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Statistical release

P6242.1

Retail trade sales (Preliminary)

July 2015

The results published today are based on a new sample. This is an annual procedure which typically affects the level of sales in both current and constant prices. To avoid breaks in time series and to preserve historical growth rates, historical sales levels were revised (i.e. they were linked to the estimates based on the new sample).

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Contents

Sales at constant 2012 prices: results for July 20152

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 retailer2

Figure 1 – Retail trade sales at constant 2012 prices3

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

Sales at current prices: results for July 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 retailer4

Note: Changes to the monthly current indicator survey and the impact on the statistical series.....5

Tables.....7

Table 1 – Retail trade sales at constant 2012 prices (R million)7

Table 2 – Year-on-year percentage change in retail trade sales at constant 2012 prices.....7

Table 3 – Seasonally adjusted retail trade sales at constant 2012 prices7

Table 4 – Retail trade sales at constant 2012 prices by type of retailer (R million)8

Table 5 – Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer8

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)8

Table 7 – Retail trade sales at current prices (R million).....9

Table 8 – Year-on-year percentage change in retail trade sales at current prices9

Table 9 – Seasonally adjusted retail trade sales at current prices9

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

Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer.....10

Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)10

Survey information.....11

Technical notes13

Glossary.....15

Technical enquiries15

General information16

Sales at constant 2012 prices: results for July 2015

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

	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
Year-on-year % change, unadjusted	3,7	2,8	3,7	1,9	3,8	3,3
Month-on-month % change, seasonally adjusted	1,4	-0,1	0,0	-0,3	0,4	0,1
3-month % change, seasonally adjusted 1/	0,8	1,2	1,4	0,9	0,4	0,0

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% year-on-year in July 2015. The highest annual growth rates were recorded for:

- retailers in hardware, paint and glass (6,3%);
- all ‘other’ retailers (4,3%);
- retailers in textiles, clothing, footwear and leather goods (3,9%); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (3,5%) – see Table 5.

The main contributors to the 3,3% increase were general dealers (contributing 1,1 percentage points) and retailers in textiles, clothing, footwear and leather goods (contributing 0,8 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales increased by 0,1% month-on-month in July 2015. This followed month-on-month changes of 0,4% in June 2015 and -0,3% in May 2015.

Seasonally adjusted retail trade sales remained unchanged in the three months ended July 2015 compared with the previous three months.

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

Type of retailer	May – Jul 2014 (R million)	Weight	May – Jul 2015 (R million)	% change between May – Jul 2014 and May – Jul 2015	Contribution (% points) to the total % change
General dealers	70 271	39,6	72 322	2,9	1,1
Food, beverages and tobacco in specialised stores	14 122	8,0	14 506	2,7	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	12 317	6,9	12 611	2,4	0,2
Textiles, clothing, footwear and leather goods	35 730	20,2	37 061	3,7	0,7
Household furniture, appliances and equipment	9 385	5,3	9 548	1,7	0,1
Hardware, paint and glass	13 579	7,7	14 206	4,6	0,4
All other retailers	21 895	12,3	22 316	1,9	0,2
Total	177 299	100,0	182 570	3,0	3,0

Retail trade sales increased by 3,0% in the three months ended July 2015 compared with the three months ended July 2014. The main contributors to this increase were:

- general dealers (2,9% and contributing 1,1 percentage points);
- retailers in textiles, clothing, footwear and leather goods (3,7% and contributing 0,7 of a percentage point); and
- retailers in hardware, paint and glass (4,6% and contributing 0,4 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

