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Summary of findings: Retail trade sales

Table A – Key figures as at the end of December 2008

Retail trade sales estimates	December 2008 (R million)	% change between December 2007 and December 2008	% change between October to December 2007 and October to December 2008	% change between January to December 2007 and January to December 2008
At current prices	58 868	12,1	11,9	11,6
At constant 2000 prices	34 107	-0,1	-2,1	-2,2

Key findings as at the end of December 2008

Retail trade sales decrease in real terms

Retail trade sales, at constant (2000) prices, for the year 2008 decreased by 2,2% compared with 2007. This is the first annual decrease in nine years. Retail trade sales, at constant (2000) prices, for 2007 increased by 5,1% compared with 2006.

Retail trade sales, at constant (2000) prices, for the fourth quarter of 2008 reflected a decrease of 2,1% compared with the fourth quarter of 2007, while growth for the same period in 2007 was 0,3%. Retail trade sales, at constant (2000) prices, for December 2008 decreased by 0,1% compared with December 2007.

Retail trade sales, at current prices, for the fourth quarter of 2008, increased by 11,9% compared with the fourth quarter of 2007. The major contributors to this increase were general dealers (+5,4 percentage points), retailers in textiles, clothing, footwear and leather goods (+2,7 percentage points), retailers of food, beverages and tobacco in specialised stores (+1,9 percentage points), and all other retailers (+1,4 percentage points). Retailers in household furniture, appliances and equipment contributed negatively (-0,7 of a percentage point) to the change in retail trade sales (see Table B on page 3).

Retail trade sales, at current prices, for December 2008 increased by 12,1% compared with December 2007, while sales for the corresponding period in 2007 increased by 9,4%.

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

Type of retailer	October to December 2007 (R million)	Weight 1/	October to December 2008 (R million)	Difference between October to December 2007 and October to December 2008 (R million)	Percentage change between October to December 2007 and October to December 2008	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	51 392	38,8	58 595	7 203	14,0	5,4
Retailers of food, beverages and tobacco in specialised stores	13 910	10,5	16 442	2 532	18,2	1,9
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	4 962	3,7	5 666	704	14,2	0,5
Retailers in textiles, clothing, footwear and leather goods	26 996	20,4	30 507	3 511	13,0	2,7
Retailers in household furniture, appliances and equipment	10 400	7,9	9 496	-904	-8,7	-0,7
Retailers in hardware, paint and glass	8 498	6,4	9 293	795	9,4	0,6
All other retailers	16 198	12,2	18 090	1 892	11,7	1,4
Total 3/	132 356	100,0	148 089	15 733	11,9	11,9

