



**Statistics
South Africa**

Preferred supplier of quality statistics



Statistical release

P6242.1

Retail trade sales (Preliminary)

April 2010

Note that retail sales at constant prices have been revised from January 2008

**Embargoed until:
17 June 2010
11:30**

Enquiries:

User Information Services
(012) 310 8600

Forthcoming issue:

May 2010

Expected release date

14 July 2010

Statistics South Africa • Mbalo-mbalo dza Afrika Tshipembe • Tinhlayo-tiko ta Afrika-Dzonga • Dipalopalo tsa Aforika Borwa • Ezezibalo zaseNingizimu Afrika
Dipalopalo tša Afrika Borwa • Dipalopalo tsa Afrika Borwa • Ubalo lwaseMzantsi Afrika • Telubalo eNingizimu Afrika • iNanimbalo leSewula Afrika • Statistiek Suid-Afrika

email: info@statssa.gov.za
www.statssa.gov.za

170 Andries Street • Private Bag X44, 0001 Pretoria, South Africa
Tel: +27(12) 310 8911, Fax: +27(12) 321 7381

Contents

Summary of findings: Retail trade sales	2
Table A – Key figures as at the end of April 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
Article – Revision of retail trade deflators.....	5
Detailed results	9
Table 1 – Total retail trade sales at current prices (R million)	9
Table 2 – Percentage change in total retail trade sales at current prices	9
Table 3 – Seasonally adjusted total retail trade sales at current prices (R million).....	9
Table 4 – Total retail trade sales at constant 2008 prices (R million).....	10
Table 5 – Percentage change in total retail trade sales at constant 2008 prices.....	10
Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million)	10
Table 7 – Retail trade sales according to type of retailer at current prices (R million)	11
Table 8 – Percentage change in retail trade sales according to type of retailer at current prices	11
Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million)	12
Table 10 – Percentage change in retail trade sales according to type of retailer at constant 2008 prices	12
Table 11.1 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales.....	13
Table 11.2 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales.....	13
Explanatory notes	14
Technical note	16
Glossary	17
General information	18

Summary of findings: Retail trade sales

Table A – Key figures as at the end of April 2010

Retail trade sales estimates	April 2010 (R million)	% change between April 2009 and April 2010	% change between February to April 2009 and February to April 2010	% change between January to April 2009 and January to April 2010
At current prices	43 697	5,4	5,2	5,1
At constant 2008 prices	39 449	3,2	2,2	1,8

Seasonally adjusted estimates	April 2010 (R million)	% change between March and April 2010	% change between November 2009 to January 2010 and February to April 2010
At current prices	45 655	-0,2	2,3
At constant 2008 prices	41 300	-0,2	1,8

Key findings regarding retail trade sales for April 2010

Retail trade sales in real terms

Seasonally adjusted retail trade sales, at constant 2008 prices, for the three months ended April 2010 reflected an increase of 1,8% compared with the three months ended January 2010. Retail trade sales, at constant 2008 prices, for the three months ended April 2010 reflected an increase of 2,2% compared with the three months ended April 2009, while sales for the corresponding period in 2009 decreased by 5,1%.

The main contributors to the increase of 2,2% for the three months ended April 2010 compared with the three months ended April 2009 were retailers in textiles, clothing, footwear and leather goods (7,8% and contributing 1,4 percentage points) and general dealers (2,0% and contributing 0,8 of a percentage point) – see Table C on page 3.

Retail trade sales, at constant 2008 prices, for April 2010 reflected an increase of 3,2% compared with April 2009.

Retail trade sales in nominal terms

Retail trade sales, at current prices, for the three months ended April 2010 compared with the three months ended April 2009 increased by 5,2%. The main contributors to this increase were general dealers (6,2% and contributing 2,5 percentage points) and retailers in textiles, clothing, footwear and leather goods (9,3% and contributing 1,7 percentage points) – see Table B on page 3.

Retail trade sales, at current prices, for April 2010 increased by 5,4% compared with April 2009, while sales for the corresponding period in 2009 increased by 4,1% – see Table 2 on page 9.

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

Type of retailer	February to April 2009 (R million)	Weight 1/	February to April 2010 (R million)	Difference between February to April 2009 and February to April 2010 (R million)	Percentage change between February to April 2009 and February to April 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	49 099	39,7	52 150	3 051	6,2	2,5
Retailers of food, beverages and tobacco in specialised stores	13 436	10,9	14 276	840	6,3	0,7
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	6 077	4,9	6 924	847	13,9	0,7
Retailers in textiles, clothing, footwear and leather goods	22 027	17,8	24 082	2 055	9,3	1,7
Retailers in household furniture, appliances and equipment	6 040	4,9	6 501	461	7,6	0,4
Retailers in hardware, paint and glass	9 146	7,4	8 616	-530	-5,8	-0,4
All other retailers	17 712	14,3	17 358	-354	-2,0	-0,3
Total 3/	123 535	100,0	129 907	6 372	5,2	5,2

