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# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

## May 2012

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## Results for May 2012

**Table A – Key figures in retail trade sales**

Retail trade sales estimates	May 2012 (R million)	% change between May 2011 and May 2012	% change between March to May 2011 and March to May 2012	% change between January to May 2011 and January to May 2012
At current prices	52 380	10,5	9,3	9,7
At constant 2008 prices	44 227	6,4	4,7	5,0

Seasonally adjusted estimates	May 2012 (R million)	% change between April and May 2012	% change between December 2011 to February 2012 and March to May 2012
At current prices	54 588	-0,1	1,4
At constant 2008 prices	46 119	-0,8	0,4

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales decreased by 0,8% in May 2012 compared with April 2012. This followed month-on-month changes of 0,8% in April 2012 and 2,1% in March 2012.

Retail trade sales in real terms increased by 6,4% year-on-year in May 2012. The highest annual growth rates were recorded for:

- retailers in hardware, paint and glass (11,1%);
- retailers in textiles, clothing, footwear and leather goods (11,0%); and
- ‘all other retailers’ (9,8%) – see Table 10 on page 8.

In real terms, retail trade sales for the three months ended May 2012 reflected an increase of 4,7% compared with the three months ended May 2011. The largest contributors to the 4,7% increase were:

- retailers in textiles, clothing, footwear and leather goods (8,0% and contributing 1,7 percentage points);
- general dealers (3,0% and contributing 1,1 percentage points); and
- ‘all other retailers’ (6,8% and contributing 0,8 of a percentage point) – see Table C on page 3.

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

Type of retailer	March to May 2011 (R million)	Weight 1/	March to May 2012 (R million)	Difference between March to May 2011 and March to May 2012 (R million)	% change between March to May 2011 and March to May 2012	Contribution (% points) to the % change in total sales 2/
<b>General dealers</b>	57 521	39,7	63 019	5 498	9,6	3,8
<b>Retailers of food, beverages and tobacco in specialised stores</b>	14 475	10,0	15 598	1 123	7,8	0,8
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	10 479	7,2	11 356	877	8,4	0,6
<b>Retailers in textiles, clothing, footwear and leather goods</b>	28 295	19,5	31 376	3 081	10,9	2,1
<b>Retailers in household furniture, appliances and equipment</b>	7 323	5,1	7 460	137	1,9	0,1
<b>Retailers in hardware, paint and glass</b>	10 680	7,4	12 126	1 446	13,5	1,0
<b>All other retailers</b>	16 137	11,1	17 399	1 262	7,8	0,9
<b>Total 3/</b>	<b>144 910</b>	<b>100,0</b>	<b>158 333</b>	<b>13 423</b>	<b>9,3</b>	<b>9,3</b>