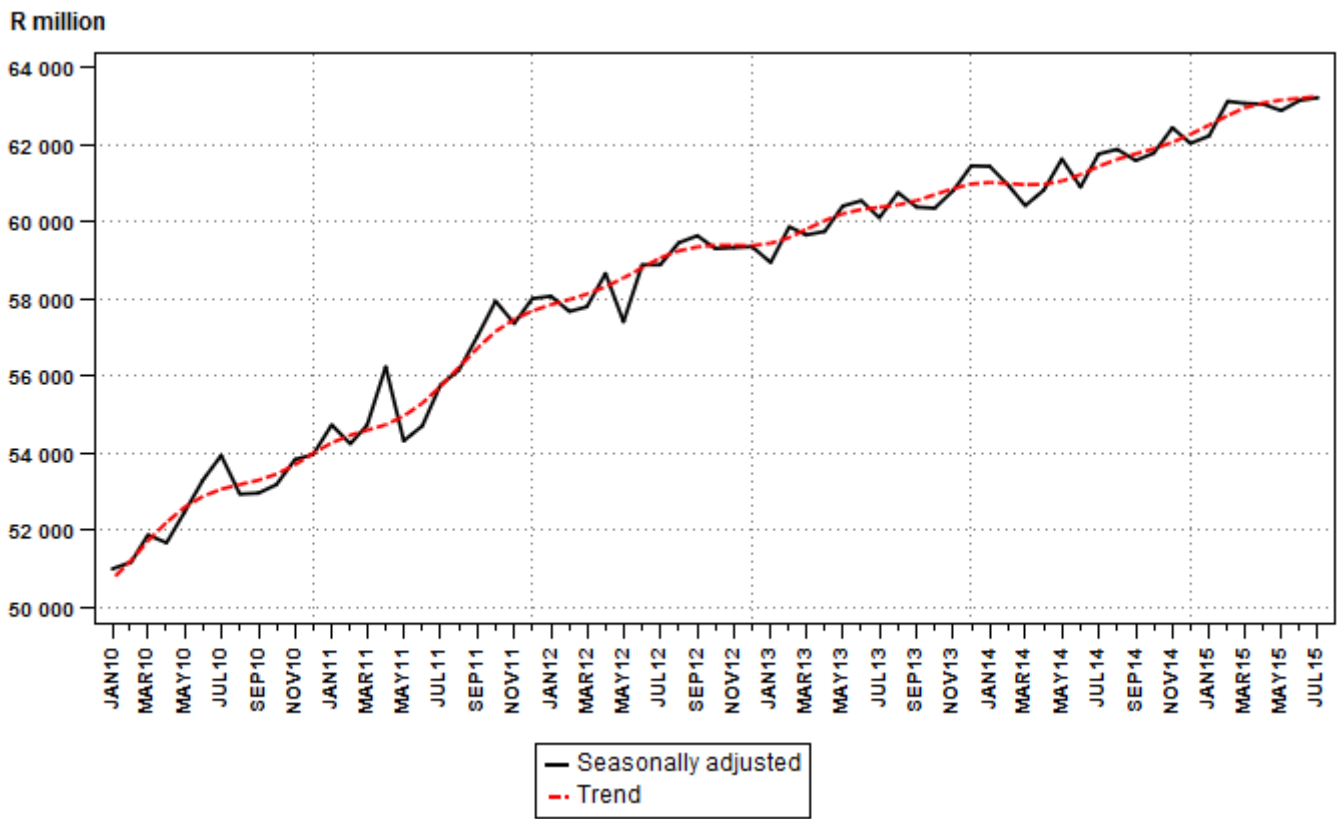
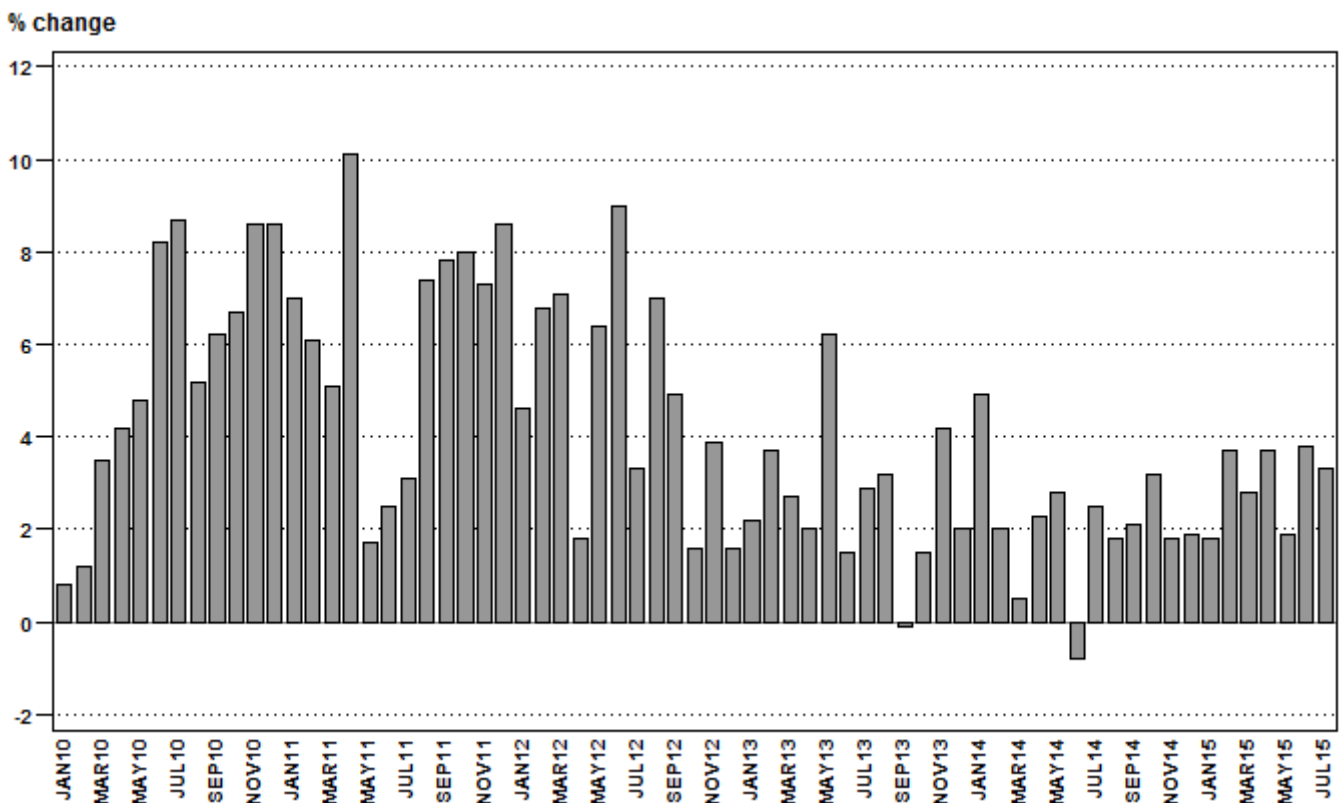


