

QUARTERLY SURVEY ON RETAIL TRADE

LEGISLATION

- Official statistics law (Official gazette RS, no 104/2009)
- Program of official statistics, 2011-2015 (Official gazette RS, no 23/2011)

METHODOLOGICAL BACKGROUNDS

Objective of statistical survey

The objective of quarterly survey on retail trade is to provide the final data on turnover of goods in retail trade.

The results are applicable as follows:

- Following the volume and dynamics of turnover;
- Analysis of effects of commercial policy measures;
- Analysis of volume and changes in the structure of individual consumption;
- Analysis of volume and changes in the structure of payment terms and seasonal features of consumption;
- Analysis of volume and structure of turnover by trade groups of activities.

The survey results are relative to the turnover made in retail trade (division 47, CA 2010) in the Republic of Serbia, by statistical territorial units (Official gazette RS, no 109/09 and 46/10), i.e. functional wholes that make the level of regions: 1. Belgrade, 2. Vojvodina, 3. Šumadija and Western Serbia, 4. Southern and Eastern Serbia, 5. Kosovo and Metohija. On the higher level, the statistical territorial units are Serbia – north and Serbia – south.

Reporting units, statistical units

Reporting units are the following:

- Enterprises that pursuant to the Classification of activities (CA 2010) are categorized in retail trade activity (division 47);
- Enterprises that according to prevailing activity are categorized in other activities, however also are engaged in retail trade activity.

Pursuant to the principle of revenues' value (source: financial statements of enterprises) covered are all large and medium-sized enterprises (division 47), while small-sized enterprises are selected applying the method of random sample selection.

Survey coverage and sample elements

Basic set

The basic set of units was created according to the data of the Statistical business register (SBR), with the state found at the end of 2010. The set included all active enterprises of the retail trade division (division 47, CA 2010).

The set contained 6084 units.

Frame for sample selection

From the basic set (budgetary beneficiaries excepted) excluded are 1506 units the turnover of which equals zero value or those with no available data on turnover. Then from the set of remaining units, from the small-sized enterprises (according to financial statements), excluded are those expressing turnover below RSD 100000. The created set includes 69% of units and 98% of turnover of the basic set.

The created frame for sample selection is supplemented with 34 budgetary beneficiaries, i.e. government-funded enterprises, and 37 enterprises that made considerable turnover in retail trade, even though their prevailing activity does not fall in retail trade.

The created set included 4578 units.

Stratification

The stratification of frame units is carried out according to the facts:

- whether they are enumerated/listed;
- size, pursuant to financial statements;
- Nomenclature of statistical territorial units (NSTU2);
- CA (2010) classes (4-digit numerical code).

Enumerated units are large and medium-sized enterprises (criteria of size according to financial statements), budgetary beneficiaries, business entities the prevailing activity (division) of which is other than the division 47 (CA 2010), and the top by turnover among small-sized enterprises. The selection of small-sized enterprises that are enumerated is carried out by applying Hidiroglou algorithm, for the given error level (coefficient of variation), of 0.2 for total turnover assessment, by territorial classes.

Out of 4578 units in the sample, 339 are enumerated (202 large- and medium-sized enterprises, 34 budgetary beneficiaries, 37 enterprises with prevailing activity other than retail trade and 66 small-size business entities). Of the remaining 3966 units, the random sample is selected.

Applying the Bethel algorithm, allocated was the sample of 1985 units, including the enumeration units.

Allocation

Allocation is carried out by applying the Bethel algorithm. Since the TRG-16 data are released for 42 groups of goods, a supplementary variable was the estimated turnover by quarters and by groups of goods. These data were obtained from the survey implemented in the first three quarters 2010.

By the use of SAS macro CLAN, for each quarter and by strata, obtained was the turnover estimate by groups of goods, and the variance as well.

The entry to the Bethel included the stratum code, the number of units in the stratum (frame for 2010), and the average turnover for each of 42 groups of goods at the stratum level. The mean value was calculated as the quotient of the sum of turnovers by groups of goods in each quarter and the number of quarters (3, in this case). Also, at the same level the average standard deviation was found, determined likewise the average turnover by groups of goods. The allocated number of units by strata was 2314.

Estimations

The Horvitz-Thompson estimations of totals were calculated pursuant to the standard procedure for stratified sample with random selection of units within the stratum. This means that the weighted values from the sample were summed, while the weight for the units of the same stratum is equal to the quotient of the number of units in the stratum and the number of units in the sample. The primary weights were corrected for non-response.

Method, timing and data sources

The survey is implemented by the method of reporting by mail. Pursuant to the given instructions found in the form and aided by statisticians, each reporting unit shall complete the form TRG-16, using bookkeeping and other required documents.

The statistical divisions in charge shall forward the forms and guidelines to the units.

Reporting units shall forward the completed forms to respective SORS organizational units (in accordance with the territorial registration of enterprise). The completed material shall be submitted before the 15th day after the referent quarter elapsed.

Individual data protection

The obligation of individual data protection is envisaged by the Official statistics law – Article 3, the provisions of protection of data providers, and Articles 44, 45, 46, 47, 48 and 49, the provisions of confidentiality (Official gazette RS, no 104/2009).

