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Retail trade sales (Preliminary)

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Summary of findings: Retail trade sales

Table A – Key figures for September 2011

| Retail trade sales estimates | September 2011 (R million) | % change between September 2010 and September 2011 | % change between July to September 2010 and July to September 2011 | % change between January to September 2010 and January to September 2011 |
|--------------------------------|-------------------------------|---|---|---|
| At current prices | 51 352 | 12,3 | 9,8 | 8,0 |
| At constant 2008 prices | 44 600 | 8,3 | 6,3 | 5,4 |

| Seasonally adjusted estimates | September 2011 (R million) | % change between August and September 2011 | % change between April to June 2011 and July to September 2011 |
|--------------------------------|-------------------------------|---|---|
| At current prices | 52 984 | 2,4 | 3,6 |
| At constant 2008 prices | 46 060 | 1,8 | 2,5 |

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 1,8% in September 2011 compared with August 2011. This followed month-on-month changes of 1,0% in August 2011 and 1,5% in July 2011.

In real terms, retail trade sales for the third quarter of 2011 reflected an increase of 6,3% compared with the third quarter of 2010. The largest contributor to the 6,3% increase was ‘general dealers’ (4,5% and contributing 1,7 percentage points), followed by ‘all other retailers’ (11,2% and contributing 1,3 percentage points) and ‘retailers in textiles, clothing, footwear and leather goods’ (6,7% and contributing 1,3 percentage points) – see Table C on page 3.

Retail trade sales in real terms increased by 8,3% year-on-year in September 2011. The highest annual growth rate was recorded for ‘retailers in hardware, paint and glass’ (19,9%), followed by ‘all other retailers’ (15,6%) – 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 | July to September 2010 (R million) | Weight 1/ | July to September 2011 (R million) | Difference between July to September 2010 and July to September 2011 (R million) | % change between July to September 2010 and July to September 2011 | Contribution (percentage points) to the percentage change in total sales 2/ |
|---|------------------------------------|--------------|------------------------------------|--|--|---|
| General dealers | 54 239 | 39,6 | 59 570 | 5 331 | 9,8 | 3,9 |
| Retailers of food, beverages and tobacco in specialised stores | 13 906 | 10,2 | 14 853 | 947 | 6,8 | 0,7 |
| Retailers in pharmaceutical and medical goods, cosmetics and toiletries | 9 810 | 7,2 | 10 659 | 849 | 8,7 | 0,6 |
| Retailers in textiles, clothing, footwear and leather goods | 25 413 | 18,6 | 27 540 | 2 127 | 8,4 | 1,6 |
| Retailers in household furniture, appliances and equipment | 7 326 | 5,3 | 7 901 | 575 | 7,8 | 0,4 |
| Retailers in hardware, paint and glass | 10 561 | 7,7 | 12 319 | 1 758 | 16,6 | 1,3 |
| All other retailers | 15 718 | 11,5 | 17 597 | 1 879 | 12,0 | 1,4 |
| Total 3/ | 136 973 | 100,0 | 150 436 | 13 463 | 9,8 | 9,8 |

