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Statistical release

P6242.1

Retail trade sales (Preliminary)

February 2009

Stats SA today introduces a new methodology for deflating retail trade sales at current prices.

**Embargoed until:
15 April 2009
11:30**

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Forthcoming issue:

March 2009

Expected release date

13 May 2009

Statistics South Africa • Mbalo-mbalo dza Afrika Tshipembe • Tihlayo-tiko ta Afrika-Dzonga • Dipalopalo tsa Aforika Borwa • Ezezibalo zaseNingizimu Afrika
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Summary of findings: Retail trade sales

Table A – Key figures as at the end of February 2009

Retail trade sales estimates	February 2009 (R million)	% change between February 2008 and February 2009	% change between December 2007 to February 2008 and December 2008 to February 2009	% change between January to February 2008 and January to February 2009
At current prices	40 501	7,0	10,8	9,7
At constant (2008) prices	38 002	-4,5	-1,0	-1,7

Key findings as at the end of February 2009

Retail trade sales decrease in real terms

Retail trade sales, at constant (2008) prices, for the three months ending February 2009 reflected a decrease of 1,0% compared with the three months ending February 2008, while sales for the same period in 2008 increased by 3,0%. Retail trade sales, at constant (2008) prices, for February 2009 decreased by 4,5% compared with February 2008.

Retail trade sales, at current prices, for the three months ending February 2009 increased by 10,8% compared with the three months ending February 2008. The major contributors to this increase were general dealers (5,5 percentage points), retailers in textiles, clothing, footwear and leather goods (1,9 percentage points) and retailers of food, beverages and tobacco in specialised stores and other retailers (both contributing 1,6 percentage points). Retailers in household furniture, appliances and equipment contributed negatively (-0,4 of a percentage point) to the change in retail trade sales (see Table B on page 3).

Retail trade sales, at current prices, for February 2009 increased by 7,0% compared with February 2008, while sales for the corresponding period in 2008 increased by 14,7%.

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

Type of retailer	December 2007 to February 2008 (R million)	Weight 1/	December 2008 to February 2009 (R million)	Difference between December 2007 to February 2008 and December 2008 to February 2009 (R million)	Percentage change between December 2007 to February 2008 and December 2008 to February 2009	Contribution (percentage points) to the percentage change in total sales 2/
General dealers	50 825	40,0	57 769	6 944	13,7	5,5
Retailers of food, beverages and tobacco in specialised stores	13 333	10,5	15 334	2 001	15,0	1,6
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	5 069	4,0	5 596	527	10,4	0,4
Retailers in textiles, clothing, footwear and leather goods	25 452	20,0	27 854	2 402	9,4	1,9
Retailers in household furniture, appliances and equipment	9 160	7,2	8 681	-479	-5,2	-0,4
Retailers in hardware, paint and glass	7 586	6,0	7 957	371	4,9	0,3
All other retailers	15 628	12,3	17 629	2 001	12,8	1,6
Total 3/	127 053	100,0	140 820	13 767	10,8	10,8