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

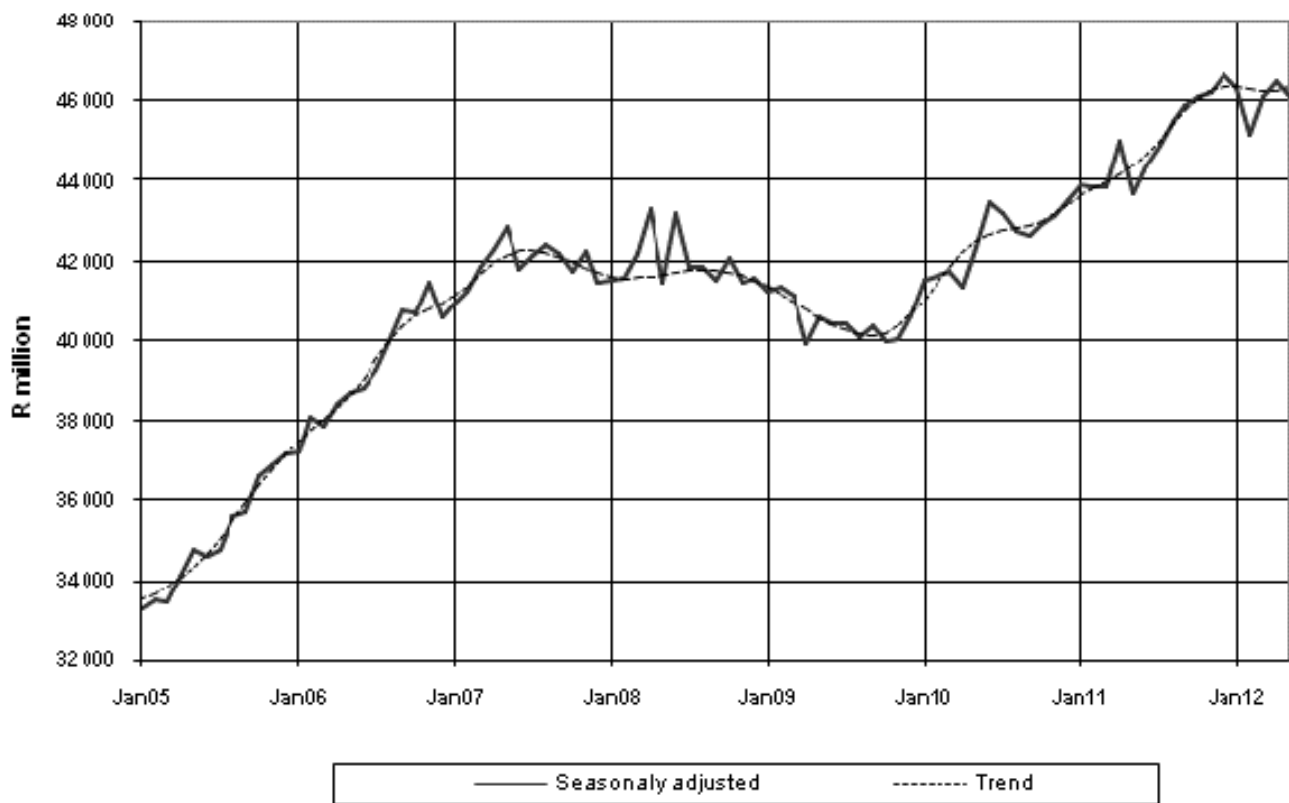
Type of retailer	March to May 2011 (R million)	Weight 1/	March to May 2012 (R million)	Difference between March to May 2011 and March to May 2012 (R million)	% change between March to May 2011 and March to May 2012	Contribution (% points) to the % change in total sales 2/
<b>General dealers</b>	48 833	38,2	50 282	1 449	3,0	1,1
<b>Retailers of food, beverages and tobacco in specialised stores</b>	12 068	9,4	12 045	-23	-0,2	0,0
<b>Retailers in pharmaceutical and medical goods, cosmetics and toiletries</b>	8 532	6,7	8 977	445	5,2	0,3
<b>Retailers in textiles, clothing, footwear and leather goods</b>	26 534	20,8	28 662	2 128	8,0	1,7
<b>Retailers in household furniture, appliances and equipment</b>	7 753	6,1	8 076	323	4,2	0,3
<b>Retailers in hardware, paint and glass</b>	8 982	7,0	9 625	643	7,2	0,5
<b>All other retailers</b>	15 035	11,8	16 063	1 028	6,8	0,8
<b>Total 3/</b>	<b>127 737</b>	<b>100,0</b>	<b>133 730</b>	<b>5 993</b>	<b>4,7</b>	<b>4,7</b>