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

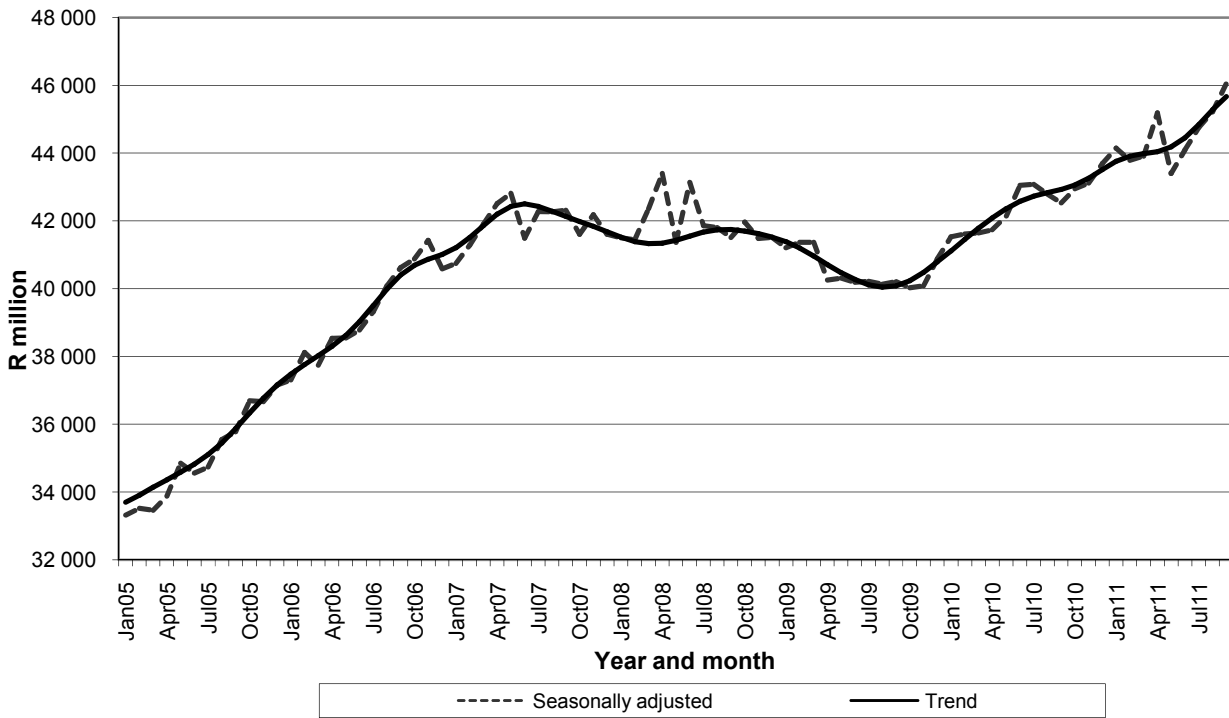
| Type of retailer | July to September 2010 (R million) | Weight 1/ | July to September 2011 (R million) | Difference between July to September 2010 and July to September 2011 (R million) | % change between July to September 2010 and July to September 2011 | Contribution (percentage points) to the percentage change in total sales 2/ |
|---|------------------------------------|--------------|------------------------------------|--|--|---|
| General dealers | 47 690 | 38,6 | 49 813 | 2 123 | 4,5 | 1,7 |
| Retailers of food, beverages and tobacco in specialised stores | 12 260 | 9,9 | 12 157 | -103 | -0,8 | -0,1 |
| Retailers in pharmaceutical and medical goods, cosmetics and toiletries | 8 170 | 6,6 | 8 631 | 461 | 5,6 | 0,4 |
| Retailers in textiles, clothing, footwear and leather goods | 24 034 | 19,5 | 25 638 | 1 604 | 6,7 | 1,3 |
| Retailers in household furniture, appliances and equipment | 7 537 | 6,1 | 8 426 | 889 | 11,8 | 0,7 |
| Retailers in hardware, paint and glass | 9 074 | 7,3 | 10 198 | 1 124 | 12,4 | 0,9 |
| All other retailers | 14 791 | 12,0 | 16 442 | 1 651 | 11,2 | 1,3 |
| Total 3/ | 123 556 | 100,0 | 131 305 | 7 749 | 6,3 | 6,3 |