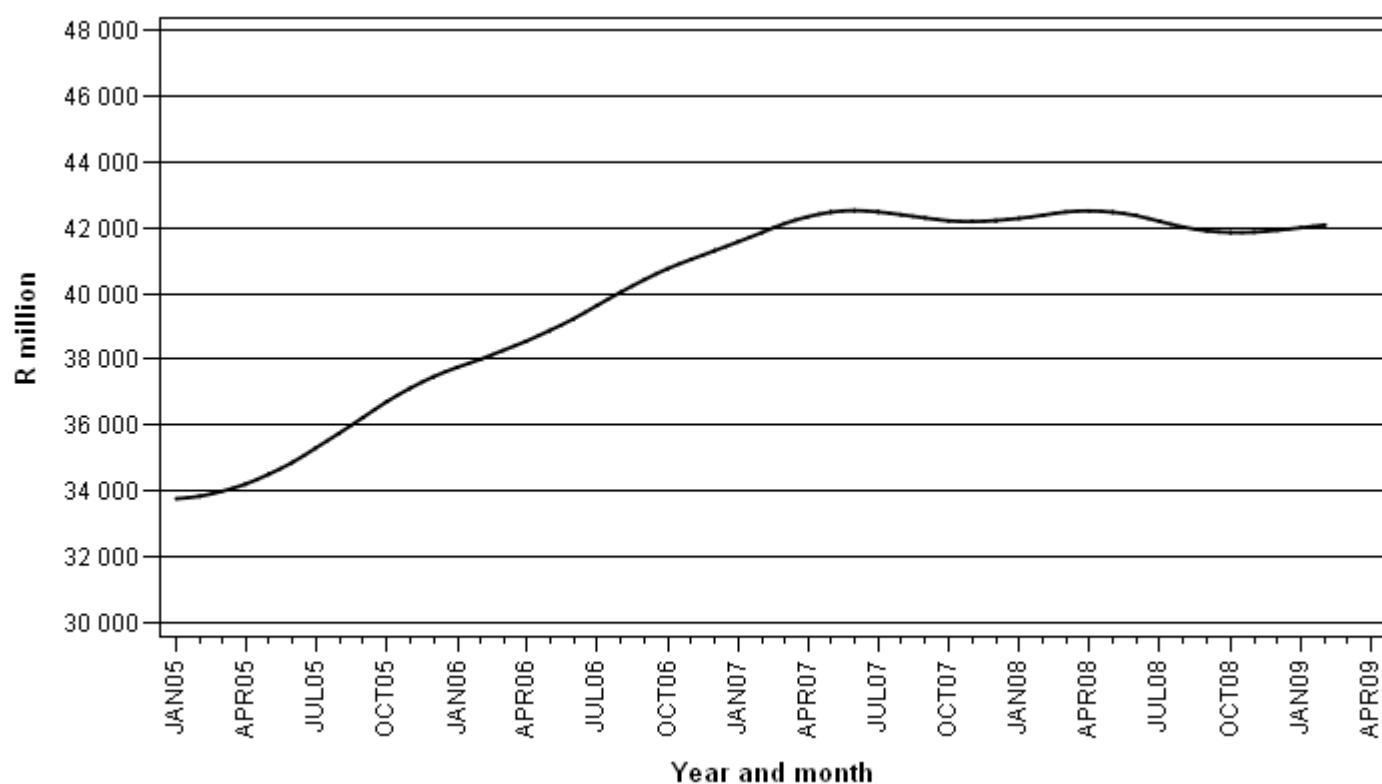
1/ Weight is the percentage contribution of each type of retailer to the total retail trade sales for the three months up to the current month of the previous year.

2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of retailer with its corresponding weight, divided by 100.

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 (2008) prices between January 2005 and February 2009.

Figure 1 – Trend cycle of retail trade sales at constant (2008) prices



P J Lehohla
Statistician-General

Article – Change in methodology for deflating retail trade sales

Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry. The publication contains estimated sales at both current and constant prices. Retail trade sales at constant prices have historically been calculated using the price index for commodities for the metropolitan areas from the Consumer Price Index (CPI) to deflate total sales at current prices.

As part of its improvement programme in economic statistics, Stats SA today introduces a new approach to deflating retail sales and a change in the reference year for constant estimates from 2000 prices to 2008 prices. Improvements in the collection of structural income and product data for the retail trade industry through a Large Sample Survey (LSS), as well as the newly revamped CPI, have provided the material for a new deflator.

The new approach to deflating the retail trade sales estimates has taken into account the detailed industry structure as contained in the LSS to derive the relative importance (weight) of each product category within the different type of retailers. Thereafter, the weighted indices by type of retailer were derived by applying LSS weights to the related price indices per product category.

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.

The new approach to deflation has been applied from January 2008 onwards, which coincides with the start of the new CPI series. The new CPI series was introduced with effect from January 2009, but a parallel CPI was calculated in 2008 to provide like-on-like annual inflation rates as from January 2009.

To provide users with a historical time series for retail trade that is broadly consistent with the new series, retail trade sales at constant 2008 prices from January 2002 to December 2007 have been calculated. This was done by applying the Consumer Price Index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas, to total sales at current prices for the period 2002 to 2007. This approach minimises the weakness with the previous deflation approach.

Figure 2 below shows retail trade sales at constant prices derived by the two methodologies described above for January to December 2008. From the graph, the levels and movements of the two series are similar and this has provided the basis for linking the revised series (2002 to 2007, hypothetically extended to 2008 in the graph) to the new series (2008 onwards) without applying any linking factor.

