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# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

## December 2015

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**Contents**

**Sales at constant 2012 prices: results for December 2015 .....2**

Table A – Key growth rates in retail trade sales at constant 2012 prices.....2

Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer .....2

Figure 1 – Retail trade sales at constant 2012 prices .....3

Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change.....3

**Sales at current prices: results for December 2015.....4**

Table C – Key growth rates in retail trade sales at current prices.....4

Table D – Retail trade sales at current prices for the latest three months by type of retailer .....4

**Tables.....5**

Table 1 – Retail trade sales at constant 2012 prices (R million) .....5

Table 2 – Year-on-year percentage change in retail trade sales at constant 2012 prices .....5

Table 3 – Seasonally adjusted retail trade sales at constant 2012 prices .....5

Table 4 – Retail trade sales at constant 2012 prices by type of retailer (R million) .....6

Table 5 – Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer .....6

Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2012 prices (percentage points) .....6

Table 7 – Retail trade sales at current prices (R million).....7

Table 8 – Year-on-year percentage change in retail trade sales at current prices .....7

Table 9 – Seasonally adjusted retail trade sales at current prices .....7

Table 10 – Retail trade sales at current prices by type of retailer (R million) .....8

Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer.....8

Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points) .....8

**Survey information.....9**

**Technical notes .....11**

**Glossary.....13**

**Technical enquiries .....13**

**General information .....14**

**Sales at constant 2012 prices: results for December 2015**

**Table A – Key growth rates in retail trade sales at constant 2012 prices**

	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
Year-on-year % change, unadjusted	3,3	4,0	3,0	3,4	3,8	4,1
Month-on-month % change, seasonally adjusted	0,2	1,9	-1,6	0,4	2,4	-0,9
3-month % change, seasonally adjusted 1/	0,2	1,1	1,1	1,2	0,8	1,3

1/ Percentage change between the previous 3 months and the 3 months ending in the month indicated.

Measured in real terms (constant 2012 prices), retail trade sales increased by 3,3% in 2015 compared with 2014. The main contributors to this increase were:

- general dealers (3,2% and contributing 1,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (4,3% and contributing 0,9 of a percentage point).

In December 2015, retail trade sales increased by 4,1% year-on-year. The highest annual growth rates were recorded for retailers in:

- household furniture, appliances and equipment (7,7%); and
- textiles, clothing, footwear and leather goods (6,5%) – see Table 5.

The main contributors to the 4,1% increase were general dealers (contributing 1,8 percentage points) and retailers in textiles, clothing, footwear and leather goods (contributing 1,5 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,9% month-on-month in December 2015. This followed month-on-month changes of 2,4% in November 2015 and 0,4% in October 2015. In the fourth quarter of 2015, seasonally adjusted retail trade sales increased by 1,3% compared with the previous quarter.

**Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer**

Type of retailer	Oct – Dec 2014 (R million)	Weight	Oct – Dec 2015 (R million)	% change between Oct – Dec 2014 and Oct – Dec 2015	Contribution (% points) to the total % change
General dealers	81 830	38,7	85 285	4,2	1,6
Food, beverages and tobacco in specialised stores	18 005	8,5	17 968	-0,2	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	12 806	6,1	13 465	5,1	0,3
Textiles, clothing, footwear and leather goods	46 188	21,9	48 815	5,7	1,2
Household furniture, appliances and equipment	12 348	5,8	12 190	-1,3	-0,1
Hardware, paint and glass	15 182	7,2	15 489	2,0	0,1
All other retailers	24 844	11,8	25 985	4,6	0,5
<b>Total</b>	<b>211 203</b>	<b>100,0</b>	<b>219 197</b>	<b>3,8</b>	<b>3,8</b>

Retail trade sales increased by 3,8% in the fourth quarter of 2015 compared with the fourth quarter of 2014. The main contributors to this increase were:

- general dealers (4,2% and contributing 1,6 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (5,7% and contributing 1,2 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