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

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

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

**Figure 1 – Retail trade sales at constant 2008 prices**



**PJ Lehohla**  
**Statistician-General**

**Tables**

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

Month	2005	2006	2007	2008	2009	2010	2011 <sup>1/</sup>	2012 <sup>1/</sup>
January	25 227	28 257	32 788	36 430	40 935	42 918	46 228	50 356
February	24 957	28 942	32 747	37 557	40 214	41 906	44 913	50 145
March	26 666	30 777	35 830	39 707	42 502	44 970	48 000	53 492
April	27 080	31 091	35 533	40 130	41 775	44 194	49 528	52 461
May	27 790	32 100	37 074	40 380	43 147	45 643	47 382	52 380
June	27 229	31 410	35 900	40 482	41 959	45 809	48 295	
July	27 615	32 141	36 046	40 161	42 756	46 749	49 613	
August	28 090	32 531	36 763	40 827	42 139	44 498	49 471	
September	28 677	34 349	37 338	41 222	42 869	45 726	51 059	
October	30 394	34 734	38 285	43 375	44 257	47 431	53 015	
November	32 056	37 700	40 964	45 167	45 513	49 754	55 506	
December	42 445	47 617	52 098	58 621	60 479	65 998	74 805	
<b>Total</b>	<b>348 226</b>	<b>401 649</b>	<b>451 366</b>	<b>504 064</b>	<b>528 545</b>	<b>565 596</b>	<b>617 815</b>	

1/ Preliminary.

**Table 2 – Year-on-year percentage change in total retail trade sales at current prices 1/**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	5,9	12,0	16,0	11,1	12,4	4,8	7,7	8,9
February	7,8	16,0	13,1	14,7	7,1	4,2	7,2	11,6
March	9,1	15,4	16,4	10,8	7,0	5,8	6,7	11,4
April	12,9	14,8	14,3	12,9	4,1	5,8	12,1	5,9
May	9,7	15,5	15,5	8,9	6,9	5,8	3,8	10,5
June	8,0	15,4	14,3	12,8	3,6	9,2	5,4	
July	7,8	16,4	12,1	11,4	6,5	9,3	6,1	
August	13,4	15,8	13,0	11,1	3,2	5,6	11,2	
September	10,0	19,8	8,7	10,4	4,0	6,7	11,7	
October	11,6	14,3	10,2	13,3	2,0	7,2	11,8	
November	11,6	17,6	8,7	10,3	0,8	9,3	11,6	
December	12,7	12,2	9,4	12,5	3,2	9,1	13,3	
<b>Total</b>	<b>10,2</b>	<b>15,3</b>	<b>12,4</b>	<b>11,7</b>	<b>4,9</b>	<b>7,0</b>	<b>9,2</b>	

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

**Table 3 – Seasonally adjusted total retail trade sales at current prices (R million)**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	27 321	30 976	35 474	39 344	43 391	45 598	49 233	54 047
February	27 523	31 839	35 911	39 524	43 976	45 842	49 153	52 959
March	27 425	31 718	36 564	40 700	44 260	46 188	49 391	54 348
April	27 637	32 084	37 140	41 606	43 146	45 456	50 202	54 635
May	28 592	32 623	37 825	40 807	44 151	47 237	49 744	54 588
June	28 598	32 976	37 181	43 063	44 048	47 889	50 668	
July	28 766	33 670	38 080	41 913	44 385	48 070	51 368	
August	29 502	34 161	38 416	42 604	44 322	47 340	52 061	
September	29 549	34 893	38 537	42 616	44 245	47 457	52 852	
October	30 431	35 114	38 278	43 421	43 996	47 541	53 462	
November	30 467	35 992	39 082	43 281	44 258	47 934	53 355	
December	31 024	35 127	38 710	43 414	44 773	48 503	54 355	

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

Month	2005	2006	2007	2008	2009	2010	2011 <sup>1/</sup>	2012 <sup>1/</sup>
January	30 727	33 760	37 601	38 204	38 772	38 913	41 381	43 109
February	30 361	34 578	37 554	39 315	37 788	38 051	40 068	42 756
March	32 401	36 639	40 949	41 204	39 336	40 394	42 309	45 163
April	32 904	36 969	40 333	41 305	38 496	39 853	43 848	44 340
May	33 808	38 078	41 939	41 083	39 554	41 122	41 580	44 227
June	33 206	37 172	40 428	40 855	38 462	41 337	42 333	
July	33 392	37 724	40 007	40 218	39 113	42 216	43 475	
August	34 007	38 137	40 622	40 071	38 308	40 152	43 230	
September	34 718	40 081	40 941	40 104	38 940	41 188	44 357	
October	36 752	40 248	41 659	42 002	40 234	42 729	45 938	
November	38 622	43 634	44 333	43 377	41 366	44 782	47 988	
December	50 893	55 049	56 261	56 325	55 187	59 655	64 850	
<b>Total</b>	<b>421 791</b>	<b>472 069</b>	<b>502 627</b>	<b>504 063</b>	<b>485 556</b>	<b>510 392</b>	<b>541 357</b>	

1/ Preliminary.

**Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices 1/**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	4,0	9,9	11,4	1,6	1,5	0,4	6,3	4,2
February	5,8	13,9	8,6	4,7	-3,9	0,7	5,3	6,7
March	7,2	13,1	11,8	0,6	-4,5	2,7	4,7	6,7
April	10,7	12,4	9,1	2,4	-6,8	3,5	10,0	1,1
May	7,9	12,6	10,1	-2,0	-3,7	4,0	1,1	6,4
June	6,1	11,9	8,8	1,1	-5,9	7,5	2,4	
July	5,3	13,0	6,1	0,5	-2,7	7,9	3,0	
August	10,8	12,1	6,5	-1,4	-4,4	4,8	7,7	
September	8,0	15,4	2,1	-2,0	-2,9	5,8	7,7	
October	9,9	9,5	3,5	0,8	-4,2	6,2	7,5	
November	10,2	13,0	1,6	-2,2	-4,6	8,3	7,2	
December	10,5	8,2	2,2	0,1	-2,0	8,1	8,7	
<b>Total</b>	<b>8,2</b>	<b>11,9</b>	<b>6,5</b>	<b>0,3</b>	<b>-3,7</b>	<b>5,1</b>	<b>6,1</b>	

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

**Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million)**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	33 256	37 197	40 936	41 496	41 219	41 530	43 930	46 318
February	33 494	38 078	41 245	41 562	41 355	41 634	43 852	45 185
March	33 423	37 856	41 845	42 179	41 126	41 741	43 841	46 132
April	34 106	38 441	42 290	43 313	39 926	41 353	44 986	46 484
May	34 742	38 724	42 839	41 478	40 554	42 347	43 657	46 119
June	34 595	38 830	41 799	43 200	40 409	43 486	44 423	
July	34 771	39 228	42 135	41 850	40 428	43 175	44 922	
August	35 623	39 983	42 391	41 862	40 090	42 724	45 519	
September	35 729	40 765	42 167	41 496	40 383	42 610	45 888	
October	36 579	40 696	41 725	42 074	39 959	42 907	46 111	
November	36 845	41 494	42 261	41 469	40 038	43 120	46 237	
December	37 124	40 606	41 465	41 551	40 617	43 500	46 665	

**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/	
<b>2011</b>	January	17 799	4 446	3 465	9 182	2 442	3 328	5 567	46 228
	February	17 858	4 381	3 230	8 063	2 216	3 706	5 461	44 913
	March	19 884	4 804	3 483	8 109	2 337	3 747	5 637	48 000
	April	18 808	5 101	3 585	10 893	2 492	3 369	5 280	49 528
	May	18 829	4 570	3 411	9 293	2 494	3 564	5 220	47 382
	June	19 874	4 709	3 411	8 876	2 541	3 702	5 184	48 295
	July	19 035	4 939	3 674	9 786	2 655	4 019	5 505	49 613
	August	19 540	4 882	3 462	8 872	2 690	4 015	6 012	49 471
	September	20 973	4 949	3 515	8 933	2 552	4 123	6 015	51 059
	October	19 820	5 457	3 668	10 591	2 866	4 466	6 146	53 015
	November	21 119	5 415	3 616	11 362	3 162	4 767	6 065	55 506
	December	29 120	8 025	4 087	17 554	4 259	4 232	7 527	74 805
<b>Total</b>	<b>242 659</b>	<b>61 678</b>	<b>42 607</b>	<b>121 514</b>	<b>32 706</b>	<b>47 038</b>	<b>69 619</b>	<b>617 815</b>	
<b>2012</b>	January	20 076	5 033	3 739	9 511	2 496	3 637	5 865	50 356
	February	20 518	4 964	3 437	8 628	2 342	4 122	6 134	50 145
	March	22 192	5 421	3 758	9 407	2 523	4 030	6 162	53 492
	April	20 321	5 198	3 840	11 418	2 340	3 884	5 460	52 461
	May	20 506	4 979	3 758	10 551	2 597	4 212	5 777	52 380

1/ Figures are preliminary.