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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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 | 23 817 | 25 227 | 28 257 | 32 788 | 36 430 | 40 935 | 42 918 | 46 228 |
| February | 23 152 | 24 957 | 28 942 | 32 747 | 37 557 | 40 214 | 41 906 | 44 913 |
| March | 24 446 | 26 666 | 30 777 | 35 830 | 39 707 | 42 502 | 44 970 | 48 000 |
| April | 23 991 | 27 080 | 31 091 | 35 533 | 40 130 | 41 775 | 44 194 | 49 528 |
| May | 25 322 | 27 790 | 32 100 | 37 074 | 40 380 | 43 147 | 45 643 | 47 382 |
| June | 25 215 | 27 229 | 31 410 | 35 900 | 40 482 | 41 959 | 45 809 | 48 295 |
| July | 25 617 | 27 615 | 32 141 | 36 046 | 40 161 | 42 756 | 46 749 | 49 613 |
| August | 24 760 | 28 090 | 32 531 | 36 763 | 40 827 | 42 139 | 44 498 | 49 471 |
| September | 26 081 | 28 677 | 34 349 | 37 338 | 41 222 | 42 869 | 45 726 | 51 352 |
| October | 27 223 | 30 394 | 34 734 | 38 285 | 43 375 | 44 257 | 47 431 | |
| November | 28 730 | 32 056 | 37 700 | 40 964 | 45 167 | 45 513 | 49 754 | |
| December | 37 661 | 42 445 | 47 617 | 52 098 | 58 621 | 60 479 | 65 998 | |
| Total | 316 015 | 348 226 | 401 649 | 451 366 | 504 064 | 528 545 | 565 596 | |

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 | 7,7 |
| February | 14,8 | 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 | 6,7 |
| April | 10,7 | 12,9 | 14,8 | 14,3 | 12,9 | 4,1 | 5,8 | 12,1 |
| May | 10,9 | 9,7 | 15,5 | 15,5 | 8,9 | 6,9 | 5,8 | 3,8 |
| June | 14,0 | 8,0 | 15,4 | 14,3 | 12,8 | 3,6 | 9,2 | 5,4 |
| July | 14,1 | 7,8 | 16,4 | 12,1 | 11,4 | 6,5 | 9,3 | 6,1 |
| August | 11,0 | 13,4 | 15,8 | 13,0 | 11,1 | 3,2 | 5,6 | 11,2 |
| September | 14,5 | 10,0 | 19,8 | 8,7 | 10,4 | 4,0 | 6,7 | 12,3 |
| October | 16,0 | 11,6 | 14,3 | 10,2 | 13,3 | 2,0 | 7,2 | |
| November | 13,6 | 11,6 | 17,6 | 8,7 | 10,3 | 0,8 | 9,3 | |
| December | 14,3 | 12,7 | 12,2 | 9,4 | 12,5 | 3,2 | 9,1 | |
| 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 | 25 372 | 27 295 | 31 063 | 35 427 | 39 436 | 43 491 | 45 731 | 49 375 |
| February | 25 010 | 27 539 | 31 893 | 35 997 | 39 593 | 44 064 | 45 884 | 49 142 |
| March | 25 205 | 27 438 | 31 644 | 36 630 | 40 734 | 44 451 | 46 166 | 49 509 |
| April | 24 998 | 27 932 | 32 383 | 37 409 | 42 040 | 43 613 | 46 176 | 50 973 |
| May | 25 748 | 28 634 | 32 521 | 37 799 | 40 665 | 43 842 | 46 683 | 49 167 |
| June | 26 243 | 28 473 | 32 881 | 36 976 | 42 795 | 43 847 | 47 600 | 50 280 |
| July | 26 469 | 28 711 | 33 548 | 38 034 | 41 769 | 44 012 | 47 800 | 51 056 |
| August | 26 413 | 29 411 | 34 164 | 38 245 | 42 524 | 44 156 | 47 288 | 51 738 |
| September | 26 912 | 29 545 | 34 833 | 38 545 | 42 611 | 44 136 | 47 201 | 52 984 |
| October | 27 072 | 30 372 | 35 198 | 38 226 | 43 346 | 44 100 | 47 680 | |
| November | 27 425 | 30 403 | 35 855 | 39 045 | 43 267 | 44 187 | 47 973 | |
| December | 27 664 | 31 084 | 35 201 | 38 771 | 43 492 | 45 082 | 48 750 | |