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/ The 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	February to April 2009 (R million)	Weight 1/	February to April 2010 (R million)	Difference between February to April 2009 and February to April 2010 (R million)	Percentage change between February to April 2009 and February to April 2010	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	45 128	39,3	46 023	895	2,0	0,8
Retailers of food, beverages and tobacco in specialised stores	12 460	10,9	12 741	281	2,3	0,3
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 478	4,8	5 906	428	7,8	0,4
Retailers in textiles, clothing, footwear and leather goods	21 006	18,3	22 647	1 641	7,8	1,4
Retailers in household furniture, appliances and equipment	5 830	5,1	6 496	666	11,4	0,6
Retailers in hardware, paint and glass	8 339	7,3	7 499	-840	-10,1	-0,7
All other retailers	16 543	14,4	16 054	-489	-3,0	-0,4
Total 3/	114 784	100,0	117 366	2 582	2,2	2,2

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/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and the totals.

Figure 1 below shows the seasonally adjusted and trend patterns for retail trade sales at constant 2008 prices between January 2003 and April 2010.

Figure 1 – Retail trade sales at constant 2008 prices



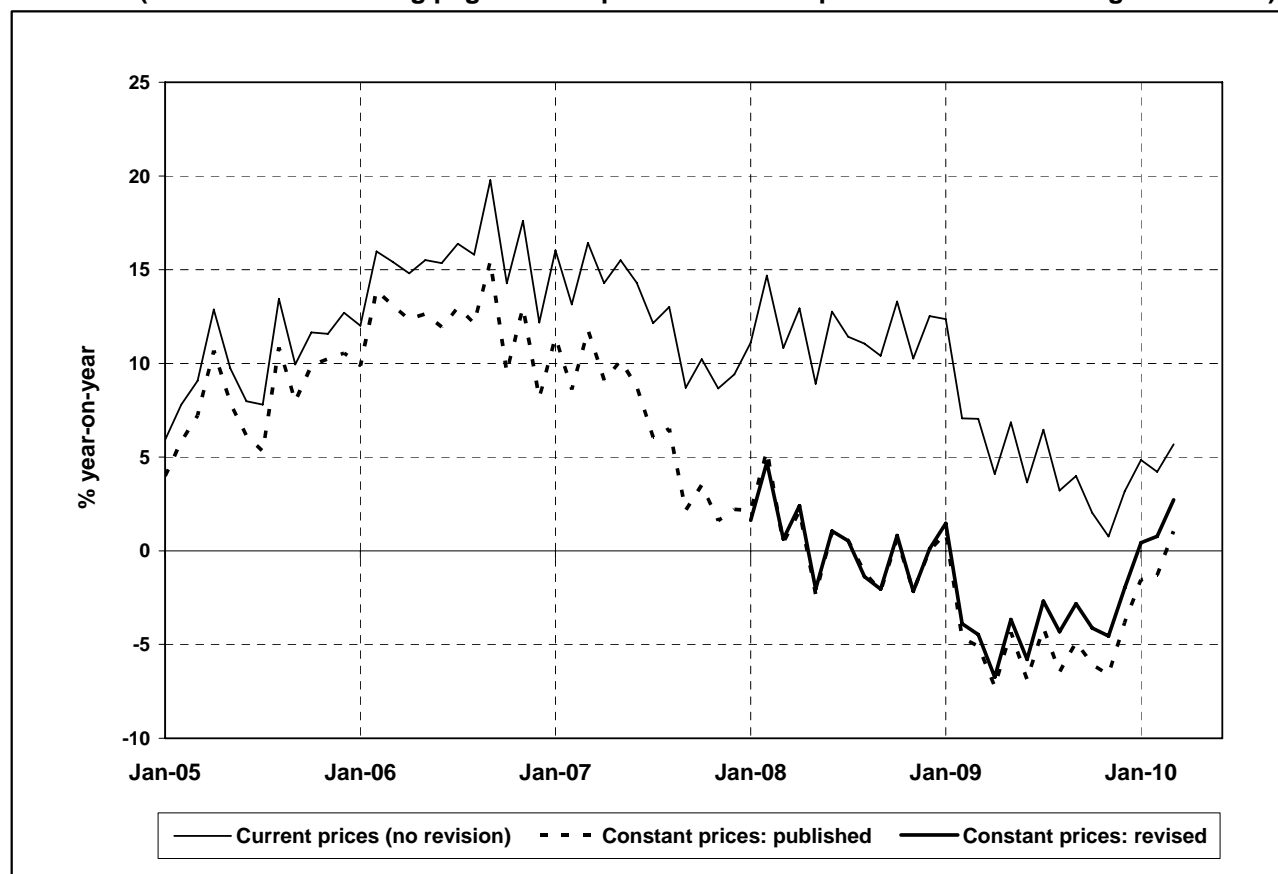
P J Lehohla
Statistician-General

Article – Revision of retail trade deflators

Overview

Statistics South Africa (Stats SA) has undertaken a review of its retail trade deflators, and revisions have been made where necessary. This has had a direct impact on the annual growth rates of retail sales at constant prices, and revised annual growth rates are illustrated in Figure A. Note that changes in retail sales at constant prices reflect volume changes, whereas changes in retail sales at current prices reflect both volume changes and price changes.

