4,6
September	7,4	13,0	8,0	15,4	2,1	-2,0	-2,9	6,0
October	6,7	14,3	9,9	9,5	3,5	0,8	-4,2	6,5
November	7,8	11,4	10,2	13,0	1,6	-2,2	-4,6	7,8
December	9,3	11,9	10,5	8,2	2,2	0,1	-2,0	
<b>Total</b>	<b>4,9</b>	<b>11,2</b>	<b>8,2</b>	<b>11,9</b>	<b>6,5</b>	<b>0,3</b>	<b>-3,6</b>	

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	2003	2004	2005	2006	2007	2008	2009	2010
January	28 304	31 355	33 144	36 856	40 705	41 165	41 281	41 747
February	28 042	30 649	33 245	37 798	40 925	41 213	41 007	41 256
March	29 143	31 142	33 076	37 554	41 670	42 101	40 769	41 422
April	28 378	30 724	34 010	38 328	42 214	43 226	39 982	41 468
May	28 535	31 534	34 359	38 351	42 199	40 993	39 964	41 731
June	28 942	32 228	34 154	38 261	41 340	42 475	39 621	42 473
July	29 040	32 460	34 530	39 071	41 706	41 301	39 927	42 733
August	29 020	32 267	35 382	39 516	41 942	41 548	39 890	42 136
September	29 280	32 889	35 466	40 686	41 995	41 231	40 017	42 323
October	28 930	33 137	36 462	40 307	41 385	41 617	39 672	42 708
November	29 798	33 177	36 452	41 064	41 805	41 208	39 802	42 725
December	30 059	33 492	36 826	40 286	41 315	41 372	40 446	

**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/	
<b>2009</b>	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
<b>Total</b>	<b>205 369</b>	<b>50 423</b>	<b>32 947</b>	<b>101 999</b>	<b>29 054</b>	<b>35 416</b>	<b>69 149</b>	<b>524 352</b>	
<b>2010</b>	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	18 900	4 408	3 333	10 013	3 070	3 291	6 102	49 118

1/ 2009 and 2010 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	
<b>2009</b>	January	16,0	20,3	11,3	10,8	-3,0	7,2	10,1	12,4
	February	12,4	9,4	1,7	5,3	-1,0	-6,9	7,9	7,1
	March	10,8	4,2	19,0	-1,1	-4,6	-2,0	13,9	7,0
	April	9,4	14,3	14,7	3,5	-6,4	-15,8	-3,8	4,1
	May	8,5	11,1	15,5	9,1	-2,9	-8,2	5,6	6,9
	June	5,9	12,2	22,2	-1,8	-6,1	-10,1	4,1	3,6
	July	11,5	11,3	12,7	6,0	-3,0	-4,0	-1,6	6,5
	August	8,5	7,2	18,2	1,7	-8,0	-16,7	-1,6	3,2
	September	7,5	3,0	14,1	5,5	1,8	-12,4	-1,4	4,0
	October	6,0	-0,3	14,2	4,7	-5,7	-12,3	-3,8	2,0
	November	7,1	1,2	13,5	-3,8	-3,4	-17,6	-2,2	0,8
	December	6,2	3,7	12,1	3,2	2,3	-2,1	-6,8	3,2
<b>Total</b>	<b>8,9</b>	<b>7,6</b>	<b>14,1</b>	<b>3,4</b>	<b>-3,1</b>	<b>-8,9</b>	<b>1,3</b>	<b>4,9</b>	
<b>2010</b>	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	7,7	3,0	17,4	11,5	14,2	11,9	3,9	8,8	

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/
<b>Type A</b>	General dealers
<b>Type B</b>	Retailers of food, beverages and tobacco in specialised stores
<b>Type C</b>	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
<b>Type D</b>	Retailers in textiles, clothing, footwear and leather goods
<b>Type E</b>	Retailers in household furniture, appliances and equipment
<b>Type F</b>	Retailers in hardware, paint and glass
<b>Type G</b>	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
<b>Total</b>	<b>185 876</b>	<b>46 342</b>	<b>29 045</b>	<b>96 522</b>	<b>28 301</b>	<b>31 755</b>	<b>64 067</b>	<b>481 908</b>	
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	16 492	3 867	2 755	9 455	3 171	2 806	5 719	44 265