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



Sales at current prices: results for July 2015

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

	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
Year-on-year % change, unadjusted	8,7	7,4	8,1	6,3	7,9	7,1
Month-on-month % change, seasonally adjusted	1,9	-0,1	0,8	-0,2	0,9	0,8
3-month % change, seasonally adjusted 1/	1,8	2,1	2,5	1,8	1,5	1,1

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	May – Jul 2014 (R million)	Weight	May – Jul 2015 (R million)	% change between May – Jul 2014 and May – Jul 2015	Contribution (% points) to the total % change
General dealers	77 925	40,2	83 774	7,5	3,0
Food, beverages and tobacco in specialised stores	15 944	8,2	17 378	9,0	0,7
Pharmaceuticals and medical goods, cosmetics and toiletries	13 344	6,9	14 456	8,3	0,6
Textiles, clothing, footwear and leather goods	38 622	19,9	41 890	8,5	1,7
Household furniture, appliances and equipment	9 557	4,9	9 650	1,0	0,0
Hardware, paint and glass	14 997	7,7	16 147	7,7	0,6
All other retailers	23 530	12,1	24 378	3,6	0,4
Total	193 921	100,0	207 671	7,1	7,1

PJ Lehohla
Statistician-General

Note: Changes to the monthly current indicator survey and the impact on the statistical series

Business register and samples

Today Statistics South Africa (Stats SA) publishes results for the monthly survey of retail trade sales from a new sample drawn in April 2015, which replaces the previous sample that was drawn in April 2014. The sample was drawn from a business register of enterprises with an annual turnover of at least R952 459 and that are required to register with the South African Revenue Service (SARS) for value added tax.

Owing to the evolving nature of business, the business register is maintained on a continuous basis. The maintenance process is aimed, amongst other things, at capturing changes related to new businesses, ceased businesses, merged businesses and classification changes. In addition, Stats SA undertakes quality improvement surveys related to the business register, the primary objective of which is to capture up-to-date information about the structures and activities of large and complex businesses. This process enables Stats SA to review classification codes for these businesses. These changes are an essential part of the statistical architecture.

Comparison of total sales between the previous and new samples for the retail trade industry

The reported level of total sales for the monthly survey of the retail trade industry for the months April to June 2015 based on the new sample was 4,3% higher than the level of total sales recorded for the previous sample (see Table E and Figure 3). The previous sample was drawn in April 2014 and was operational for the last half of 2014 and the first half of 2015.