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

**Table 8 – Year-on-year percentage change in retail trade sales according to type of retailer at current prices 1/**

Year and month	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total	
<b>2011</b>	January	7,0	1,1	18,5	6,2	5,8	21,1	6,1	7,7
	February	7,0	2,8	12,8	5,4	1,4	22,3	4,6	7,2
	March	9,7	-1,8	7,4	3,5	5,1	12,1	6,1	6,7
	April	12,0	9,6	12,2	16,1	5,5	10,9	10,6	12,1
	May	9,2	-4,3	7,3	-1,3	2,2	-1,3	4,8	3,8
	June	7,3	2,6	8,7	4,2	2,8	7,4	1,2	5,4
	July	4,3	4,9	6,7	8,5	7,4	13,8	3,2	6,1
	August	12,0	7,6	10,1	8,3	10,8	11,8	16,5	11,2
	September	13,1	6,2	9,0	8,8	5,2	19,9	15,2	11,7
	October	10,7	13,6	6,3	13,0	11,5	20,1	9,6	11,8
	November	12,8	13,0	6,4	11,9	5,5	20,7	5,5	11,6
	December	15,9	15,5	6,8	14,4	2,8	7,9	12,2	13,3
<b>Total</b>	<b>10,3</b>	<b>6,3</b>	<b>9,2</b>	<b>8,8</b>	<b>5,4</b>	<b>13,7</b>	<b>8,0</b>	<b>9,2</b>	
<b>2012</b>	January	12,8	13,2	7,9	3,6	2,2	9,3	5,4	8,9
	February	14,9	13,3	6,4	7,0	5,7	11,2	12,3	11,6
	March	11,6	12,8	7,9	16,0	8,0	7,6	9,3	11,4
	April	8,0	1,9	7,1	4,8	-6,1	15,3	3,4	5,9
	May	8,9	8,9	10,2	13,5	4,1	18,2	10,7	10,5

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

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

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



**Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million)**

Year and month 1/		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/
2011	January	15 410	3 826	2 857	8 670	2 541	2 840	5 237	41 381
	February	15 435	3 764	2 652	7 599	2 330	3 146	5 142	40 068
	March	16 937	4 027	2 841	7 621	2 463	3 162	5 258	42 309
	April	16 020	4 258	2 929	10 228	2 645	2 838	4 930	43 848
	May	15 876	3 783	2 762	8 685	2 645	2 982	4 847	41 580
	June	16 743	3 892	2 780	8 303	2 700	3 093	4 822	42 333
	July	15 996	4 055	2 975	9 146	2 824	3 344	5 135	43 475
	August	16 365	3 998	2 806	8 253	2 865	3 324	5 619	43 230
	September	17 434	4 037	2 844	8 287	2 732	3 396	5 627	44 357
	October	16 313	4 394	2 953	9 788	3 065	3 670	5 755	45 938
	November	17 311	4 322	2 907	10 482	3 407	3 907	5 652	47 988
	December	23 869	6 374	3 291	16 179	4 624	3 472	7 041	64 850
<b>Total</b>		<b>203 709</b>	<b>50 730</b>	<b>34 597</b>	<b>113 241</b>	<b>34 841</b>	<b>39 174</b>	<b>65 065</b>	<b>541 357</b>
2012	January	16 282	3 957	3 001	8 734	2 693	2 971	5 471	43 109
	February	16 627	3 921	2 743	7 908	2 532	3 330	5 695	42 756
	March	17 725	4 189	2 987	8 591	2 736	3 224	5 711	45 163
	April	16 218	4 008	3 033	10 427	2 535	3 087	5 032	44 340
	May	16 339	3 848	2 957	9 644	2 805	3 314	5 320	44 227

1/ Figures are preliminary.