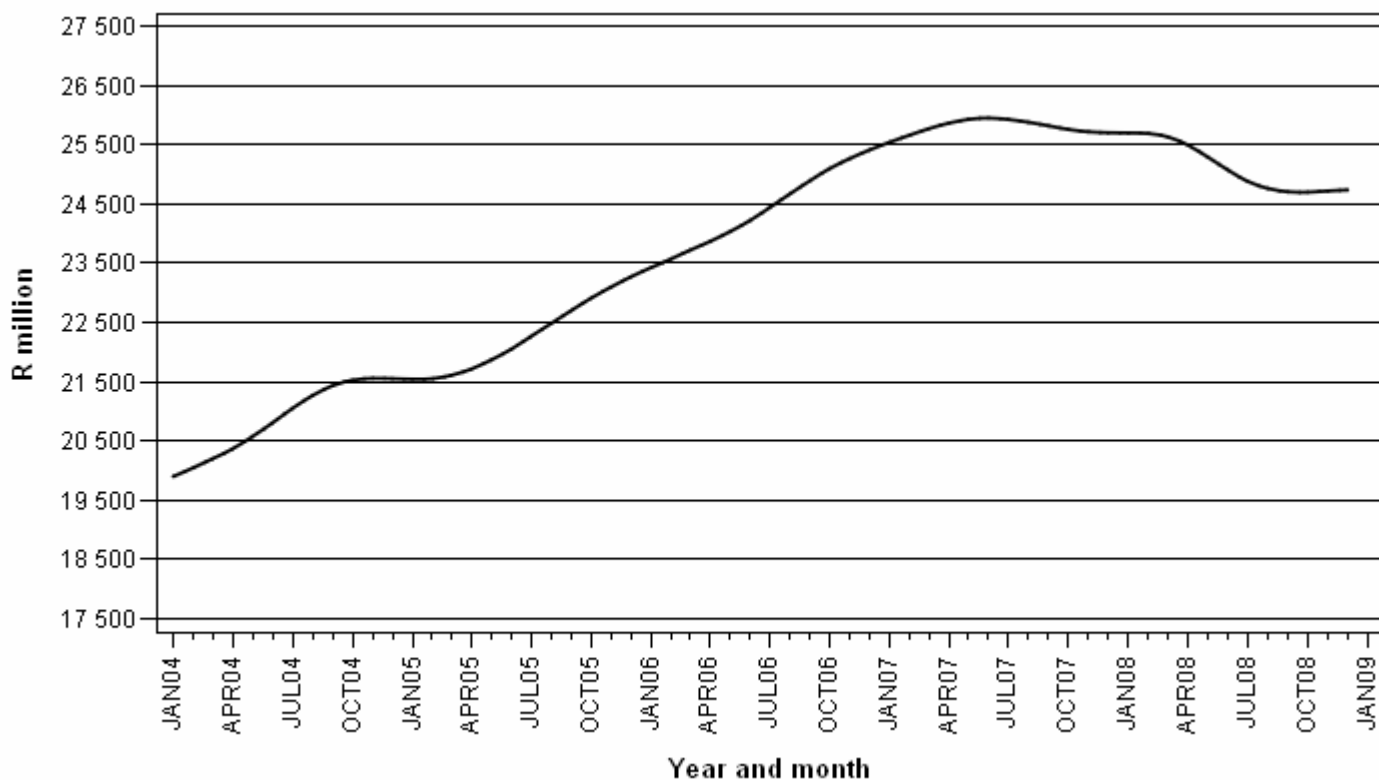
1/ Weight is the percentage contribution of each type of retailer to the total retail trade sales for the three months up to the current month of the previous year.

2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of retailer with its corresponding weight.

3/ Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

Figure 1 below shows the trend in retail trade sales at constant (2000) prices between January 2004 and December 2008.

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



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Detailed results

Tables 1 and 2 show retail trade sales at current prices and percentage changes over the period January 2001 – December 2008.

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

Month	2001	2002	2003	2004	2005	2006	2007 1/	2008 1/
January	16 731	18 627	21 213	24 000	25 421	28 475	33 039	36 709
February	16 184	18 148	20 332	23 331	25 149	29 165	32 998	37 846
March	17 976	20 260	22 536	24 635	26 871	31 014	36 105	40 012
April	17 840	19 673	21 843	24 177	27 289	31 330	35 806	40 438
May	18 172	20 693	23 003	25 517	28 004	32 347	37 359	40 690
June	18 107	20 461	22 296	25 409	27 438	31 651	36 176	40 793
July	18 448	20 423	22 628	25 813	27 827	32 389	36 323	40 470
August	18 205	20 762	22 478	24 950	28 306	32 781	37 044	41 140
September	18 058	20 719	22 947	26 282	28 897	34 612	37 624	41 539
October	19 156	21 647	23 650	27 433	30 628	35 000	38 579	43 708
November	20 190	23 112	25 474	28 950	32 302	37 989	41 279	45 513
December	26 505	29 857	33 210	37 950	42 771	47 982	52 498	58 868
Total	225 572	254 382	281 610	318 447	350 903	404 735	454 830	507 726

1/ Preliminary.