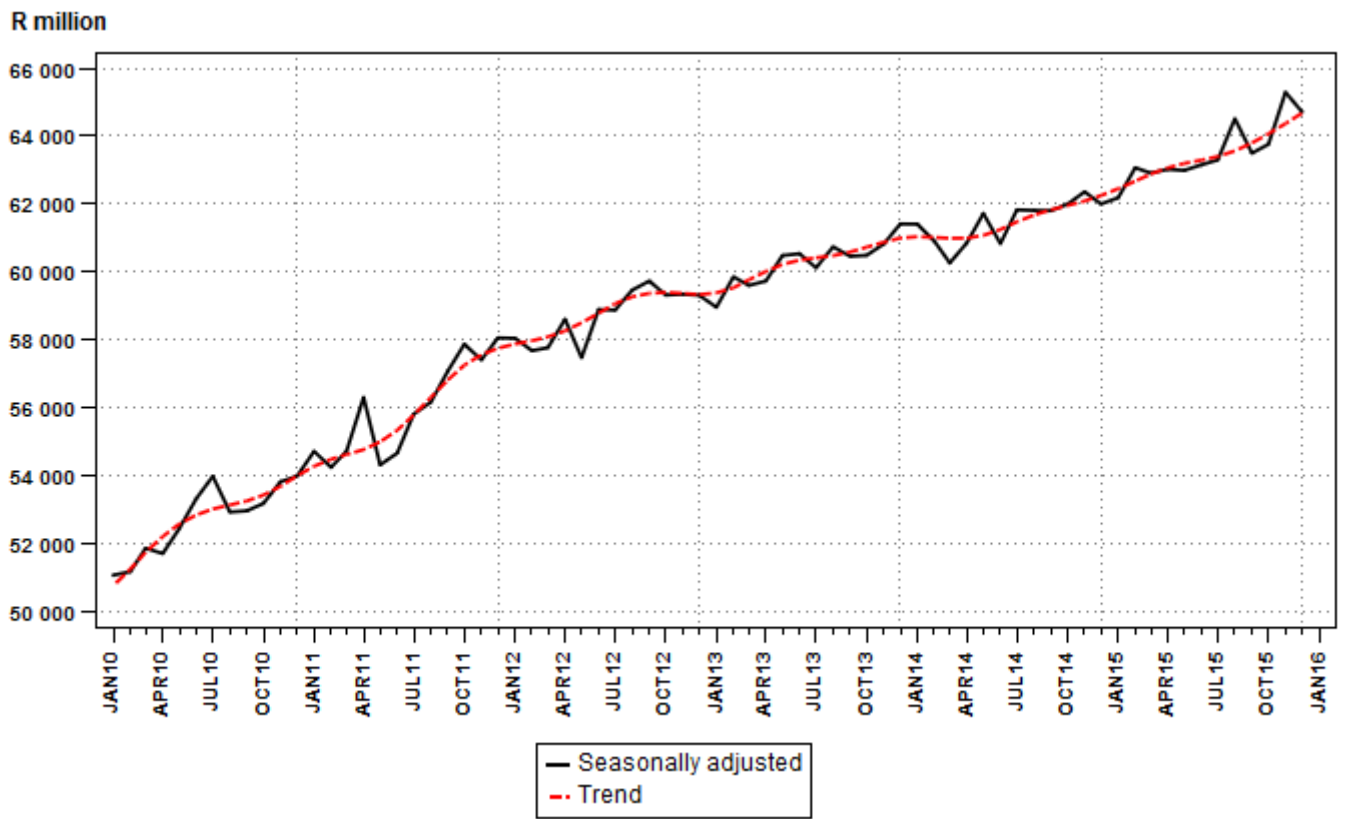
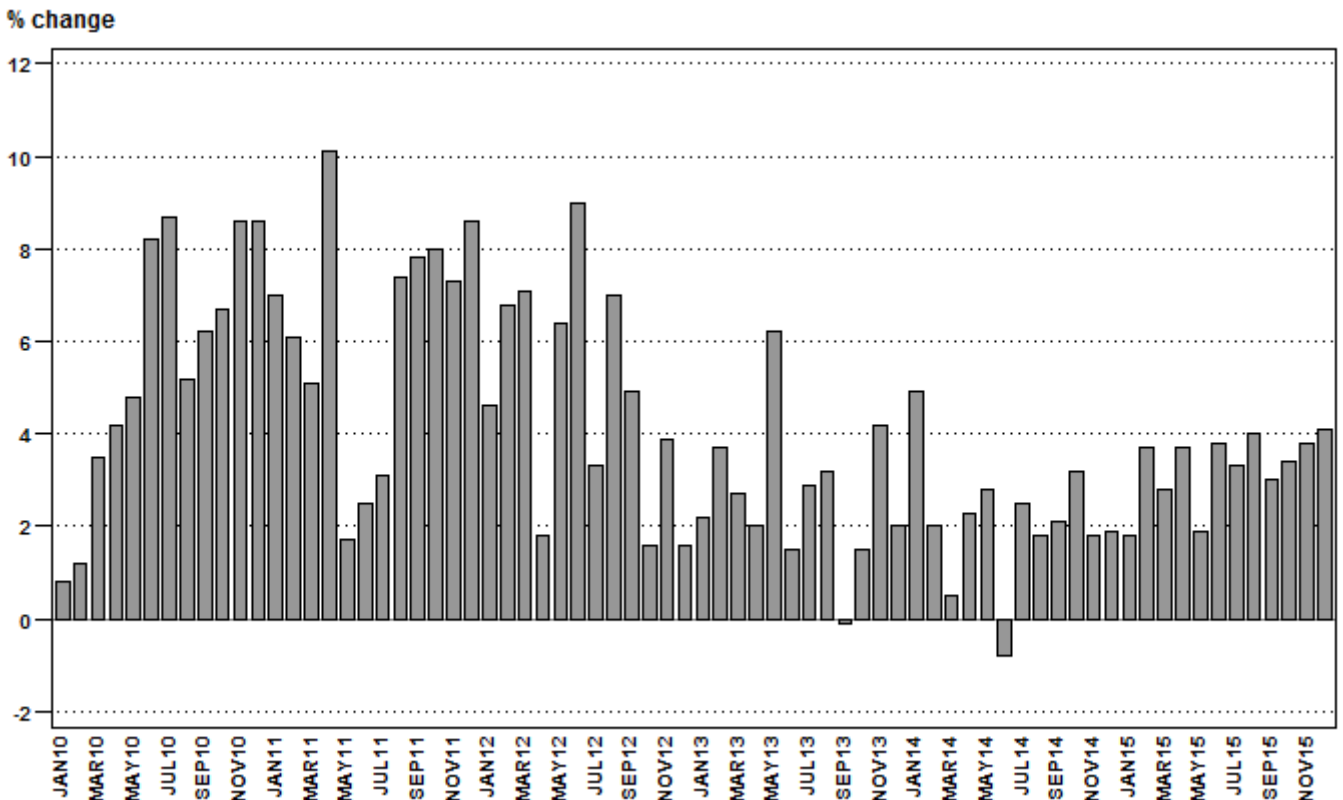