Figure A – Annual growth rate of retail sales, January 2005 – March 2010
(see table on following page for comparison between published and revised growth rates)



Stats SA compiles its monthly estimates of retail sales at current prices from a survey of retailers in the formal sector. To arrive at estimates of retail sales at constant 2008 prices, the current values of each type of retailer are deflated using components of the consumer price index (CPI) and then aggregated to reach the total. This practice was introduced in April 2009 and was applied with effect from January 2008, coinciding with the new CPI. Initially, the annual changes in the deflator for total retail sales were similar to those of the CPI excluding services and certain products which are not applicable to our coverage of retail trade. However, the gap between the two widened during 2009 (reaching over two percentage points in terms of the annual rate). The review of retail deflators has had the effect of closing the gap, although differences may arise in future owing to differences between the weights of the CPI and those of the retail deflators. The review of retail deflators was facilitated by the availability of preliminary information from Stats SA's 2009 Large sample survey (LSS) of the retail industry, which contains more detail than the previous retail LSS of 2005.

As explained in greater detail in the methodology section below, the compilation of deflators for retail sales depends critically on the choice of CPI components and the weights attached to these. The weights are derived primarily from a survey of the retail industry, namely Stats SA's Large sample survey (LSS) of retail trade conducted in 2005¹. This is because the survey provides detailed information on the structure of retail sales in the

¹ Statistical report 62-01-02:

<http://www.statssa.gov.za/publications/statspastfuture.asp?PPN=Report-62-01-02&SCH=4111>

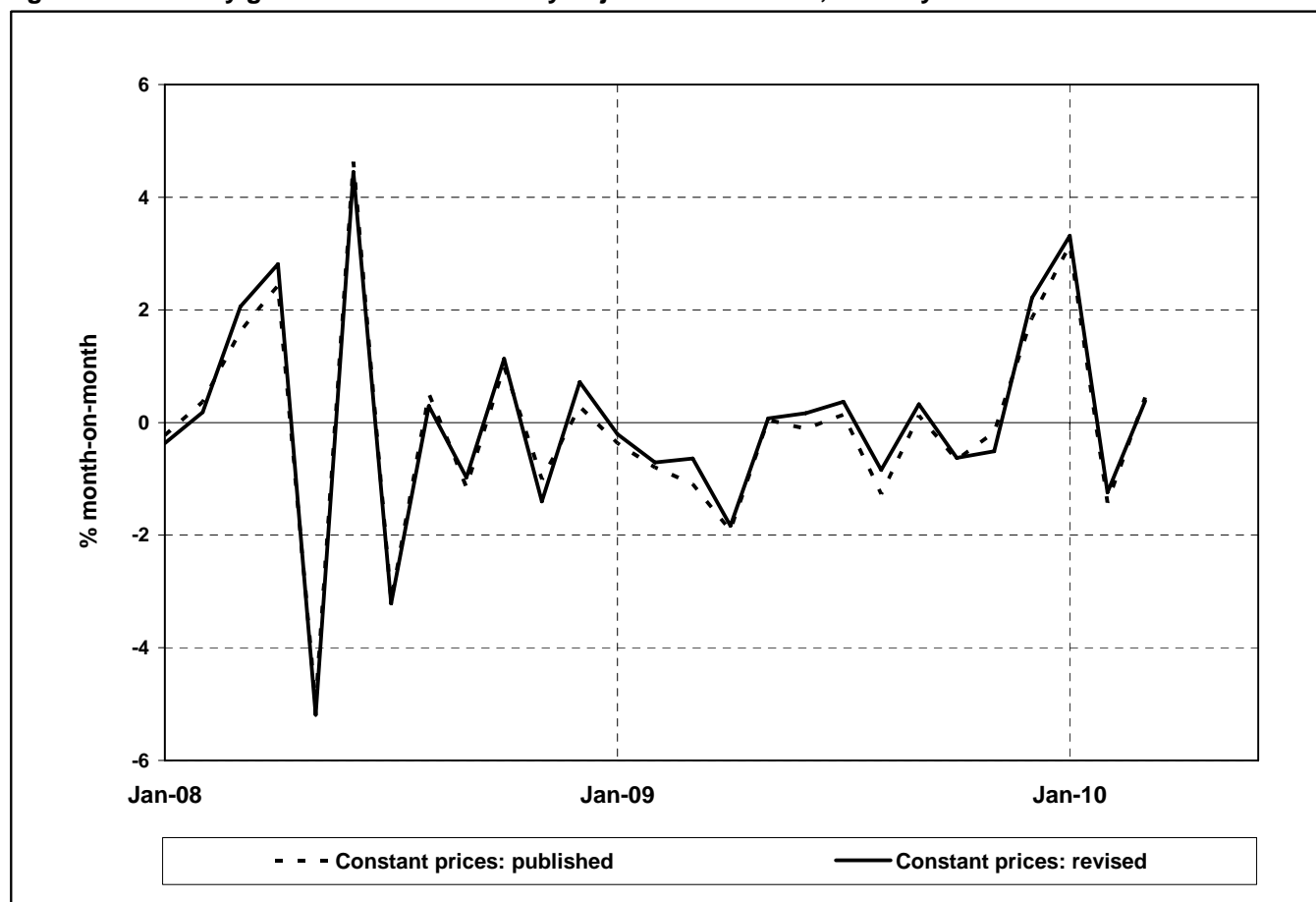
formal sector by type of retailer and commodity, regardless of the purchaser, whereas the weights of the CPI reflect the expenditure patterns of households only, and the CPI weights represent both the formal and informal sectors.

