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Summary of findings: Retail trade sales

Table A – Key figures for October 2010

Retail trade sales estimates	October 2010 (R million)	% change between October 2009 and October 2010	% change between August to October 2009 and August to October 2010	% change between January to October 2009 and January to October 2010
At current prices	46 997	7,0	6,4	6,4
At constant 2008 prices	42 390	6,1	5,6	4,4

Seasonally adjusted estimates	October 2010 (R million)	% change between September and October 2010	% change between May to July 2010 and August to October 2010
At current prices	47 362	0,5	0,1
At constant 2008 prices	42 640	0,7	0,1

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 0,7% in October 2010 compared with September 2010. This followed month-on-month changes of 0,4% in September 2010 and -1,4% in August 2010.

In real terms, retail trade sales rose by 6,1% year-on-year in October 2010. The highest annual real growth rate was recorded for ‘retailers in pharmaceutical and medical goods, cosmetics and toiletries’ (17,4%), followed by ‘retailers in household furniture, appliances and equipment’ (17,1%), and ‘retailers in textiles, clothing, footwear and leather goods’ (9,2%) – see Table 10 on page 8.

Retail trade sales in real terms rose by 5,6% in the three months ended October 2010 compared with the three months ended October 2009. The main contributors to the increase of 5,6% were ‘general dealers’ (4,8% and contributing 1,9 percentage points), ‘retailers in textiles, clothing, footwear and leather goods’ (8,0% and contributing 1,5 percentage points) and ‘retailers in household furniture, appliances and equipment’ (18,2% and contributing 1,0 percentage point) – 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	August to October 2009 (R million)	Weight 1/	August to October 2010 (R million)	Difference between August to October 2009 and August to October 2010 (R million)	% change between August to October 2009 and August to October 2010	Contribution (percentage points) to the % change in total sales 2/
General dealers	50 861	39,7	54 237	3 376	6,6	2,6
Retailers of food, beverages and tobacco in specialised stores	12 435	9,7	12 982	547	4,4	0,4
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 494	6,6	9 801	1 307	15,4	1,0
Retailers in textiles, clothing, footwear and leather goods	23 804	18,6	25 584	1 780	7,5	1,4
Retailers in household furniture, appliances and equipment	6 837	5,3	7 641	804	11,8	0,6
Retailers in hardware, paint and glass	8 829	6,9	9 196	367	4,2	0,3
All other retailers	16 982	13,2	16 998	16	0,1	0,0
Total 3/	128 240	100,0	136 440	8 200	6,4	6,4

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.