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



**Sales at current prices: results for December 2015**

**Table C – Key growth rates in retail trade sales at current prices**

	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
Year-on-year % change, unadjusted	7,2	7,9	6,9	7,4	7,7	8,2
Month-on-month % change, seasonally adjusted	0,8	1,1	-0,2	0,5	1,7	0,5
3-month % change, seasonally adjusted 1/	1,3	2,0	2,0	1,9	1,6	2,0

1/ Percentage change between the previous 3 months and the 3 months ending in the month indicated.

**Table D – Retail trade sales at current prices for the latest three months by type of retailer**

Type of retailer	Oct – Dec 2014 (R million)	Weight	Oct – Dec 2015 (R million)	% change between Oct – Dec 2014 and Oct – Dec 2015	Contribution (% points) to the total % change
General dealers	92 180	39,4	100 217	8,7	3,4
Food, beverages and tobacco in specialised stores	20 801	8,9	21 834	5,0	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	14 118	6,0	15 589	10,4	0,6
Textiles, clothing, footwear and leather goods	50 976	21,8	56 137	10,1	2,2
Household furniture, appliances and equipment	12 439	5,3	12 387	-0,4	0,0
Hardware, paint and glass	16 898	7,2	17 597	4,1	0,3
All other retailers	26 773	11,4	28 705	7,2	0,8
<b>Total</b>	<b>234 184</b>	<b>100,0</b>	<b>252 467</b>	<b>7,8</b>	<b>7,8</b>