The outcome of the review of deflators is that in many cases the choices of CPI component and corresponding weight are unchanged. In some cases the choice of component is unchanged but its weight has been adjusted, and in other cases, particularly in the 'other' (or residual) categories, both the mix of CPI components and their weights have been revised. The refinements that Stats SA has introduced provide a more accurate estimate of retail sales at constant prices both in aggregate and at component level, although the general pattern of annual growth in total retail sales is similar to the previous estimates (Figure A). Retail sales at current prices are unaffected.

The revised annual growth rates at constant prices are generally higher than previously published, the difference ranging from 2,2 to -0,6 percentage points. In the case of April 2010 (not shown in Figure A), the annual growth rate is 3,2% using the revised deflators, which compares with an outcome of 1,3% using the previous deflators. Factors that account for the generally higher growth rate in retail sales when deflated with the revised set of deflators include a lower weight for tobacco products (which have experienced high annual inflation) and a higher weight for maize (which has experienced deflation). The methodology for determining retail deflator weights, particularly those at the lower level of index compilation, is provided below.

Comparison of published and revised annual growth rates for retail sales in constant 2008 prices			
	Published	Revised	Difference
Jan-08	2,1	1,6	-0,5
Feb-08	5,3	4,7	-0,6
Mar-08	0,4	0,6	0,2
Apr-08	2,1	2,4	0,3
May-08	-2,3	-2,0	0,3
Jun-08	1,0	1,1	0,1
Jul-08	0,6	0,5	-0,1
Aug-08	-1,2	-1,4	-0,2
Sep-08	-2,1	-2,0	0,1
Oct-08	0,6	0,8	0,2
Nov-08	-2,2	-2,2	0,0
Dec-08	0,0	0,1	0,1
Jan-09	0,9	1,5	0,6
Feb-09	-4,6	-3,9	0,7
Mar-09	-5,1	-4,5	0,6
Apr-09	-7,3	-6,7	0,6
May-09	-4,4	-3,7	0,7
Jun-09	-6,9	-5,8	1,1
Jul-09	-4,1	-2,7	1,4
Aug-09	-6,5	-4,3	2,2
Sep-09	-4,9	-2,8	2,1
Oct-09	-6,1	-4,1	2,0
Nov-09	-6,6	-4,5	2,1
Dec-09	-3,8	-2,0	1,8
Jan-10	-1,5	0,4	1,9
Feb-10	-1,3	0,8	2,1
Mar-10	1,0	2,7	1,7

Short-term changes in retail sales may be monitored through month-on-month changes in the seasonally adjusted series. Seasonal adjustment extracts effects such as Christmas-related sales in December. A comparison of published and revised seasonally adjusted month-on-month growth rates is shown in Figure B.

Figure B – Monthly growth rate of seasonally adjusted retail sales, January 2008 – March 2010

Methodology used to deflate retail sales

Stats SA's estimates of retail sales at constant prices are arrived at by deflating current values using a set of price indices derived from components of the consumer price index (CPI). However, compilation of these price indices, or deflators, at a disaggregated level is complicated by the need to match different product categories within retail sales to different components of the CPI. This in turn requires the product mix of each retailer type. The product mix and the relative importance of each product within the mix are derived from Stats SA's Large sample survey (LSS) of retail trade (2005). Products in Stats SA's retail LSS are classified according to CPC (central product classification) whereas CPI products are classified according to COICOP (classification of individual consumption by purpose), so the matching process is not perfect in all cases. Additional complicating factors are the lack of product detail in some parts of the LSS, particularly in the 'other' (or residual) categories, and the fact that retail sales include, to a limited extent, some products that are not priced in Stats SA's CPI.