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

| Month | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^{1/} | 2011 ^{1/} |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------|--------------------|
| January | 29 550 | 30 727 | 33 760 | 37 601 | 38 204 | 38 772 | 38 913 | 41 381 |
| February | 28 689 | 30 361 | 34 578 | 37 554 | 39 315 | 37 788 | 38 051 | 40 068 |
| March | 30 218 | 32 401 | 36 639 | 40 949 | 41 204 | 39 336 | 40 394 | 42 309 |
| April | 29 729 | 32 904 | 36 969 | 40 333 | 41 305 | 38 496 | 39 853 | 43 848 |
| May | 31 339 | 33 808 | 38 078 | 41 939 | 41 083 | 39 554 | 41 122 | 41 580 |
| June | 31 284 | 33 206 | 37 172 | 40 428 | 40 855 | 38 462 | 41 337 | 42 333 |
| July | 31 704 | 33 392 | 37 724 | 40 007 | 40 218 | 39 113 | 42 216 | 43 475 |
| August | 30 682 | 34 007 | 38 137 | 40 622 | 40 071 | 38 308 | 40 152 | 43 230 |
| September | 32 159 | 34 718 | 40 081 | 40 941 | 40 104 | 38 940 | 41 188 | 44 600 |
| October | 33 443 | 36 752 | 40 248 | 41 659 | 42 002 | 40 234 | 42 729 | |
| November | 35 037 | 38 622 | 43 634 | 44 333 | 43 377 | 41 366 | 44 782 | |
| December | 46 040 | 50 893 | 55 049 | 56 261 | 56 325 | 55 187 | 59 655 | |
| Total | 389 874 | 421 791 | 472 069 | 502 627 | 504 063 | 485 556 | 510 392 | |

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 | -3,9 | 0,7 | 5,3 |
| March | 6,9 | 7,2 | 13,1 | 11,8 | 0,6 | -4,5 | 2,7 | 4,7 |
| April | 8,8 | 10,7 | 12,4 | 9,1 | 2,4 | -6,8 | 3,5 | 10,0 |
| May | 9,1 | 7,9 | 12,6 | 10,1 | -2,0 | -3,7 | 4,0 | 1,1 |
| June | 12,1 | 6,1 | 11,9 | 8,8 | 1,1 | -5,9 | 7,5 | 2,4 |
| July | 12,8 | 5,3 | 13,0 | 6,1 | 0,5 | -2,7 | 7,9 | 3,0 |
| August | 10,0 | 10,8 | 12,1 | 6,5 | -1,4 | -4,4 | 4,8 | 7,7 |
| September | 13,0 | 8,0 | 15,4 | 2,1 | -2,0 | -2,9 | 5,8 | 8,3 |
| October | 14,3 | 9,9 | 9,5 | 3,5 | 0,8 | -4,2 | 6,2 | |
| November | 11,4 | 10,2 | 13,0 | 1,6 | -2,2 | -4,6 | 8,3 | |
| December | 11,9 | 10,5 | 8,2 | 2,2 | 0,1 | -2,0 | 8,1 | |
| Total | 11,2 | 8,2 | 11,9 | 6,5 | 0,3 | -3,7 | 5,1 | |