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

Month	2001	2002	2003	2004	2005	2006	2007	2008
January	-	11,3	13,9	13,1	5,9	12,0	16,0	11,1
February	-	12,1	12,0	14,8	7,8	16,0	13,1	14,7
March	-	12,7	11,2	9,3	9,1	15,4	16,4	10,8
April	-	10,3	11,0	10,7	12,9	14,8	14,3	12,9
May	-	13,9	11,2	10,9	9,7	15,5	15,5	8,9
June	-	13,0	9,0	14,0	8,0	15,4	14,3	12,8
July	-	10,7	10,8	14,1	7,8	16,4	12,1	11,4
August	-	14,0	8,3	11,0	13,5	15,8	13,0	11,1
September	-	14,7	10,8	14,5	9,9	19,8	8,7	10,4
October	-	13,0	9,3	16,0	11,6	14,3	10,2	13,3
November	-	14,5	10,2	13,6	11,6	17,6	8,7	10,3
December	-	12,6	11,2	14,3	12,7	12,2	9,4	12,1
Total	-	12,8	10,7	13,1	10,2	15,3	12,4	11,6

1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Tables 3 and 4 show retail trade sales at constant (2000) prices and percentage changes over the period January 2001 – December 2008.

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

Month	2001	2002	2003	2004	2005	2006	2007 1/	2008 1/
January	16 291	16 918	17 402	19 246	19 954	21 330	23 432	23 592
February	15 728	16 409	16 707	18 590	19 709	21 749	23 486	24 167
March	17 335	18 025	18 367	19 552	20 846	23 059	25 480	25 086
April	17 072	17 272	17 730	19 127	21 008	23 156	24 814	24 870
May	17 290	17 978	18 778	20 172	21 475	23 663	25 641	24 556
June	17 114	17 608	18 336	19 976	21 139	22 969	24 593	24 224
July	17 338	17 470	18 397	20 309	21 177	23 218	24 427	23 312
August	17 142	17 625	18 171	19 723	21 428	23 315	24 862	23 468
September	16 956	17 338	18 521	20 694	21 727	24 652	25 083	23 669
October	17 886	17 890	19 134	21 466	22 977	24 982	25 482	24 919
November	18 712	19 022	20 544	22 494	24 269	27 174	27 122	25 933
December	24 406	24 574	26 782	29 648	32 159	34 322	34 156	34 107
Total	213 270	218 129	228 869	250 997	267 868	293 589	308 578	301 903

1/ Preliminary.

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

Month	2001	2002	2003	2004	2005	2006	2007	2008
January	-	3,8	2,9	10,6	3,7	6,9	9,9	0,7
February	-	4,3	1,8	11,3	6,0	10,4	8,0	2,9
March	-	4,0	1,9	6,5	6,6	10,6	10,5	-1,5
April	-	1,2	2,7	7,9	9,8	10,2	7,2	0,2
May	-	4,0	4,4	7,4	6,5	10,2	8,4	-4,2
June	-	2,9	4,1	8,9	5,8	8,7	7,1	-1,5
July	-	0,8	5,3	10,4	4,3	9,6	5,2	-4,6
August	-	2,8	3,1	8,5	8,6	8,8	6,6	-5,6
September	-	2,3	6,8	11,7	5,0	13,5	1,7	-5,6
October	-	0,0	7,0	12,2	7,0	8,7	2,0	-2,2
November	-	1,7	8,0	9,5	7,9	12,0	-0,2	-4,4
December	-	0,7	9,0	10,7	8,5	6,7	-0,5	-0,1
Total	-	2,3	4,9	9,7	6,7	9,6	5,1	-2,2

1/ The percentage change is the difference between retail trade sales of the relevant year and those of the previous year expressed as a percentage.

Outlined below in table 5 are retail trade sales according to type of retailer for January 2007 to December 2008.