Main features: definitions

Enterprise is a legal person established by other legal and/or natural persons in order to carry out certain activity and gain profits. Enterprises can be established as partnerships, limited partnerships, joint stock companies and limited liabilities companies, in accordance with the Law on companies.

Trade is a set of activities anticipating turnover of goods and services aimed at gaining profits or any other social and economic effect.

Retail trade anticipates the activities classified under the division 47, CA 2010, anticipating retail trade of goods (except motor vehicles and parts). *Retail sale of goods* anticipates the sales of goods to end-users (primarily for individual consumption, consumption in households and to legal and natural persons that shall use purchased goods for their operations). Here included are also the sales to customers from consignment stocks, either from warehouse or from shops.

Retail trade turnover anticipates the gained profits (turnover) i.e. the invoiced value from sales of goods and services. The value of sold goods includes *Value added tax (VAT)*, which is presented in the sales prices for customers; however excluded is any turnover of equipment and other property of enterprises (Act on Value added tax).

Goods are product of industry, agriculture, crafts or any other activity, as well as intellectual property (industrial and copyrights) and other rights eligible for sales, including securities. The main feature of goods is that they are designated for sales.

VAT means a general tax on consumption and it is calculated and payable for delivered goods and rendered services, in all stages of production and turnover of goods and services, and for imports of goods, except if otherwise provided by legislation.

VAT is calculated and separately expressed in invoice payable by buyer of goods or by service customer.

Sales space in trade is the area that is designated for selling and exhibiting goods. It covers the area where customers have access, where shopping desks and windows are placed, and the area used by shop assistants. Excluded are offices, storage rooms, stairways and other premises for the staff. Shop is a room or a separate object where goods for retail trade are received, exhibited and sold. Automatic machines, market and street stalls, mobile shops, warehouses where from retail sale of goods is carried out and open-air sales space are not included here.

Turnover by payment terms includes the value of goods sold for "cash" and paid by RSD or foreign currency amounts (recalculated in RSD), by current accounts checks and various coupons, and by credit cards. "Consumer credit" anticipates the value of goods that banks, commercial and other enterprises grant to customers in the moment of goods delivery. For payments by "payment request" and "crossed check" entered is the value of sold goods that are collected by a payment request or by a crossed check.

Inventories in retail trade anticipate the value of inventories in shops and stocks kept by enterprises, with the status at the end of quarter and they are calculated at sale prices, VAT included.

Turnover in retail trade with VAT, by groups of goods – represents the value of sold goods in retail trade by sales assortment of enterprises and the same is distributed into 41 groups of goods. The selected groups of goods are harmonized with the Classification of products by activity (CPA), up to the 5-digit level for the referent quarter.

Representative data: territory and CA 2010

In accordance with the number of units in the sample, the data are representative for the levels:

- Number of outlets;
- Number of employees.
- Territory of the Republic of Serbia and territorial units (NSTU 1 and 2);
- Trade groups, CA divisions 47;
- Groups of goods.

Note: Since 1999 the data for the AP Kosovo and Metohija are not available to the SORS and they are not included in the coverage for the Republic of Serbia (total).

Harmonization with international recommendations, standards and practice

In 2011 we have applied:

- CA 2010 (NACE Rev. 2);
- Organizational principle (included total turnover of reporting units registered for retail trade);
- New deflator (consumer price index by COICOP).

The definitions of the basic variables and the methodology of calculations (absolute data, indices at current and constant prices) have been partly adjusted according to the Eurostat recommendations for short-term indicators (Council Regulation No 1165/98).

SURVEY ORGANIZATION

Authority

- SORS: the Division of statistics of trade, catering trade and tourist trade, the Group for domestic trade statistics, Belgrade, the Statistical department of AP Vojvodina and the regional offices of Zrenjanin, Novi Sad, Sremska Mitrovica, Pančevo, Subotica, Šabac, Zaječar, Leskovac, Kraljevo, Niš, Valjevo, Smederevo, Užice and Kragujevac.
- Informatics and statistics institute of Belgrade.

Responsiveness

- The obligation of responding to the survey is stipulated by Article 26, and the penalty provisions for the cases of refusing to respond to the questions or providing incomplete and false data are envisaged by Article 52, the Official statistics law (Official gazette RS, no 104/2009).

Timetable

- The deadline for reporting units to submit completed form (TRG-16) to the statistical authority is 15th day in the month following the referent quarter, except for the 4th quarter, where deadline is 5th day in the second month (February) after the referent quarter.
- The statistical regional offices and the Informatics and statistics institute of Belgrade are obliged to submit logically and computing controlled material to the SORS Division of statistics of trade, catering trade and tourist trade, on the last working day in the month following the elapsed quarter.
- The SORS shall publish the data on retail trade 75 days after the end of every quarter.

SURVEY INSTRUMENTS

Questionnaire and guidelines

For the implementation of the survey used is the form – Quarterly survey on retail trade (TRG-16). The form and guidelines are available at the SORS site, www.stat.gov.rs.

Nomenclatures and classifications

- Classification of activities, (2010)
- Classification of products by activity.

For classifications, see the SORS website at www.stat.gov.rs.

Releases and publications

- Statistical release – RS: Domestic trade (PM11);
- Monthly statistical bulletin;
- Trends;
- SORS website;
- Statistical yearbook of the Republic of Serbia

For publications, see the SORS website at www.stat.gov.rs.

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