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

**Table 10 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices 1/**

Year and month		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total
2011	January	4,2	-3,8	13,8	6,8	11,3	18,2	8,4	6,3
	February	3,6	-2,5	7,9	5,6	7,2	18,9	6,6	5,3
	March	6,4	-7,3	2,8	3,4	11,1	8,7	7,7	4,7
	April	8,7	3,3	8,0	16,0	11,4	7,6	10,8	10,0
	May	5,1	-10,2	2,8	-2,2	6,8	-4,5	4,5	1,1
	June	2,7	-4,3	5,7	3,2	7,3	3,9	0,5	2,4
	July	-0,5	-2,5	3,7	7,3	11,5	9,9	2,4	3,0
	August	6,6	0,1	7,0	6,5	14,6	7,7	15,7	7,7
	September	7,2	-1,7	6,1	6,7	9,1	15,4	14,3	7,7
	October	4,0	4,0	2,8	10,6	15,4	15,5	9,2	7,5
	November	6,0	2,9	3,5	9,4	10,0	16,0	4,9	7,2
	December	8,7	4,9	3,9	11,5	7,5	3,8	11,8	8,7
<b>Total</b>		<b>5,3</b>	<b>-1,2</b>	<b>5,5</b>	<b>7,4</b>	<b>10,2</b>	<b>9,9</b>	<b>8,1</b>	<b>6,1</b>
2012	January	5,7	3,4	5,0	0,7	6,0	4,6	4,5	4,2
	February	7,7	4,2	3,4	4,1	8,7	5,8	10,8	6,7
	March	4,7	4,0	5,1	12,7	11,1	2,0	8,6	6,7
	April	1,2	-5,9	3,6	1,9	-4,2	8,8	2,1	1,1
	May	2,9	1,7	7,1	11,0	6,0	11,1	9,8	6,4

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

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

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

**Table 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales**

Retail trade sales estimates	March to May 2011 (R million)	March to May 2012 (R million)	% change between March to May 2011 and March to May 2012	January to May 2011 (R million)	January to May 2012 (R million)	% change between January to May 2011 and January to May 2012
<b>At current prices</b>	144 910	158 333	9,3	236 051	258 834	9,7
<b>At constant 2008 prices</b>	127 737	133 730	4,7	209 186	219 595	5,0

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

Retail trade sales seasonally adjusted estimates	April 2012 (R million)	May 2012 (R million)	% change between April and May 2012	December 2011 to February 2012 (R million)	March to May 2012 (R million)	% change between December 2011 to February 2012 and March to May 2012
<b>At current prices</b>	54 635	54 588	-0,1	161 361	163 571	1,4
<b>At constant 2008 prices</b>	46 484	46 119	-0,8	138 168	138 735	0,4