Figure 2 – Comparison of levels for retail trade sales at constant 2008 prices for the two methodologies from January to December 2008

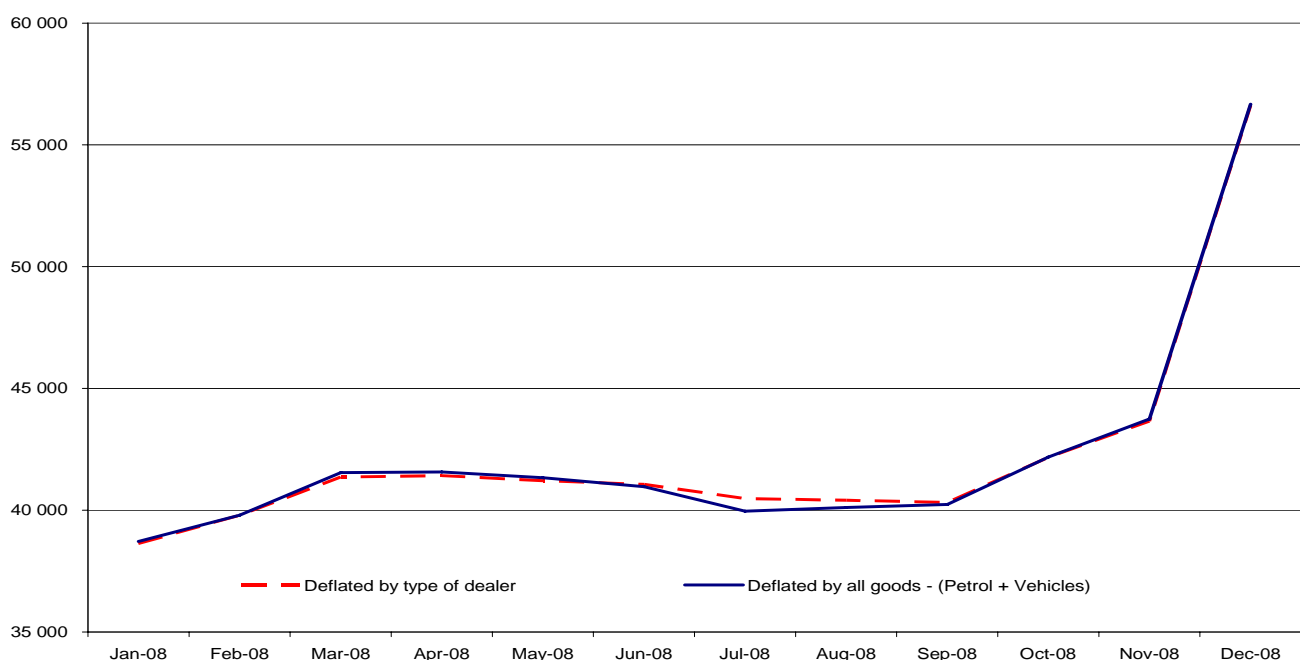


Figure 3 – Comparison of year-on-year growth rates in retail trade sales at constant prices for the published series and the new series deflated using the new deflator