**PJ Lehohla  
Statistician-General**

**Tables**

**Table 1 – Retail trade sales at constant 2012 prices (R million)**

Month	2009	2010	2011	2012	2013	2014	2015 1/
Jan	47 614	47 972	51 309	53 675	54 861	57 546	58 610
Feb	46 476	47 016	49 903	53 306	55 260	56 374	58 463
Mar	48 633	50 348	52 920	56 658	58 190	58 491	60 140
Apr	47 507	49 502	54 507	55 468	56 563	57 845	59 969
May	48 790	51 116	52 002	55 356	58 791	60 451	61 584
Jun	47 562	51 455	52 761	57 494	58 374	57 894	60 087
Jul	48 285	52 479	54 091	55 859	57 494	58 954	60 910
Aug	47 450	49 921	53 623	57 388	59 212	60 249	62 629
Sep	48 297	51 304	55 298	58 006	57 974	59 217	61 017
Oct	49 782	53 096	57 330	58 267	59 163	61 075	63 161
Nov	51 061	55 466	59 491	61 819	64 443	65 597	68 074
Dec	67 888	73 726	80 076	81 322	82 966	84 531	87 962
<b>Total</b>	<b>599 345</b>	<b>633 401</b>	<b>673 311</b>	<b>704 618</b>	<b>723 291</b>	<b>738 224</b>	<b>762 606</b>

1/ Figures for latest month are preliminary.

**Table 2 – Year-on-year percentage change in retail trade sales at constant 2012 prices**

Month	2010	2011	2012	2013	2014	2015	2015 year-to-date
Jan	0,8	7,0	4,6	2,2	4,9	1,8	1,8
Feb	1,2	6,1	6,8	3,7	2,0	3,7	2,8
Mar	3,5	5,1	7,1	2,7	0,5	2,8	2,8
Apr	4,2	10,1	1,8	2,0	2,3	3,7	3,0
May	4,8	1,7	6,4	6,2	2,8	1,9	2,8
Jun	8,2	2,5	9,0	1,5	-0,8	3,8	2,9
Jul	8,7	3,1	3,3	2,9	2,5	3,3	3,0
Aug	5,2	7,4	7,0	3,2	1,8	4,0	3,1
Sep	6,2	7,8	4,9	-0,1	2,1	3,0	3,1
Oct	6,7	8,0	1,6	1,5	3,2	3,4	3,1
Nov	8,6	7,3	3,9	4,2	1,8	3,8	3,2
Dec	8,6	8,6	1,6	2,0	1,9	4,1	3,3
<b>Total</b>	<b>5,7</b>	<b>6,3</b>	<b>4,6</b>	<b>2,7</b>	<b>2,1</b>	<b>3,3</b>	

**Table 3 – Seasonally adjusted retail trade sales at constant 2012 prices**

Month	R million				Month-on-month % change			
	2012	2013	2014	2015	2012	2013	2014	2015
Jan	58 042	58 956	61 405	62 183	0,0	-0,6	0,0	0,3
Feb	57 676	59 852	60 902	63 066	-0,6	1,5	-0,8	1,4
Mar	57 767	59 599	60 261	62 907	0,2	-0,4	-1,1	-0,3
Apr	58 603	59 730	60 853	63 018	1,4	0,2	1,0	0,2
May	57 470	60 480	61 716	62 986	-1,9	1,3	1,4	-0,1
Jun	58 889	60 534	60 831	63 150	2,5	0,1	-1,4	0,3
Jul	58 872	60 117	61 825	63 296	0,0	-0,7	1,6	0,2
Aug	59 462	60 736	61 809	64 509	1,0	1,0	0,0	1,9
Sep	59 728	60 458	61 800	63 493	0,4	-0,5	0,0	-1,6
Oct	59 317	60 485	61 993	63 757	-0,7	0,0	0,3	0,4
Nov	59 340	60 820	62 356	65 288	0,0	0,6	0,6	2,4
Dec	59 307	61 410	61 998	64 708	-0,1	1,0	-0,6	-0,9