1/ 2009 and 2010 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	
2009	January	1,9	9,2	1,0	4,4	-5,4	-7,3	-0,1	1,5
	February	-1,6	-1,1	-8,2	-1,3	-5,1	-20,0	-2,7	-3,8
	March	-2,8	-6,4	3,1	-7,7	-9,3	-16,0	1,8	-4,5
	April	-3,9	2,8	-1,7	-3,2	-10,5	-27,7	-13,5	-6,8
	May	-4,1	0,2	-0,1	2,6	-7,7	-20,0	-4,5	-3,7
	June	-5,0	2,3	6,5	-7,6	-10,3	-20,6	-5,0	-5,8
	July	0,8	2,4	-1,1	-0,5	-6,6	-14,9	-9,8	-2,7
	August	-0,8	-1,0	3,8	-3,5	-10,5	-23,2	-7,5	-4,4
	September	-0,4	-4,1	0,2	0,3	0,1	-18,5	-6,8	-2,9
	October	-1,3	-7,1	0,7	0,0	-6,8	-17,8	-8,3	-4,2
	November	0,4	-5,3	2,1	-7,9	-3,1	-22,5	-5,4	-4,6
	December	-0,2	-2,2	1,0	-0,9	2,9	-7,6	-10,5	-2,0
<b>Total</b>	<b>-1,4</b>	<b>-1,1</b>	<b>0,6</b>	<b>-2,1</b>	<b>-5,7</b>	<b>-18,3</b>	<b>-6,2</b>	<b>-3,6</b>	
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	5,4	-0,6	12,7	12,0	19,8	8,5	5,7	7,8

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/
<b>Type A</b>	General dealers
<b>Type B</b>	Retailers of food, beverages and tobacco in specialised stores
<b>Type C</b>	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
<b>Type D</b>	Retailers in textiles, clothing, footwear and leather goods
<b>Type E</b>	Retailers in household furniture, appliances and equipment
<b>Type F</b>	Retailers in hardware, paint and glass
<b>Type G</b>	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	September to November 2009 (R million)	September to November 2010 (R million)	% change between September to November 2009 and September to November 2010	January to November 2009 (R million)	January to November 2010 (R million)	% change between January to November 2009 and January to November 2010
<b>At current prices</b>	131 587	141 697	7,7	464 353	495 388	6,7
<b>At constant 2008 prices</b>	119 652	127 758	6,8	427 130	447 427	4,8

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

Retail trade sales seasonally adjusted estimates	October 2010 (R million)	November 2010 (R million)	% change between October and November 2010	June to August 2010 (R million)	September to November 2010 (R million)	% change between June to August 2010 and September to November 2010
<b>At current prices</b>	47 308	47 368	0,1	141 164	141 669	0,4
<b>At constant 2008 prices</b>	42 708	42 725	0,0	127 342	127 756	0,3