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 | 31 562 | 33 326 | 37 313 | 40 748 | 41 506 | 41 209 | 41 529 | 44 152 |
| February | 31 060 | 33 523 | 38 126 | 41 292 | 41 450 | 41 374 | 41 622 | 43 787 |
| March | 31 239 | 33 466 | 37 742 | 41 907 | 42 360 | 41 374 | 41 650 | 43 914 |
| April | 30 944 | 33 881 | 38 536 | 42 518 | 43 402 | 40 255 | 41 738 | 45 189 |
| May | 31 774 | 34 854 | 38 544 | 42 814 | 41 368 | 40 315 | 42 149 | 43 405 |
| June | 32 476 | 34 567 | 38 786 | 41 499 | 43 137 | 40 194 | 43 050 | 44 090 |
| July | 32 715 | 34 746 | 39 324 | 42 282 | 41 860 | 40 221 | 43 086 | 44 766 |
| August | 32 732 | 35 555 | 40 091 | 42 268 | 41 810 | 40 133 | 42 791 | 45 226 |
| September | 33 168 | 35 782 | 40 625 | 42 317 | 41 517 | 40 211 | 42 537 | 46 060 |
| October | 33 296 | 36 694 | 40 879 | 41 613 | 41 969 | 40 028 | 42 949 | |
| November | 33 447 | 36 670 | 41 432 | 42 189 | 41 487 | 40 089 | 43 116 | |
| December | 33 793 | 37 162 | 40 593 | 41 612 | 41 516 | 40 878 | 43 700 | |

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 | 16 642 | 4 399 | 2 925 | 8 646 | 2 309 | 2 749 | 5 249 | 42 918 |
| | February | 16 695 | 4 263 | 2 864 | 7 649 | 2 185 | 3 031 | 5 220 | 41 906 |
| | March | 18 124 | 4 893 | 3 244 | 7 835 | 2 223 | 3 342 | 5 311 | 44 970 |
| | April | 16 791 | 4 653 | 3 195 | 9 380 | 2 363 | 3 038 | 4 775 | 44 194 |
| | May | 17 236 | 4 776 | 3 180 | 9 419 | 2 441 | 3 612 | 4 979 | 45 643 |
| | June | 18 524 | 4 590 | 3 138 | 8 519 | 2 471 | 3 446 | 5 123 | 45 809 |
| | July | 18 245 | 4 710 | 3 442 | 9 016 | 2 472 | 3 531 | 5 334 | 46 749 |
| | August | 17 449 | 4 537 | 3 144 | 8 189 | 2 427 | 3 590 | 5 162 | 44 498 |
| | September | 18 545 | 4 659 | 3 224 | 8 208 | 2 427 | 3 440 | 5 222 | 45 726 |
| | October | 17 909 | 4 804 | 3 452 | 9 369 | 2 571 | 3 720 | 5 607 | 47 431 |
| | November | 18 720 | 4 790 | 3 400 | 10 150 | 2 998 | 3 949 | 5 747 | 49 754 |
| | December | 25 116 | 6 948 | 3 825 | 15 341 | 4 141 | 3 922 | 6 706 | 65 998 |
| Total | 219 996 | 58 022 | 39 033 | 111 721 | 31 028 | 41 370 | 64 435 | 565 596 | |
| 2011 | January | 17 799 | 4 446 | 3 465 | 9 182 | 2 442 | 3 328 | 5 567 | 46 228 |
| | February | 17 858 | 4 381 | 3 230 | 8 063 | 2 216 | 3 706 | 5 461 | 44 913 |
| | March | 19 884 | 4 804 | 3 483 | 8 109 | 2 337 | 3 747 | 5 637 | 48 000 |
| | April | 18 808 | 5 101 | 3 585 | 10 893 | 2 492 | 3 369 | 5 280 | 49 528 |
| | May | 18 829 | 4 570 | 3 411 | 9 293 | 2 494 | 3 564 | 5 220 | 47 382 |
| | June | 19 874 | 4 709 | 3 411 | 8 876 | 2 541 | 3 702 | 5 184 | 48 295 |
| | July | 19 035 | 4 939 | 3 674 | 9 786 | 2 655 | 4 019 | 5 505 | 49 613 |
| | August | 19 540 | 4 882 | 3 462 | 8 872 | 2 690 | 4 015 | 6 012 | 49 471 |
| | September | 20 995 | 5 032 | 3 523 | 8 882 | 2 556 | 4 285 | 6 080 | 51 352 |