The choice of CPI components and weights in the compilation of retail trade deflators may be illustrated using a few examples, beginning with choices that are relatively simple and ending with choices that are more complex.

Examples of straightforward choices are easily identifiable food categories sold by general dealers². Not only does the retail LSS provide separate sales values for meat products, dairy products and seafood products, for example, but there are corresponding components in the CPI that can be used in the compilation of the deflator for general dealers. The weights are easily determined because no combination of separate CPI components is required at the lower level of compilation, and the weight of each category within general dealers is the value of its sales as a percentage of total general dealer sales.

A slightly more complex example is fruit and vegetables, since their value as reported in the LSS is a combined value. The separate fruit and vegetable price indices in the CPI must be combined in the compilation of the deflator, and the choice of low-level weights is determined by their relative importance in the CPI. At a higher level, their

² In the terminology of the LSS and monthly retail trade survey, general dealers are non-specialised stores such as supermarkets.

combined weight is unaffected because it is the value of fruit and vegetable sales (combined) as a percentage of total general dealer sales. However, in such cases the choice of relative CPI weights at the lower level is not automatic. For example, in the category 'Other household goods', which is found in each type of retailer, the choice of low-level weights may depend on the extent of information available from the retail LSS rather than the CPI. Thus the deflator for 'Other household goods' differs for each type of retailer.

A complex example is the category 'Household furniture, appliances and equipment'. In the case of general dealers, a deflator was compiled using nine different components of the CPI (furniture, floor covering, textiles, large appliances, small appliances, tableware, cutlery, kitchenware / domestic utensils, and small tools). While the choice of CPI components was based on LSS information (showing the dominant types of sales), the low-level weights themselves were derived from the CPI. At a higher level the weight for the category is simply the value of its sales in the LSS as a percentage of total general dealer sales.

Within general dealers, the category 'Other food and tobacco' is a complex case, since the main food categories are recorded separately and the retail LSS gives no indication of the breakdown of the category. Previously, the low-level weights were determined by the CPI, but this resulted in an over-representation of tobacco products. In this particular case, very preliminary results from Stats SA's 2009 retail LSS, which provides more detail than its 2005 predecessor, have been used in the choice of CPI components and the choice of low-level weights in compiling the deflator. While the category 'Other food and tobacco' within general dealers retains its weight as its sales value as a percentage of total general dealer sales, the lower-level revision of weights gives tobacco a substantially lower and more representative weight in retail sales than was previously the case. In addition, maize has been explicitly included in 'Other food and tobacco' (in general dealers) on the basis of preliminary results from the 2009 retail LSS.

Following the determination of lower-level and higher-level weights for all product categories, a deflator is calculated for each type of retailer. The current retail sales values of each type of retailer are then deflated by the appropriate deflator to arrive at estimates of sales at constant 2008 prices. The results are aggregated to reach total retail sales at constant 2008 prices.

The compilation of retail trade deflators is reviewed periodically with the next review scheduled for the first half of 2012, following the publication of the latest LSS commodity structure for the industry.

Technical enquiries:

Michael Manamela, 012 310 8520, 082 888 2205, MichaelM@statssa.gov.za

Peter Perkins, 012 310 8389, 082 883 9532, PeterP@statssa.gov.za

General enquiries:

Dr Rashad Cassim, 012 310 8380, 082 317 7612, RashadC@statssa.gov.za

Detailed results

Tables 1 and 2 show total retail trade sales (actual values and annual percentage changes) at current prices for the period January 2003 to April 2010. Table 3 shows seasonally adjusted retail trade sales at current prices for the same period.

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

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
January	20 890	23 634	25 034	28 041	32 536	36 150	40 621	42 589
February	20 022	22 975	24 766	28 721	32 495	37 269	39 905	41 585
March	22 192	24 259	26 461	30 541	35 555	39 402	42 176	44 625
April	21 510	23 808	26 873	30 853	35 260	39 822	41 454	43 697
May	22 652	25 128	27 577	31 854	36 790	40 070	42 816	
June	21 956	25 022	27 020	31 169	35 625	40 171	41 637	
July	22 283	25 420	27 403	31 895	35 770	39 853	42 427	
August	22 135	24 570	27 875	32 281	36 480	40 513	41 816	
September	22 597	25 881	28 457	34 085	37 051	40 906	42 540	
October	23 289	27 015	30 161	34 467	37 991	43 042	43 917	
November	25 086	28 509	31 810	37 410	40 650	44 820	45 163	
December	32 704	37 372	42 119	47 251	51 698	58 170	60 014	
Total	277 316	313 593	345 556	398 568	447 901	500 192	524 486	

1/ Preliminary.