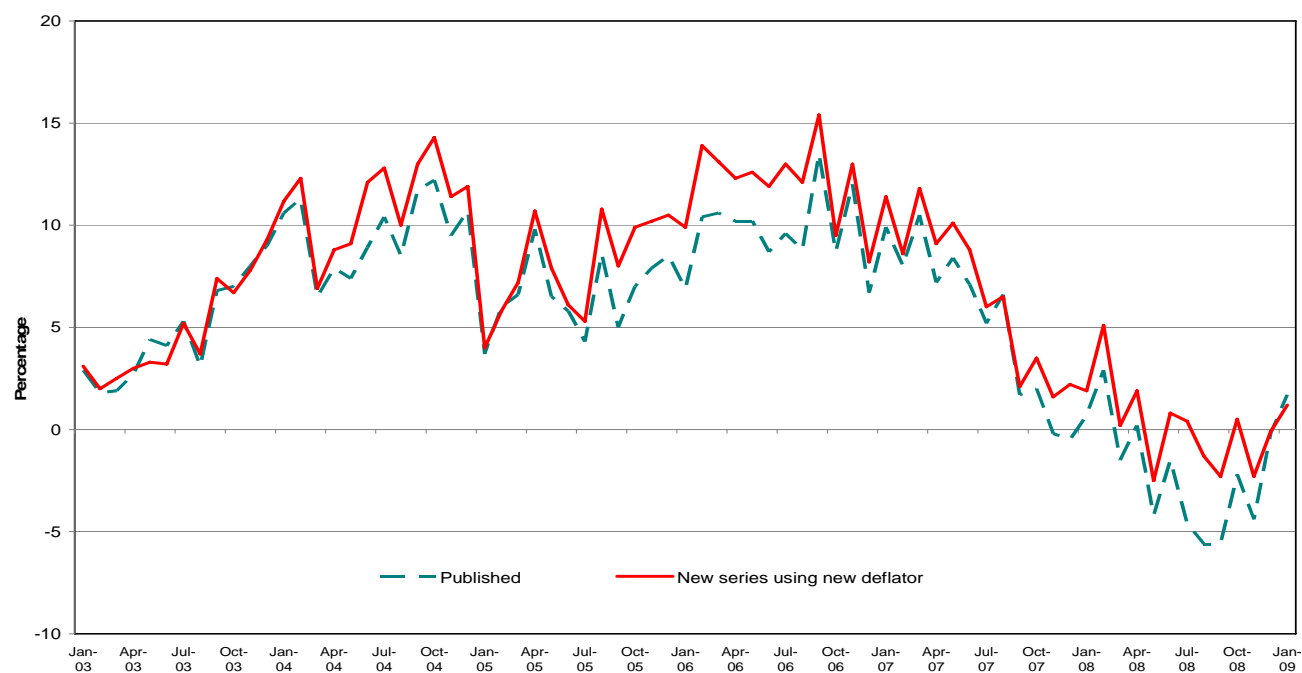


Figure 3 illustrates that the application of the new deflator methodology has, in general, resulted in an upward revision of the year-on-year growth rates in retail trade sales measured in constant prices. The long-term trends, however, are broadly similar.

Detailed results

Tables 1 and 2 show retail trade sales at current prices and percentage changes over the period January 2002 – February 2009.

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

Month	2002	2003	2004	2005	2006	2007	2008 1/	2009 1/
January	18 627	21 213	24 000	25 421	28 475	33 039	36 709	41 249
February	18 148	20 332	23 331	25 149	29 165	32 998	37 846	40 501
March	20 260	22 536	24 635	26 871	31 014	36 105	40 012	
April	19 673	21 843	24 177	27 289	31 330	35 806	40 438	
May	20 693	23 003	25 517	28 004	32 347	37 359	40 690	
June	20 461	22 296	25 409	27 438	31 651	36 176	40 793	
July	20 423	22 628	25 813	27 827	32 389	36 323	40 470	
August	20 762	22 478	24 950	28 306	32 781	37 044	41 140	
September	20 719	22 947	26 282	28 897	34 612	37 624	41 539	
October	21 647	23 650	27 433	30 628	35 000	38 579	43 708	
November	23 112	25 474	28 950	32 302	37 989	41 279	45 513	
December	29 857	33 210	37 950	42 771	47 982	52 498	59 070	
Total	254 382	281 610	318 447	350 903	404 735	454 830	507 928	

1/ Preliminary.

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

Month	2002	2003	2004	2005	2006	2007	2008	2009
January	-	13,9	13,1	5,9	12,0	16,0	11,1	12,4
February	-	12,0	14,8	7,8	16,0	13,1	14,7	7,0
March	-	11,2	9,3	9,1	15,4	16,4	10,8	
April	-	11,0	10,7	12,9	14,8	14,3	12,9	
May	-	11,2	10,9	9,7	15,5	15,5	8,9	
June	-	9,0	14,0	8,0	15,4	14,3	12,8	
July	-	10,8	14,1	7,8	16,4	12,1	11,4	
August	-	8,3	11,0	13,5	15,8	13,0	11,1	
September	-	10,8	14,5	9,9	19,8	8,7	10,4	
October	-	9,3	16,0	11,6	14,3	10,2	13,3	
November	-	10,2	13,6	11,6	17,6	8,7	10,3	
December	-	11,2	14,3	12,7	12,2	9,4	12,5	
Total	-	10,7	13,1	10,2	15,3	12,4	11,7	

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 (2008) prices and percentage changes over the period January 2002 – February 2009.

Table 3 – Total retail trade sales at constant (2008) prices (R million)

Month	2002	2003	2004	2005	2006	2007	2008 1/	2009 1/
January	25 979	26 784	29 777	30 963	34 020	37 889	38 625	39 075
February	25 241	25 737	28 911	30 595	34 845	37 842	39 786	38 002
March	27 791	28 491	30 451	32 650	36 921	41 263	41 358	
April	26 730	27 545	29 959	33 158	37 253	40 642	41 416	
May	28 001	28 935	31 580	34 068	38 371	42 261	41 217	
June	27 245	28 116	31 525	33 461	37 457	40 739	41 064	
July	26 908	28 320	31 947	33 648	38 015	40 314	40 475	
August	27 104	28 098	30 917	34 269	38 430	40 933	40 411	
September	26 700	28 684	32 407	34 984	40 387	41 254	40 318	
October	27 646	29 489	33 701	37 035	40 556	41 979	42 172	
November	29 405	31 684	35 305	38 918	43 969	44 674	43 655	
December	37 938	41 461	46 394	51 284	55 471	56 693	56 617	
Total	336 688	353 344	392 874	425 033	475 695	506 483	507 114	

1/ Preliminary.