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 | 5,0 | 3,3 | 15,9 | 11,9 | 1,1 | -12,4 | 1,7 | 4,8 |
| | February | 6,2 | 4,1 | 16,2 | 8,3 | 2,9 | -9,5 | -3,1 | 4,2 |
| | March | 4,9 | 12,1 | 13,2 | 11,7 | 6,1 | -4,4 | -1,6 | 5,8 |
| | April | 6,3 | 2,7 | 17,3 | 8,2 | 14,2 | -2,3 | -2,0 | 5,8 |
| | May | 6,8 | 5,5 | 15,2 | 4,3 | 11,2 | 4,8 | -1,1 | 5,8 |
| | June | 11,3 | 5,3 | 7,8 | 12,6 | 10,8 | 0,9 | 6,0 | 9,2 |
| | July | 12,2 | 6,2 | 17,2 | 10,2 | 8,3 | -1,1 | 4,8 | 9,3 |
| | August | 5,6 | 0,2 | 7,0 | 5,4 | 13,8 | 12,3 | 2,2 | 5,6 |
| | September | 6,1 | 4,7 | 12,6 | 8,3 | 10,8 | 3,7 | 4,6 | 6,7 |
| | October | 6,7 | 2,1 | 19,2 | 8,3 | 11,2 | 4,3 | 5,1 | 7,2 |
| | November | 6,8 | 1,6 | 16,9 | 12,0 | 14,8 | 17,5 | 8,0 | 9,3 |
| | December | 8,7 | 6,4 | 29,0 | 5,4 | 12,5 | 12,8 | 8,7 | 9,1 |
| Total | 7,3 | 4,5 | 15,6 | 8,6 | 10,0 | 2,3 | 2,8 | 7,0 | |
| 2011 | January | 7,0 | 1,1 | 18,5 | 6,2 | 5,8 | 21,1 | 6,1 | 7,7 |
| | February | 7,0 | 2,8 | 12,8 | 5,4 | 1,4 | 22,3 | 4,6 | 7,2 |
| | March | 9,7 | -1,8 | 7,4 | 3,5 | 5,1 | 12,1 | 6,1 | 6,7 |
| | April | 12,0 | 9,6 | 12,2 | 16,1 | 5,5 | 10,9 | 10,6 | 12,1 |
| | May | 9,2 | -4,3 | 7,3 | -1,3 | 2,2 | -1,3 | 4,8 | 3,8 |
| | June | 7,3 | 2,6 | 8,7 | 4,2 | 2,8 | 7,4 | 1,2 | 5,4 |
| | July | 4,3 | 4,9 | 6,7 | 8,5 | 7,4 | 13,8 | 3,2 | 6,1 |
| | August | 12,0 | 7,6 | 10,1 | 8,3 | 10,8 | 11,8 | 16,5 | 11,2 |
| | September | 13,2 | 8,0 | 9,3 | 8,2 | 5,3 | 24,6 | 16,4 | 12,3 |