Table 5 – Total 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/	
2007	January	12 739	3 611	1 429	6 025	2 742	2 220	4 273	33 039
	February	13 022	3 537	1 447	5 588	2 500	2 529	4 376	32 998
	March	14 514	4 027	1 547	5 993	2 728	2 655	4 641	36 105
	April	13 993	4 022	1 433	7 074	2 669	2 337	4 278	35 806
	May	14 572	3 944	1 589	7 130	2 896	2 657	4 572	37 359
	June	14 953	3 914	1 522	6 391	2 343	2 647	4 405	36 176
	July	14 306	3 959	1 556	6 537	2 581	2 705	4 678	36 323
	August	14 872	4 036	1 596	6 327	2 664	2 833	4 716	37 044
	September	15 417	4 035	1 478	6 666	2 565	2 809	4 655	37 624
	October	14 796	4 097	1 643	6 995	2 875	3 001	5 173	38 579
	November	15 848	4 143	1 699	7 802	3 294	3 131	5 362	41 279
	December	20 748	5 670	1 620	12 199	4 231	2 366	5 663	52 498
Total	179 780	48 995	18 559	84 727	34 088	31 890	56 792	454 830	
2008	January	14 839	3 721	1 665	6 748	2 576	2 341	4 819	36 709
	February	15 238	3 942	1 784	6 505	2 353	2 879	5 146	37 846
	March	16 901	4 395	1 765	6 851	2 399	2 845	4 857	40 012
	April	15 754	4 182	1 750	8 136	2 431	2 960	5 225	40 438
	May	16 204	4 296	1 760	8 025	2 482	3 008	4 915	40 690
	June	17 077	4 088	1 750	7 463	2 602	3 036	4 777	40 793
	July	15 926	4 208	1 922	7 499	2 590	2 986	5 338	40 470
	August	16 566	4 448	1 829	7 401	2 541	3 071	5 283	41 140
	September	17 639	4 536	1 841	6 946	2 354	3 023	5 200	41 539
	October	17 226	4 965	1 866	8 001	2 689	3 254	5 707	43 708
	November	17 801	4 901	1 883	9 109	2 961	3 260	5 597	45 513
	December	23 568	6 576	1 917	13 397	3 846	2 779	6 786	58 868
Total	204 739	54 258	21 732	96 081	31 824	35 442	63 650	507 726	

1/ Preliminary.

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

Description of type of retailer included in indicated group types in table 5 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 9.

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

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

Retail trade sales estimates	October to December 2007 (R million)	October to December 2008 (R million)	% change between October to December 2007 and October to December 2008	January to December 2007 (R million)	January to December 2008 (R million)	% change between January to December 2007 and January to December 2008
At current prices	132 356	148 089	11,9	454 830	507 726	11,6
At constant 2000 prices	86 760	84 959	-2,1	308 578	301 903	-2,2

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 the 2008 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. Statistics in this publication are presented at SIC group (four digit) level. Each enterprise is classified to the industry, which reflects its predominant activity.</p>
Response rate	<p>6 The preliminary response rate for the survey on retail trade sales for December 2008 was 91,1%.</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 2008 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 division estimates. These procedures, which are in line with international best practice, are described in more detail on the Stats SA website at www.statssa.gov.za/publications/publicationsearch.asp .
Constant prices	11	The sales at constant prices are calculated using the price index for commodities for the metropolitan areas from the Consumer Price Index (CPI) to deflate sales at current prices. From January 2005 onwards, only the total sales are deflated.
Seasonal adjustment	12	Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.
Trend cycle	13	The trend is the long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle.
Reliability of estimates	14	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.
	15	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	16	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	17	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 of figures	18	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Pre-release policy	19	Stats SA's pre-release policy may be inspected at its Website, www.statssa.gov.za .

Symbols and abbreviations

20	BSF	Business Sampling Frame
	GDP	Gross Domestic Product
	ISIC	International Standard Industrial Classification
	SIC	Standard Industrial Classification of all Economic Activities
	SARS	South African Revenue Service
	Stats SA	Statistics South Africa
	VAT	Value-Added Tax
	-	Figures not available
	*	Revised figures

Technical note

Neyman optimal allocation

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.

$$n_h = \frac{N_h S_h}{\sum N_h S_h}$$

where N_h and S_h are the stratum population size and the stratum variance, respectively.

Neyman allocation formula not only allocates sample sizes to each stratum but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 3,2%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	4 000 000
Small	3	4 000 001	19 000 000
Medium	2	19 000 001	39 000 000
Large	1	39 000 001	

Glossary

Enterprise

The enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

Industry

An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the *System of National Accounts (SNA)* in the same way as in the *Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)*.

Statistical unit

A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.

Retail trade

Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.

Retailer

A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

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