**Table 4 – Retail trade sales at constant 2012 prices by type of retailer (R million)**

Type of retailer	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15 1/
General dealers	23 245	25 348	25 485	24 105	26 539	34 641
Food, beverages and tobacco in specialised stores	4 888	4 908	4 898	5 270	5 310	7 388
Pharmaceuticals and medical goods, cosmetics and toiletries	4 402	4 103	4 111	4 538	4 232	4 695
Textiles, clothing, footwear and leather goods	12 370	12 306	11 247	12 748	14 622	21 445
Household furniture, appliances and equipment	3 278	3 136	3 153	3 310	3 657	5 223
Hardware, paint and glass	4 888	5 013	4 747	4 948	5 595	4 946
All other retailers	7 839	7 815	7 376	8 242	8 119	9 624
<b>Total</b>	<b>60 910</b>	<b>62 629</b>	<b>61 017</b>	<b>63 161</b>	<b>68 074</b>	<b>87 962</b>

1/ Figures are preliminary.

**Table 5 – Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer**

Type of retailer	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
General dealers	3,2	5,3	3,4	3,9	4,0	4,6
Food, beverages and tobacco in specialised stores	0,9	1,5	-0,6	3,1	0,1	-2,7
Pharmaceuticals and medical goods, cosmetics and toiletries	3,1	1,7	3,3	8,0	6,2	1,7
Textiles, clothing, footwear and leather goods	3,9	4,7	6,1	4,5	5,5	6,5
Household furniture, appliances and equipment	0,1	-4,9	-2,9	-9,9	-4,4	7,7
Hardware, paint and glass	6,0	3,6	0,0	0,1	2,2	3,8
All other retailers	4,3	5,3	4,4	6,4	6,5	1,6
<b>Total</b>	<b>3,3</b>	<b>4,0</b>	<b>3,0</b>	<b>3,4</b>	<b>3,8</b>	<b>4,1</b>

**Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2012 prices (percentage points)**

Type of retailer	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
General dealers	1,2	2,1	1,4	1,5	1,6	1,8
Food, beverages and tobacco in specialised stores	0,1	0,1	0,0	0,3	0,0	-0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,2	0,1	0,2	0,6	0,4	0,1
Textiles, clothing, footwear and leather goods	0,8	0,9	1,1	0,9	1,2	1,5
Household furniture, appliances and equipment	0,0	-0,3	-0,2	-0,6	-0,3	0,4
Hardware, paint and glass	0,5	0,3	0,0	0,0	0,2	0,2
All other retailers	0,5	0,7	0,5	0,8	0,8	0,2
<b>Total</b>	<b>3,3</b>	<b>4,0</b>	<b>3,0</b>	<b>3,4</b>	<b>3,8</b>	<b>4,1</b>

**Table 7 – Retail trade sales at current prices (R million)**

Month	2009	2010	2011	2012	2013	2014	2015 1/
Jan	43 003	45 087	48 564	52 728	56 263	61 248	65 436
Feb	42 245	44 023	47 183	52 402	56 694	60 264	65 502
Mar	44 650	47 243	50 426	56 066	59 943	63 112	67 756
Apr	43 886	46 427	51 928	55 020	58 508	62 764	67 818
May	45 327	47 949	49 955	55 018	60 794	65 957	70 082
Jun	44 078	48 124	50 658	57 200	60 432	63 333	68 338
Jul	44 916	49 112	52 080	55 668	59 543	64 631	69 268
Aug	44 269	46 746	51 773	57 250	61 578	66 419	71 663
Sep	45 034	48 036	53 528	58 255	60 654	65 355	69 840
Oct	46 493	49 829	55 848	59 084	62 186	67 500	72 517
Nov	47 813	52 267	58 094	62 934	67 938	72 824	78 414
Dec	63 536	69 333	78 202	82 986	87 442	93 860	101 536
<b>Total</b>	<b>555 250</b>	<b>594 176</b>	<b>648 239</b>	<b>704 617</b>	<b>751 975</b>	<b>807 267</b>	<b>868 170</b>

1/ Figures for latest month are preliminary.