Table 2 – 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	5,4
May	11,2	10,9	9,7	15,5	15,5	8,9	6,9	
June	9,0	14,0	8,0	15,4	14,3	12,8	3,6	
July	10,8	14,1	7,8	16,4	12,1	11,4	6,5	
August	8,3	11,0	13,5	15,8	13,0	11,1	3,2	
September	10,8	14,5	10,0	19,8	8,7	10,4	4,0	
October	9,3	16,0	11,6	14,3	10,2	13,3	2,0	
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 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	22 320	25 252	27 149	30 728	35 215	39 170	43 457	45 710
February	22 157	24 759	27 332	31 651	35 711	39 272	43 691	45 495
March	22 986	24 992	27 150	31 350	36 362	40 417	43 863	45 757
April	22 388	24 764	27 818	32 164	37 063	41 730	43 327	45 655
May	22 807	25 588	28 307	32 289	37 437	40 400	43 445	
June	23 083	26 079	28 337	32 725	37 040	42 674	43 807	
July	23 300	26 317	28 512	33 350	37 649	41 483	43 829	
August	23 245	26 125	29 216	33 850	37 936	42 171	43 779	
September	23 390	26 712	29 262	34 664	38 221	42 182	43 729	
October	23 137	26 879	30 176	34 776	37 921	42 948	43 758	
November	23 987	27 179	30 158	35 541	38 578	42 756	43 456	
December	24 050	27 439	30 884	34 919	38 502	43 170	44 689	

Tables 4 and 5 show total retail trade sales (actual values and annual percentage changes) at constant 2008 prices for the period January 2003 to April 2010. Table 6 shows seasonally adjusted retail trade sales at constant 2008 prices for the same period.

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

Month	2003	2004	2005	2006	2007	2008*	2009*	2010*
January	26 376	29 323	30 492	33 502	37 312	37 920	38 478	38 646
February	25 344	28 470	30 129	34 314	37 265	39 024	37 506	37 797
March	28 056	29 986	32 152	36 358	40 634	40 888	39 057	40 120
April	27 125	29 502	32 652	36 686	40 023	40 987	38 221	39 449
May	28 493	31 099	33 549	37 786	41 618	40 768	39 273	
June	27 687	31 045	32 951	36 886	40 118	40 540	38 191	
July	27 889	31 460	33 135	37 435	39 700	39 910	38 839	
August	27 669	30 446	33 747	37 844	40 309	39 757	38 041	
September	28 246	31 912	34 452	39 772	40 626	39 794	38 673	
October	29 039	33 188	36 470	39 939	41 339	41 674	39 955	
November	31 201	34 767	38 325	43 299	43 994	43 040	41 082	
December	40 829	45 687	50 502	54 625	55 829	55 889	54 784	
Total	347 954	386 885	418 556	468 446	498 767	500 191	482 100	

* Revised.

Table 5 – 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	-3,9	0,8
March	2,5	6,9	7,2	13,1	11,8	0,6	-4,5	2,7
April	3,1	8,8	10,7	12,4	9,1	2,4	-6,7	3,2
May	3,3	9,1	7,9	12,6	10,1	-2,0	-3,7	
June	3,2	12,1	6,1	11,9	8,8	1,1	-5,8	
July	5,2	12,8	5,3	13,0	6,1	0,5	-2,7	
August	3,7	10,0	10,8	12,1	6,5	-1,4	-4,3	
September	7,4	13,0	8,0	15,4	2,1	-2,0	-2,8	
October	6,7	14,3	9,9	9,5	3,5	0,8	-4,1	
November	7,7	11,4	10,2	13,0	1,6	-2,2	-4,5	
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 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	28 313	31 384	33 147	36 816	40 684	41 135	41 250	41 739
February	28 049	30 639	33 244	37 782	40 893	41 210	40 956	41 222
March	29 138	31 131	33 048	37 531	41 659	42 058	40 694	41 379
April	28 387	30 701	34 055	38 332	42 141	43 240	39 947	41 300
May	28 569	31 543	34 330	38 349	42 171	40 996	39 976	
June	28 936	32 317	34 263	38 451	41 709	42 820	40 042	
July	29 037	32 483	34 571	39 079	41 741	41 443	40 189	
August	29 061	32 240	35 386	39 513	41 946	41 565	39 850	
September	29 291	32 895	35 469	40 766	42 012	41 158	39 978	
October	28 931	33 179	36 464	40 276	41 399	41 623	39 727	
November	29 802	33 141	36 449	40 980	41 668	41 040	39 524	
December	30 062	33 489	36 836	40 312	41 287	41 335	40 399	

Outlined below in Tables 7 and 8 are retail trade sales (actual values and annual percentage changes) at current prices according to type of retailer. For description of type of retailer see page 13.