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 | 14 793 | 3 977 | 2 511 | 8 118 | 2 282 | 2 403 | 4 829 | 38 913 |
| | February | 14 893 | 3 861 | 2 458 | 7 196 | 2 174 | 2 645 | 4 824 | 38 051 |
| | March | 15 912 | 4 342 | 2 763 | 7 371 | 2 216 | 2 909 | 4 881 | 40 394 |
| | April | 14 742 | 4 121 | 2 712 | 8 816 | 2 375 | 2 637 | 4 450 | 39 853 |
| | May | 15 106 | 4 215 | 2 686 | 8 877 | 2 476 | 3 122 | 4 640 | 41 122 |
| | June | 16 306 | 4 066 | 2 630 | 8 044 | 2 516 | 2 978 | 4 797 | 41 337 |
| | July | 16 075 | 4 161 | 2 868 | 8 522 | 2 533 | 3 044 | 5 013 | 42 216 |
| | August | 15 347 | 3 994 | 2 622 | 7 747 | 2 499 | 3 087 | 4 856 | 40 152 |
| | September | 16 268 | 4 105 | 2 680 | 7 765 | 2 505 | 2 943 | 4 922 | 41 188 |
| | October | 15 682 | 4 225 | 2 872 | 8 847 | 2 656 | 3 177 | 5 270 | 42 729 |
| | November | 16 335 | 4 202 | 2 810 | 9 585 | 3 097 | 3 367 | 5 386 | 44 782 |
| | December | 21 955 | 6 079 | 3 166 | 14 514 | 4 300 | 3 344 | 6 297 | 59 655 |
| | Total | 193 414 | 51 348 | 32 778 | 105 402 | 31 629 | 35 656 | 60 165 | 510 392 |
| 2011 | January | 15 410 | 3 826 | 2 857 | 8 670 | 2 541 | 2 840 | 5 237 | 41 381 |
| | February | 15 435 | 3 764 | 2 652 | 7 599 | 2 330 | 3 146 | 5 142 | 40 068 |
| | March | 16 937 | 4 027 | 2 841 | 7 621 | 2 463 | 3 162 | 5 258 | 42 309 |
| | April | 16 020 | 4 258 | 2 929 | 10 228 | 2 645 | 2 838 | 4 930 | 43 848 |
| | May | 15 876 | 3 783 | 2 762 | 8 685 | 2 645 | 2 982 | 4 847 | 41 580 |
| | June | 16 743 | 3 892 | 2 780 | 8 303 | 2 700 | 3 093 | 4 822 | 42 333 |
| | July | 15 996 | 4 055 | 2 975 | 9 146 | 2 824 | 3 344 | 5 135 | 43 475 |
| | August | 16 365 | 3 998 | 2 806 | 8 253 | 2 865 | 3 324 | 5 619 | 43 230 |
| | September | 17 452 | 4 104 | 2 850 | 8 239 | 2 737 | 3 530 | 5 688 | 44 600 |

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 | -0,4 | -1,8 | 5,5 | 8,7 | 2,4 | -16,9 | -1,4 | 0,4 |
| | February | 1,7 | -0,1 | 6,5 | 6,1 | 6,0 | -13,7 | -5,0 | 0,7 |
| | March | 0,5 | 7,8 | 8,1 | 10,3 | 9,7 | -8,9 | -2,9 | 2,7 |
| | April | 2,5 | -0,8 | 13,2 | 7,1 | 18,9 | -6,5 | -1,4 | 3,5 |
| | May | 3,5 | 2,0 | 11,2 | 3,9 | 17,1 | 0,3 | 0,1 | 4,0 |
| | June | 8,2 | 2,0 | 3,1 | 12,3 | 16,9 | -3,2 | 7,5 | 7,5 |
| | July | 9,4 | 2,5 | 11,7 | 10,6 | 14,0 | -4,5 | 7,2 | 7,9 |
| | August | 3,9 | -3,6 | 2,8 | 6,0 | 20,9 | 8,9 | 4,7 | 4,8 |
| | September | 4,3 | 0,9 | 8,5 | 9,0 | 16,9 | 0,2 | 7,0 | 5,8 |
| | October | 4,8 | -1,5 | 14,5 | 8,7 | 17,4 | 1,0 | 6,9 | 6,2 |
| | November | 4,5 | -1,9 | 12,1 | 12,6 | 20,4 | 14,0 | 9,8 | 8,3 |
| | December | 6,4 | 2,3 | 23,9 | 6,1 | 17,9 | 9,5 | 10,8 | 8,1 |
| | Total | 4,2 | 0,7 | 10,1 | 8,3 | 15,1 | -1,7 | 3,6 | 5,1 |
| 2011 | January | 4,2 | -3,8 | 13,8 | 6,8 | 11,3 | 18,2 | 8,4 | 6,3 |
| | February | 3,6 | -2,5 | 7,9 | 5,6 | 7,2 | 18,9 | 6,6 | 5,3 |
| | March | 6,4 | -7,3 | 2,8 | 3,4 | 11,1 | 8,7 | 7,7 | 4,7 |
| | April | 8,7 | 3,3 | 8,0 | 16,0 | 11,4 | 7,6 | 10,8 | 10,0 |
| | May | 5,1 | -10,2 | 2,8 | -2,2 | 6,8 | -4,5 | 4,5 | 1,1 |
| | June | 2,7 | -4,3 | 5,7 | 3,2 | 7,3 | 3,9 | 0,5 | 2,4 |
| | July | -0,5 | -2,5 | 3,7 | 7,3 | 11,5 | 9,9 | 2,4 | 3,0 |
| | August | 6,6 | 0,1 | 7,0 | 6,5 | 14,6 | 7,7 | 15,7 | 7,7 |
| | September | 7,3 | 0,0 | 6,3 | 6,1 | 9,3 | 19,9 | 15,6 | 8,3 |