Table 4 – Percentage change in total retail trade sales at constant (2008) prices 1/

Month	2002	2003	2004	2005	2006	2007	2008	2009
January	-	3,1	11,2	4,0	9,9	11,4	1,9	1,2
February	-	2,0	12,3	5,8	13,9	8,6	5,1	-4,5
March	-	2,5	6,9	7,2	13,1	11,8	0,2	
April	-	3,0	8,8	10,7	12,3	9,1	1,9	
May	-	3,3	9,1	7,9	12,6	10,1	-2,5	
June	-	3,2	12,1	6,1	11,9	8,8	0,8	
July	-	5,2	12,8	5,3	13,0	6,0	0,4	
August	-	3,7	10,0	10,8	12,1	6,5	-1,3	
September	-	7,4	13,0	8,0	15,4	2,1	-2,3	
October	-	6,7	14,3	9,9	9,5	3,5	0,5	
November	-	7,8	11,4	10,2	13,0	1,6	-2,3	
December	-	9,3	11,9	10,5	8,2	2,2	-0,1	
Total	-	4,9	11,2	8,2	11,9	6,5	0,1	

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 Tables 5 and 6 are retail trade sales at current prices and percentage changes according to type of retailer. For description of type of retailer see page 11.

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/
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	23 502	6 584	1 929	13 555	3 916	2 822	6 763	59 070
	Total	204 673	54 266	21 744	96 239	31 894	35 485	63 627	507 928
2009	January	17 181	4 468	1 848	7 458	2 494	2 503	5 296	41 249
	February	17 086	4 282	1 819	6 841	2 271	2 632	5 570	40 501

1/ Preliminary.

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

Table 6 – Percentage change in total 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	15,8	20,1	11,0	10,5	-3,2	6,9	9,9	12,4
	February	12,1	8,6	2,0	5,2	-3,5	-8,6	8,2	7,0

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

Outlined below in Tables 7 and 8 are retail trade sales, at constant (2008) prices, and percentage changes according to type of retailer. For description of type of retailer see page 11.

Table 7 – Total 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	15 703	4 085	1 731	6 921	2 579	2 496	5 110	38 625
	February	16 125	4 257	1 849	6 665	2 367	3 066	5 457	39 786
	March	17 460	4 617	1 814	6 962	2 428	3 033	5 044	41 358
	April	16 141	4 343	1 795	8 226	2 446	3 122	5 343	41 416
	May	16 467	4 353	1 776	8 065	2 505	3 111	4 940	41 217
	June	17 249	4 068	1 757	7 485	2 620	3 089	4 796	41 064
	July	15 974	4 146	1 912	7 492	2 611	3 007	5 333	40 475
	August	16 289	4 310	1 806	7 328	2 533	2 950	5 195	40 411
	September	17 092	4 332	1 807	6 837	2 340	2 871	5 039	40 318
	October	16 563	4 724	1 828	7 852	2 662	3 055	5 488	42 172
	November	17 002	4 650	1 800	8 904	2 909	3 044	5 346	43 655
	December	22 383	6 229	1 842	13 212	3 862	2 623	6 466	56 617
	Total	204 448	54 114	21 717	95 949	31 862	35 467	63 557	507 114
2009	January	16 178	4 203	1 743	7 185	2 436	2 305	5 025	39 075
	February	15 938	4 006	1 703	6 528	2 194	2 408	5 225	38 002

1/ Preliminary.

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

Table 8 – Percentage change in total 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	3,0	2,9	0,7	3,8	-5,5	-7,7	-1,7	1,2
	February	-1,2	-5,9	-7,9	-2,1	-7,3	-21,5	-4,3	-4,5

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

Outlined below in Table 9 are values and percentage changes in retail trade sales at current and at constant (2008) prices.

Table 9 – Quarterly and cumulative estimates and percentage changes in total retail trade sales

Retail trade sales estimates	December 2007 to February 2008 (R million)	December 2008 to February 2009 (R million)	% change between December 2007 to February 2008 and December 2008 to February 2009	January to February 2008 (R million)	January to February 2009 (R million)	% change between January to February 2008 and January to February 2009
At current prices	127 053	140 820	10,8	74 555	81 750	9,7
At constant 2008 prices	135 104	133 694	-1,0	78 411	77 077	-1,7

Description of group types (Tables 5 and 7) ^{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 12 for more detailed specifications.

Explanatory notes

Introduction	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).
	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).
Purpose of the survey	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.
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	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.
Response rate	6	The preliminary response rate for the survey on retail trade sales for February 2009 was 92,6%. The final response rate for the survey on retail trade sales for January 2009 was 96,8%.
Statistical unit	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.

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	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.
	12	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	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.

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.

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