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

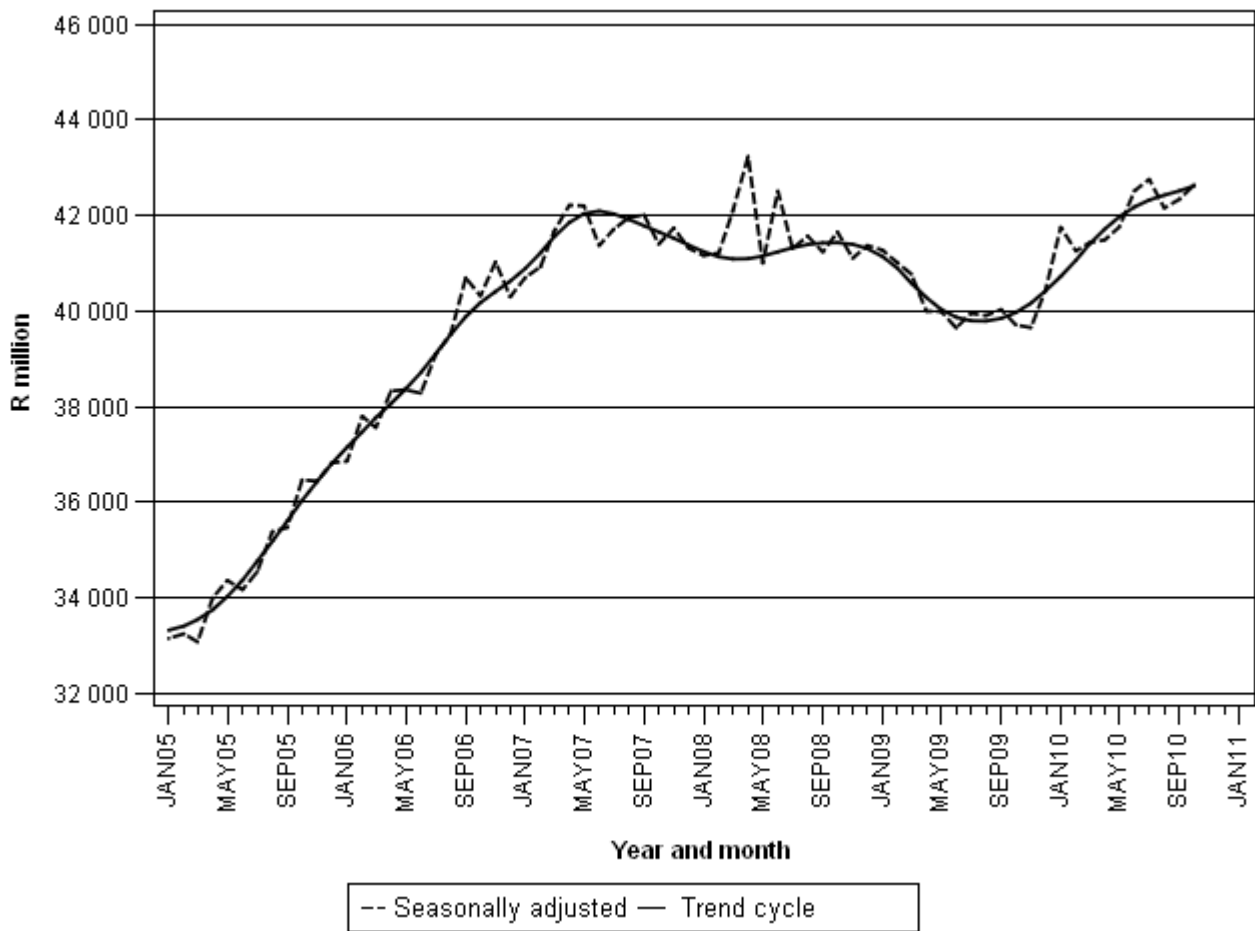
Type of retailer	August to October 2009 (R million)	Weight 1/	August to October 2010 (R million)	Difference between August to October 2009 and August to October 2010 (R million)	% change between August to October 2009 and August to October 2010	Contribution (percentage points) to the % change in total sales 2/
General dealers	45 397	38,9	47 589	2 192	4,8	1,9
Retailers of food, beverages and tobacco in specialised stores	11 360	9,7	11 428	68	0,6	0,1
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	7 351	6,3	8 158	807	11,0	0,7
Retailers in textiles, clothing, footwear and leather goods	22 387	19,2	24 188	1 801	8,0	1,5
Retailers in household furniture, appliances and equipment	6 667	5,7	7 883	1 216	18,2	1,0
Retailers in hardware, paint and glass	7 808	6,7	7 875	67	0,9	0,1
All other retailers	15 637	13,4	15 995	358	2,3	0,3
Total 3/	116 607	100,0	123 116	6 509	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



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Statistician-General

Detailed results

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
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	46 997
November	25 079	28 502	31 802	37 400	40 640	44 809	45 152	
December	32 696	37 362	42 108	47 239	51 685	58 155	59 999	
Total	277 242	313 511	345 466	398 466	447 788	500 067	524 352	

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	7,0
November	10,2	13,6	11,6	17,6	8,7	10,3	0,8	
December	11,2	14,3	12,7	12,2	9,4	12,5	3,2	
Total	10,7	13,1	10,2	15,3	12,4	11,7	4,9	