**Explanatory notes**

<b>Introduction</b>	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>
<b>Purpose of the survey</b>	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>
<b>Scope of the survey</b>	4	<p>This survey covers retail enterprises according to the following types of retailer:</p> <ul style="list-style-type: none"> <li>• General dealers <ul style="list-style-type: none"> <li>➢ Retail trade in non-specialised stores with food, beverages and tobacco predominating; and</li> <li>➢ Other retail trade in non-specialised stores.</li> </ul> </li> <li>• Retailers of food, beverages and tobacco in specialised stores: <ul style="list-style-type: none"> <li>➢ Retailers in fresh fruit and vegetables;</li> <li>➢ Retailers in meat and meat products;</li> <li>➢ Retailers in bakery products;</li> <li>➢ Retailers in beverages;</li> <li>➢ Retailers in tobacco; and</li> <li>➢ Retailers in other food in specialised stores.</li> </ul> </li> <li>• Retailers in pharmaceutical and medical goods, cosmetic and toiletries;</li> <li>• Retailers in textiles, clothing, footwear and leather goods: <ul style="list-style-type: none"> <li>➢ Retailers in men's and boys' clothing;</li> <li>➢ Retailers in ladies', girls' and infants' clothing;</li> <li>➢ General outfitters; and</li> <li>➢ Retailers in footwear.</li> </ul> </li> <li>• Retailers in household furniture, appliances and equipment;</li> <li>• Retailers in hardware, paint and glass; and</li> <li>• All other retailers: <ul style="list-style-type: none"> <li>➢ Retailers in reading matter and stationery;</li> <li>➢ Retailers in jewellery, watches and clocks;</li> <li>➢ Retailers in sports goods and entertainment requisites;</li> <li>➢ Retailers in other specialised stores;</li> <li>➢ Repair of personal and household goods;</li> <li>➢ Retail trade in second-hand goods in stores; and</li> <li>➢ Retail trade not in stores</li> </ul> </li> </ul>
<b>Classification</b>	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>
<b>Response rate</b>	6	<p>The preliminary response rate for the survey on retail trade sales for November 2010 was 76,0%. The improved response rate for the survey on retail trade sales for October 2010 was 88,0%.</p>
<b>Statistical unit</b>	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>

<b>Survey methodology and design</b>	<b>8</b>	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.
	<b>9</b>	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.
<b>Weighting methodology</b>	<b>10</b>	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 <a href="http://www.statssa.gov.za/publications/publicationsearch.asp">www.statssa.gov.za/publications/publicationsearch.asp</a> .
<b>Seasonal adjustment</b>	<b>11</b>	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.
<b>Constant prices</b>	<b>12</b>	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.
	<b>13</b>	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.
<b>Trend cycle</b>	<b>14</b>	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.
<b>Reliability of estimates</b>	<b>15</b>	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.
	<b>16</b>	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.
<b>Revised figures</b>	<b>17</b>	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.
- Pre-release policy** 20 Stats SA's pre-release policy may be inspected at its Website, [www.statssa.gov.za](http://www.statssa.gov.za).
- 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

<b>Enterprise</b>	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.
<b>Industry</b>	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> .
<b>Statistical unit</b>	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.
<b>Retail trade</b>	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.
<b>Retailer</b>	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.

Stats SA has copyright on this publication. Users may apply the information as they wish, provided that they acknowledge Stats SA as the source of the basic data wherever they process, apply, utilise, publish or distribute the data; and also that they specify that the relevant application and analysis (where applicable) result from their own processing of the data.

## Advance release calendar

An advance release calendar is disseminated on [www.statssa.gov.za](http://www.statssa.gov.za)

## Stats SA products

A complete set of Stats SA publications is available at the Stats SA Library and the following libraries:

National Library of South Africa, Pretoria Division  
National Library of South Africa, Cape Town Division  
Natal Society Library, Pietermaritzburg  
Library of Parliament, Cape Town  
Bloemfontein Public Library  
Johannesburg Public Library  
Eastern Cape Library Services, King William's Town  
Central Regional Library, Polokwane  
Central Reference Library, Nelspruit  
Central Reference Collection, Kimberley  
Central Reference Library, Mmabatho

Stats SA also provides a subscription service.

## Electronic services

A large range of data are available via on-line services, diskette and computer printouts. For more details about our electronic data services, contact (012) 310 8600/8390/8351/4892/8496/8095.

You can visit us on the internet at: [www.statssa.gov.za](http://www.statssa.gov.za)

## Enquiries

Telephone number: (012) 310 8600/8390/8351/4892/8496/8095 (user information services)  
(012) 310 8404 (technical enquiries)  
(012) 310 8358 (orders)  
(012) 310 4883/4885/8018 (library)

Fax number: (012) 310 8332/0866376635 (technical enquiries)

Email address: [elisel@statssa.gov.za](mailto:elisel@statssa.gov.za)  
[henriettef@statssa.gov.za](mailto:henriettef@statssa.gov.za)  
[magdaj@statssa.gov.za](mailto:magdaj@statssa.gov.za) (orders)

Postal address: Private Bag X44, Pretoria, 0001

*Produced by Stats SA*