**Table 8 – Year-on-year percentage change in retail trade sales at current prices**

Month	2010	2011	2012	2013	2014	2015	2015 year-to-date
Jan	4,8	7,7	8,6	6,7	8,9	6,8	6,8
Feb	4,2	7,2	11,1	8,2	6,3	8,7	7,8
Mar	5,8	6,7	11,2	6,9	5,3	7,4	7,6
Apr	5,8	11,8	6,0	6,3	7,3	8,1	7,7
May	5,8	4,2	10,1	10,5	8,5	6,3	7,4
Jun	9,2	5,3	12,9	5,7	4,8	7,9	7,5
Jul	9,3	6,0	6,9	7,0	8,5	7,2	7,5
Aug	5,6	10,8	10,6	7,6	7,9	7,9	7,5
Sep	6,7	11,4	8,8	4,1	7,8	6,9	7,4
Oct	7,2	12,1	5,8	5,3	8,5	7,4	7,4
Nov	9,3	11,1	8,3	8,0	7,2	7,7	7,5
Dec	9,1	12,8	6,1	5,4	7,3	8,2	7,5
<b>Total</b>	<b>7,0</b>	<b>9,1</b>	<b>8,7</b>	<b>6,7</b>	<b>7,4</b>	<b>7,5</b>	

**Table 9 – Seasonally adjusted retail trade sales at current prices**

Month	R million				Month-on-month % change			
	2012	2013	2014	2015	2012	2013	2014	2015
Jan	56 773	60 314	65 313	69 477	-0,3	-0,7	0,9	0,6
Feb	55 877	61 634	65 286	70 791	-1,6	2,2	0,0	1,9
Mar	57 251	61 552	65 132	70 732	2,5	-0,1	-0,2	-0,1
Apr	58 086	61 679	66 048	71 281	1,5	0,2	1,4	0,8
May	56 478	61 957	66 898	71 226	-2,8	0,5	1,3	-0,1
Jun	59 008	63 002	66 593	71 845	4,5	1,7	-0,5	0,9
Jul	58 759	62 470	67 999	72 432	-0,4	-0,8	2,1	0,8
Aug	59 264	63 092	67 906	73 231	0,9	1,0	-0,1	1,1
Sep	60 311	63 346	68 334	73 048	1,8	0,4	0,6	-0,2
Oct	59 895	63 381	68 524	73 412	-0,7	0,1	0,3	0,5
Nov	60 181	64 139	69 052	74 643	0,5	1,2	0,8	1,7
Dec	60 734	64 708	69 081	75 011	0,9	0,9	0,0	0,5



**Table 10 – Retail trade sales at current prices by type of retailer (R million)**

Type of retailer	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15 1/
General dealers	26 918	29 556	29 690	28 227	31 183	40 807
Food, beverages and tobacco in specialised stores	5 846	5 904	5 887	6 361	6 452	9 021
Pharmaceuticals and medical goods, cosmetics and toiletries	5 045	4 718	4 732	5 260	4 892	5 437
Textiles, clothing, footwear and leather goods	14 015	14 017	12 833	14 596	16 815	24 726
Household furniture, appliances and equipment	3 308	3 177	3 185	3 363	3 723	5 301
Hardware, paint and glass	5 553	5 695	5 407	5 626	6 362	5 609
All other retailers	8 584	8 596	8 106	9 083	8 988	10 634
<b>Total</b>	<b>69 268</b>	<b>71 663</b>	<b>69 840</b>	<b>72 517</b>	<b>78 414</b>	<b>101 536</b>

1/ Figures are preliminary.

**Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer**

Type of retailer	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
General dealers	7,3	9,5	7,6	8,3	8,2	9,4
Food, beverages and tobacco in specialised stores	7,0	7,6	5,3	8,6	5,0	2,5
Pharmaceuticals and medical goods, cosmetics and toiletries	8,3	7,2	8,5	13,3	11,1	7,3
Textiles, clothing, footwear and leather goods	8,7	9,3	10,5	8,8	10,1	11,0
Household furniture, appliances and equipment	-0,8	-5,2	-3,2	-9,1	-3,5	8,6
Hardware, paint and glass	8,7	6,0	2,3	2,5	4,4	5,6
All other retailers	6,1	7,5	6,5	9,0	9,2	4,2
<b>Total</b>	<b>7,2</b>	<b>7,9</b>	<b>6,9</b>	<b>7,4</b>	<b>7,7</b>	<b>8,2</b>

**Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)**

Type of retailer	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
General dealers	2,8	3,9	3,2	3,2	3,2	3,7
Food, beverages and tobacco in specialised stores	0,6	0,6	0,5	0,7	0,4	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,6	0,5	0,6	0,9	0,7	0,4
Textiles, clothing, footwear and leather goods	1,7	1,8	1,9	1,8	2,1	2,6
Household furniture, appliances and equipment	0,0	-0,3	-0,2	-0,5	-0,2	0,4
Hardware, paint and glass	0,7	0,5	0,2	0,2	0,4	0,3
All other retailers	0,8	0,9	0,8	1,1	1,0	0,5
<b>Total</b>	<b>7,2</b>	<b>7,9</b>	<b>6,9</b>	<b>7,4</b>	<b>7,7</b>	<b>8,2</b>

## Survey information

<b>Introduction</b>	<p><b>1</b> 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 2015 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p><b>2</b> In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available. Published retail trade sales estimates include value added tax (VAT).</p>
<b>Purpose of the survey</b>	<p><b>3</b> 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>	<p><b>4</b> This survey covers retail enterprises according to the following types of retailers:</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 in 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, cosmetics 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 sport 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>	<p><b>5</b> The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), 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</i> (ISIC) 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>	<p><b>6</b> The preliminary collection rate for the survey on retail trade sales for December 2015 was 84,5%. The improved collection rate for November 2015 was 86,9%.</p>

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<b>Statistical unit</b>	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. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
<b>Revised figures</b>	8	Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such.
<b>Related publications</b>	9	Users may also refer to the following publications available from Stats SA: <ul style="list-style-type: none"><li>• <i>Bulletin of Statistics</i>, issued quarterly;</li><li>• <i>Stats in Brief</i> issued annually; and</li><li>• <i>South African Statistics</i>, issued annually.</li></ul>
<b>Rounding-off of figures</b>	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	11	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="http://www.statssa.gov.za/?page_id=1849">http://www.statssa.gov.za/?page_id=1849</a>
<b>Past publications</b>	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="http://www.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713">http://www.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713</a>

**Technical notes**

**Survey methodology and design**

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 519 enterprises from a population of 23 580 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax, email and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn at the SIC four-digit level in April 2015 from Stats SA’s business sampling frame (BSF). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point 3 below).

The Neyman optimal allocation formula given below was used to allocate samples to each stratum:

$$n_h = n * ( N_h * S_h ) / [ \sum ( N_i * S_i ) ].$$

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 5,0%.

**Class limits**

- 3 The retail sampling frame is divided into four size groups. All large and medium enterprises (size group one and two) are completely enumerated. Simple random sampling is applied to size group three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size group one and two) is added to the weighted totals of size group three and four to reflect the total value of sales.

**Measure of size classes (Rand)**

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	952 459	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

**Sample weighting**

- 4 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 are consistent with international best practice.

**Seasonal adjustment**

- 5 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 recognised more clearly. 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. The X-12-ARIMA procedure for retail trade sales is described in more detail on the Stats SA website:

[Click to Download Seasonal adjustment Retail Trade Sales May 2015](#)

<b>Trend cycle</b>	<b>6</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>Constant prices</b>	<b>7</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 adding up the deflated sales by type of retailer.
	<b>8</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>Reliability of estimates</b>	<b>9</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>10</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.
<b>Month-on-month percentage change</b>	<b>11</b>	The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.
<b>Year-on-year percentage change</b>	<b>12</b>	The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.
<b>Contribution (percentage points)</b>	<b>13</b>	The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

## Glossary

<b>Enterprise</b>	An 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</i> (SNA) in the same way as in the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), Fifth Edition, Report No. 09-90-02 of January 1993.	
<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.	
<b>Symbols and abbreviations</b>	BSF	Business sampling frame
	CPI	Consumer price index
	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

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