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	22 322	25 247	27 168	30 763	35 216	39 143	43 372	45 611
February	22 153	24 769	27 327	31 648	35 719	39 290	43 732	45 548
March	22 992	24 990	27 148	31 350	36 347	40 433	43 892	45 749
April	22 344	24 731	27 761	32 131	37 050	41 658	43 266	45 728
May	22 791	25 589	28 319	32 276	37 415	40 356	43 418	46 250
June	23 093	26 048	28 293	32 643	36 867	42 457	43 461	47 144
July	23 294	26 301	28 510	33 356	37 659	41 449	43 783	47 619
August	23 239	26 136	29 210	33 851	37 971	42 260	43 940	46 667
September	23 380	26 708	29 265	34 657	38 272	42 279	43 872	47 113
October	23 132	26 872	30 178	34 801	37 954	43 043	43 889	47 362
November	23 988	27 175	30 145	35 536	38 558	42 710	43 417	
December	24 043	27 435	30 867	34 927	38 524	43 179	44 689	

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
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	42 390
November	31 193	34 759	38 316	43 287	43 983	43 037	41 064	
December	40 819	45 675	50 489	54 612	55 815	55 888	54 778	
Total	347 862	386 784	418 448	468 329	498 641	500 066	481 908	

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	6,1
November	7,8	11,4	10,2	13,0	1,6	-2,2	-4,6	
December	9,3	11,9	10,5	8,2	2,2	0,1	-2,0	
Total	4,9	11,2	8,2	11,9	6,5	0,3	-3,6	

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	28 307	31 353	33 146	36 855	40 701	41 158	41 273	41 752
February	28 042	30 655	33 244	37 796	40 923	41 213	41 004	41 255
March	29 146	31 141	33 074	37 559	41 667	42 104	40 773	41 428
April	28 363	30 709	33 997	38 324	42 213	43 232	39 993	41 486
May	28 535	31 537	34 361	38 351	42 200	40 999	39 991	41 758
June	28 947	32 235	34 165	38 277	41 367	42 508	39 644	42 513
July	29 040	32 460	34 541	39 075	41 711	41 308	39 949	42 755
August	29 029	32 268	35 380	39 516	41 952	41 567	39 903	42 153
September	29 276	32 892	35 469	40 694	42 010	41 233	40 030	42 338
October	28 930	33 144	36 463	40 313	41 399	41 651	39 707	42 640
November	29 799	33 161	36 439	41 027	41 735	41 102	39 651	
December	30 057	33 495	36 821	40 294	41 315	41 370	40 445	

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	17 925	4 461	3 454	9 338	2 644	3 203	5 972	46 997

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	
2009	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
Total	8,9	7,6	14,1	3,4	-3,1	-8,9	1,3	4,9	
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	6,6	4,3	22,1	8,8	11,0	2,5	1,3	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	15 696	3 923	2 874	8 818	2 731	2 735	5 613	42 390

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
Total	-1,4	-1,1	0,6	-2,1	-5,7	-18,3	-6,2	-3,6	
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	4,7	0,6	17,4	9,2	17,1	-0,7	3,2	6,1

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

Retail trade sales estimates	August to October 2009 (R million)	August to October 2010 (R million)	% change between August to October 2009 and August to October 2010	January to October 2009 (R million)	January to October 2010 (R million)	% change between January to October 2009 and January to October 2010
At current prices	128 240	136 440	6,4	419 201	446 132	6,4
At constant 2008 prices	116 607	123 116	5,6	386 066	403 034	4,4

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

Retail trade sales seasonally adjusted estimates	September 2010 (R million)	October 2010 (R million)	% change between September and October 2010	May to July 2010 (R million)	August to October 2010 (R million)	% change between May to July 2010 and August to October 2010
At current prices	47 113	47 362	0,5	141 013	141 142	0,1
At constant 2008 prices	42 338	42 640	0,7	127 026	127 131	0,1

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>2 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 October 2010 was 80,7%. The improved response rate for the survey on retail trade sales for September 2010 was 89,2%.</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.
- Pre-release policy** 20 Stats SA's pre-release policy may be inspected at its Website, 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

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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