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/
2008	January	13 751	3 664	1 712	6 758	2 262	2 694	5 309	36 150
	February	14 072	3 868	1 828	6 492	2 059	3 302	5 649	37 269
	March	15 664	4 328	1 815	6 862	2 107	3 275	5 351	39 402
	April	14 548	4 103	1 793	8 120	2 127	3 395	5 736	39 822
	May	14 987	4 222	1 806	8 021	2 175	3 455	5 404	40 070
	June	15 828	4 026	1 800	7 475	2 285	3 495	5 263	40 171
	July	14 712	4 130	1 970	7 487	2 267	3 426	5 862	39 853
	August	15 315	4 369	1 876	7 394	2 226	3 526	5 806	40 513
	September	16 334	4 463	1 892	6 951	2 065	3 477	5 724	40 906
	October	15 913	4 874	1 913	7 988	2 354	3 734	6 267	43 042
	November	16 467	4 817	1 933	9 107	2 595	3 746	6 155	44 820
	December	21 859	6 507	1 991	13 625	3 451	3 260	7 478	58 170
	Total	189 450	53 371	22 329	96 280	27 973	40 785	70 004	500 192
2009	January	15 932	4 402	1 902	7 474	2 191	2 883	5 838	40 621
	February	15 797	4 229	1 856	6 828	2 036	3 073	6 087	39 905
	March	17 378	4 515	2 163	6 793	2 013	3 212	6 104	42 176
	April	15 924	4 692	2 058	8 406	1 991	2 861	5 521	41 454
	May	16 277	4 694	2 087	8 761	2 114	3 175	5 709	42 816
	June	16 785	4 521	2 203	7 348	2 148	3 147	5 484	41 637
	July	16 408	4 598	2 222	7 938	2 199	3 291	5 772	42 427
	August	16 652	4 693	2 221	7 531	2 052	2 943	5 724	41 816
	September	17 602	4 608	2 164	7 349	2 107	3 052	5 658	42 540
	October	16 915	4 872	2 189	8 387	2 224	3 282	6 046	43 917
	November	17 667	4 882	2 198	8 782	2 511	3 093	6 031	45 163
	December	23 234	6 755	2 235	14 082	3 534	3 194	6 978	60 014
	Total	206 571	57 461	25 498	99 679	27 120	37 206	70 952	524 486
2010	January	16 757	4 554	2 208	8 377	2 220	2 528	5 944	42 589
	February	16 806	4 412	2 162	7 409	2 100	2 787	5 909	41 585
	March	18 268	5 071	2 452	7 599	2 139	3 076	6 020	44 625
	April	17 076	4 793	2 310	9 074	2 262	2 753	5 429	43 697

1/ 2009 and 2010 figures are preliminary.

2/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and the totals.

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

1/ The 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.

Outlined below in Tables 9 and 10 are retail trade sales at constant 2008 prices and percentage changes according to type of retailer. For description of type of retailer see page 13.

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/
2008	January	14 675	3 843	1 780	6 931	2 267	2 870	5 554	37 920
	February	14 953	4 039	1 895	6 644	2 074	3 515	5 903	39 024
	March	16 367	4 446	1 868	7 002	2 137	3 489	5 580	40 888
	April	15 075	4 184	1 842	8 244	2 146	3 583	5 913	40 987
	May	15 323	4 271	1 827	8 069	2 202	3 578	5 498	40 768
	June	15 987	4 040	1 810	7 512	2 308	3 561	5 322	40 540
	July	14 696	4 111	1 963	7 517	2 290	3 452	5 880	39 910
	August	14 970	4 327	1 855	7 329	2 217	3 388	5 671	39 757
	September	15 750	4 381	1 860	6 869	2 053	3 306	5 575	39 794
	October	15 241	4 771	1 877	7 870	2 331	3 511	6 074	41 674
	November	15 652	4 679	1 851	8 946	2 550	3 499	5 863	43 040
	December	20 758	6 278	1 905	13 346	3 400	3 031	7 171	55 889
	Total	189 447	53 370	22 333	96 279	27 975	40 783	70 004	500 191
2009	January	14 932	4 188	1 794	7 228	2 140	2 657	5 539	38 478
	February	14 709	3 990	1 738	6 553	1 967	2 812	5 737	37 506
	March	15 929	4 165	1 930	6 470	1 941	2 933	5 689	39 057
	April	14 490	4 305	1 810	7 983	1 922	2 594	5 117	38 221
	May	14 717	4 283	1 826	8 289	2 035	2 866	5 257	39 273
	June	15 204	4 136	1 929	6 952	2 073	2 833	5 064	38 191
	July	14 822	4 211	1 942	7 482	2 139	2 938	5 305	38 839
	August	14 881	4 294	1 928	7 085	1 988	2 609	5 256	38 041
	September	15 716	4 212	1 867	6 907	2 060	2 701	5 210	38 673
	October	15 076	4 441	1 895	7 890	2 176	2 894	5 583	39 955
	November	15 746	4 438	1 893	8 254	2 474	2 718	5 559	41 082
	December	20 745	6 146	1 927	13 235	3 502	2 804	6 425	54 784
	Total	186 967	52 809	22 479	94 328	26 417	33 359	65 741	482 100
2010	January	14 895	4 118	1 895	7 866	2 194	2 210	5 468	38 646
	February	14 992	3 996	1 856	6 970	2 090	2 432	5 461	37 797
	March	16 039	4 500	2 089	7 149	2 133	2 677	5 533	40 120
	April	14 992	4 245	1 961	8 528	2 273	2 390	5 060	39 449