1/ The year-on-year percentage change is the difference between retail trade sales by type of retailer of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

| Group type | Type of retailer included in group type 1/ |
|---------------|---|
| Type A | General dealers |
| Type B | Retailers of food, beverages and tobacco in specialised stores |
| Type C | Retailers in pharmaceutical and medical goods, cosmetics and toiletries |
| Type D | Retailers in textiles, clothing, footwear and leather goods |
| Type E | Retailers in household furniture, appliances and equipment |
| Type F | Retailers in hardware, paint and glass |
| Type G | All other retailers |

1/ See note 4 on page 10 for more detailed specifications.

Table 11 – Quarterly and cumulative estimates and percentage changes in total retail trade sales

| Retail trade sales estimates | July to September 2010 (R million) | July to September 2011 (R million) | % change between July to September 2010 and July to September 2011 | January to September 2010 (R million) | January to September 2011 (R million) | % change between January to September 2010 and January to September 2011 |
|--------------------------------|------------------------------------|------------------------------------|--|---------------------------------------|---------------------------------------|--|
| At current prices | 136 973 | 150 436 | 9,8 | 402 413 | 434 782 | 8,0 |
| At constant 2008 prices | 123 556 | 131 305 | 6,3 | 363 226 | 382 824 | 5,4 |

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

| Retail trade sales seasonally adjusted estimates | August 2011 (R million) | September 2011 (R million) | % change between August and September 2011 | April to June 2011 (R million) | July to September 2011 (R million) | % change between April to June 2011 and July to September 2011 |
|--|-------------------------|----------------------------|--|--------------------------------|------------------------------------|--|
| At current prices | 51 738 | 52 984 | 2,4 | 150 420 | 155 778 | 3,6 |
| At constant 2008 prices | 45 226 | 46 060 | 1,8 | 132 684 | 136 052 | 2,5 |

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 2011 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 September 2011 was 80,5%. The improved response rate for the survey on retail trade sales for August 2011 was 84,9%.</p> |
| Statistical unit | 7 | <p>The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.</p> |

- Survey methodology and design**
- 8 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 30 000 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 2011) at the SIC four-digit level from a population then of about 30 000 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 aggregating the deflated sales by type of retailer.
 - 13 Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
- Trend cycle**
- 14 The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.
- Reliability of estimates**
- 15 Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
 - 16 Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.
- Revised figures**
- 17 Normally revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.

- Related publications** **18** Users may also wish to refer to the following publications available from Stats SA:
- *Bulletin of Statistics* issued quarterly; and
 - *SA Statistics* issued annually.
- Rounding-off of figures** **19** Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
- Symbols and Abbreviations** **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 4,0%.

Class limits

| Enterprise size | Size group | Lower limits | Upper limits |
|-----------------|------------|--------------|--------------|
| Very small | 4 | 0 | 8 000 000 |
| Small | 3 | 8 000 001 | 38 000 000 |
| Medium | 2 | 38 000 001 | 78 000 000 |
| Large | 1 | 78 000 001 | |

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 <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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