**Explanatory notes**

<b>Introduction</b>	<b>1</b>	<p>Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA’s 2011 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>As is usual, information for the latest month had to be estimated for respondents who have not reported by the cut-off date for production of results. These estimates will be revised in future statistical releases when their reported information becomes available. Published retail trade sales estimates include value added tax (VAT).</p>
<b>Purpose of the survey</b>	<b>3</b>	<p>The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.</p>
<b>Scope of the survey</b>	<b>4</b>	<p>This survey covers retail enterprises according to the following types of retailer:</p> <ul style="list-style-type: none"> <li>• General dealers;             <ul style="list-style-type: none"> <li>➢ Retail trade in non-specialised stores with food, beverages and tobacco predominating; and</li> <li>➢ Other retail trade in non-specialised stores.</li> </ul> </li> <li>• Retailers of food, beverages and tobacco in specialised stores:             <ul style="list-style-type: none"> <li>➢ Retailers in fresh fruit and vegetables;</li> <li>➢ Retailers in meat and meat products;</li> <li>➢ Retailers in bakery products;</li> <li>➢ Retailers in beverages;</li> <li>➢ Retailers in tobacco; and</li> <li>➢ Retailers in other food in specialised stores.</li> </ul> </li> <li>• Retailers in pharmaceutical and medical goods, cosmetic and toiletries;</li> <li>• Retailers in textiles, clothing, footwear and leather goods:             <ul style="list-style-type: none"> <li>➢ Retailers in men’s and boys’ clothing;</li> <li>➢ Retailers in ladies’, girls’ and infants’ clothing;</li> <li>➢ General outfitters; and</li> <li>➢ Retailers in footwear.</li> </ul> </li> <li>• Retailers in household furniture, appliances and equipment;</li> <li>• Retailers in hardware, paint and glass; and</li> <li>• All other retailers:             <ul style="list-style-type: none"> <li>➢ Retailers in reading matter and stationery;</li> <li>➢ Retailers in jewellery, watches and clocks;</li> <li>➢ Retailers in sports goods and entertainment requisites;</li> <li>➢ Retailers in other specialised stores;</li> <li>➢ Repair of personal and household goods;</li> <li>➢ Retail trade in second-hand goods in stores; and</li> <li>➢ Retail trade not in stores.</li> </ul> </li> </ul>
<b>Classification</b>	<b>5</b>	<p>The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC)</i>, Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities (ISIC)</i> with suitable adaptations for local conditions. Each enterprise is classified to the industry, which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.</p>
<b>Collection rate</b>	<b>6</b>	<p>The preliminary collection rate for the survey on retail trade sales for May 2012 was 81,1%. The improved collection rate for the survey on retail trade sales for April 2012 was 84,7%.</p>
<b>Statistical unit</b>	<b>7</b>	<p>The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and</p>

directly controls all functions necessary to carry out its sales activities.

- |                                      |           |  |
|--------------------------------------|-----------|--|
| <b>Survey methodology and design</b> | <b>8</b>  | The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 30 000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up non-respondents.   |
|                                      | <b>9</b>  | The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2011) at the SIC four-digit level from a population then of about 30 000 retail enterprises. The retail sampling frame is divided into four size groups. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups three and four to reflect the total value of sales.  |
| <b>Weighting methodology</b>         | <b>10</b> | 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 <a href="http://www.statssa.gov.za/publications/publicationsearch.asp">www.statssa.gov.za/publications/publicationsearch.asp</a> .   |
| <b>Seasonal adjustment</b>           | <b>11</b> | 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. |
| <b>Constant prices</b>               | <b>12</b> | For January 2002 to December 2007 retail trade sales at constant prices were calculated using the Consumer Price Index (CPI) for goods excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by aggregating the deflated sales by type of retailer.   |
|                                      | <b>13</b> | 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.   |
| <b>Trend cycle</b>                   | <b>14</b> | 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.  |
| <b>Reliability of estimates</b>      | <b>15</b> | 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.  |
|                                      | <b>16</b> | Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.   |

- Revised figures**      **17**      Normally revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.
  
- Related publications**      **18**      Users may also wish to refer to the following publications available from Stats SA:
  - *Bulletin of Statistics* issued quarterly; and
  - *SA Statistics* issued annually.
  
- Rounding-off of figures**      **19**      Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
  
- Symbols and Abbreviations**      **20**

BR	Business register
BSF	Business sampling frame
GDP	Gross domestic product
ISIC	International Standard Industrial Classification
SARS	South African Revenue Service
SIC	Standard Industrial Classification of all Economic Activities
SNA	System of National Accounts
Stats SA	Statistics South Africa
VAT	Value added tax
-	Figures not available

**Technical note**

**Neyman optimal allocation**

A stratified random sample was drawn from the population of enterprises on the business sampling frame (BSF). Strata were formed using a combination of Standard Industrial Classification and the measure of size classes for enterprises. The Neyman optimal allocation formula given below was used to allocate samples to each stratum.

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

$N_h$  and  $S_h$  are the stratum population size and the stratum variance respectively. Neyman allocation formula not only allocates sample sizes to each stratum but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 4,0%.

Class limits

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

## Glossary

<b>Enterprise</b>	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.
<b>Industry</b>	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> .
<b>Statistical unit</b>	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.
<b>Retail trade</b>	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.
<b>Retailer</b>	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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