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 – 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	1,8	9,0	0,8	4,3	-5,6	-7,4	-0,3	1,5
	February	-1,6	-1,2	-8,3	-1,4	-5,2	-20,0	-2,8	-3,9
	March	-2,7	-6,3	3,3	-7,6	-9,2	-15,9	2,0	-4,5
	April	-3,9	2,9	-1,7	-3,2	-10,4	-27,6	-13,5	-6,7
	May	-4,0	0,3	-0,1	2,7	-7,6	-19,9	-4,4	-3,7
	June	-4,9	2,4	6,6	-7,5	-10,2	-20,4	-4,8	-5,8
	July	0,9	2,4	-1,1	-0,5	-6,6	-14,9	-9,8	-2,7
	August	-0,6	-0,8	3,9	-3,3	-10,3	-23,0	-7,3	-4,3
	September	-0,2	-3,9	0,4	0,6	0,3	-18,3	-6,5	-2,8
	October	-1,1	-6,9	1,0	0,3	-6,6	-17,6	-8,1	-4,1
	November	0,6	-5,2	2,3	-7,7	-3,0	-22,3	-5,2	-4,5
	December	-0,1	-2,1	1,2	-0,8	3,0	-7,5	-10,4	-2,0
	Total	-1,3	-1,1	0,7	-2,0	-5,6	-18,2	-6,1	-3,6
2010	January	-0,2	-1,7	5,6	8,8	2,5	-16,8	-1,3	0,4
	February	1,9	0,2	6,8	6,4	6,3	-13,5	-4,8	0,8
	March	0,7	8,0	8,2	10,5	9,9	-8,7	-2,7	2,7
	April	3,5	-1,4	8,3	6,8	18,3	-7,9	-1,1	3,2

1/ The 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.

Estimates and percentage changes in total retail trade sales

Outlined below in Tables 11.1 and 11.2 are the percentage changes in the actual and seasonally adjusted retail trade sales at current prices and at constant 2008 prices.

Table 11.1 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	February to April 2009 (R million)	February to April 2010 (R million)	% change between February to April 2009 and February to April 2010	January to April 2009 (R million)	January to April 2010 (R million)	% change between January to April 2009 and January to April 2010
At current prices	123 535	129 907	5,2	164 156	172 496	5,1
At constant 2008 prices	114 784	117 366	2,2	153 262	156 012	1,8

Table 11.2 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales

Retail trade sales seasonally adjusted estimates	March 2010 (R million)	April 2010 (R million)	% change between March and April 2010	November 2009 to January 2010	February to April 2010	% change between November 2009 to January 2010 and February to April 2010
At current prices	45 757	45 655	-0,2	133 855	136 907	2,3
At constant 2008 prices	41 379	41 300	-0,2	121 662	123 901	1,8

Description of group types (Tables 7 to 10) ^{1/}

Group type	Type of dealer included in group type
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 14 for more detailed specifications.

Explanatory notes

Introduction	<p>1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA's 2009 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	<p>3 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	<p>4 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	<p>5 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	<p>6 The preliminary response rate for the survey on retail trade sales for April 2010 was 82,8%. The improved response rate for the survey on retail trade sales for March 2010 was 90,0%.</p>
Statistical unit	<p>7 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 35 000 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 2009) at the SIC four-digit level from a population then of about 35 000 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 - <ul style="list-style-type: none"> • <i>Bulletin of Statistics</i> issued quarterly. • <i>SA Statistics</i> 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 4,6%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	6 000 000
Small	3	6 000 001	28 500 000
Medium	2	28 500 001	58 500 000
Large	1	58 500 001	

Glossary

Enterprise	The enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.
Industry	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)</i> .
Statistical unit	A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
Retail trade	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.
Retailer	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

General information

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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

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

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
henriettef@statssa.gov.za
magdaj@statssa.gov.za (orders)

Postal address: Private Bag X44, Pretoria, 0001

Produced by Stats SA