Table E – Total retail trade sales at current prices for previous and new samples: April to June 2015

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	197 727	206 238	8 511	4,3

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2015

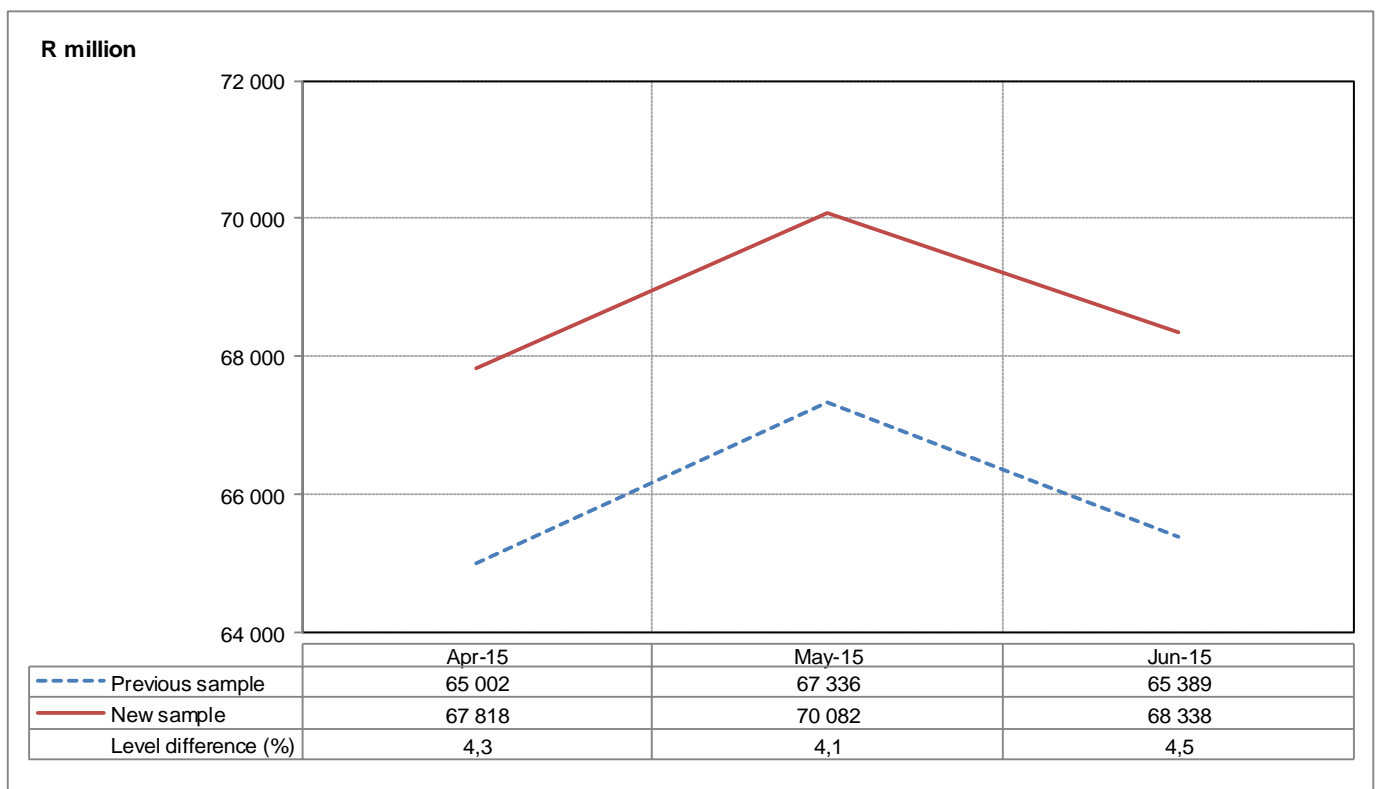


Table F – Retail trade sales for previous and new samples by type of retailer: April to June 2015

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) 1/
General dealers	82 637	83 450	813	1,0
Food, beverages and tobacco in specialised stores	17 529	17 312	-217	-1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	14 268	14 277	9	0,1
Textiles, clothing, footwear and leather goods	41 755	42 398	643	1,5
Household furniture, appliances and equipment	8 282	9 426	1 144	13,8
Hardware, paint and glass	14 760	15 457	697	4,7
All other retailers	18 495	23 920	5 425	29,3
Total retail trade sales	197 727	206 238	8 511	4,3

1/ The percentage difference is the new sample minus the previous sample, divided by the previous sample, multiplied by 100.

The largest percentage differences were in the following types of retailers:

- all 'other' retailers (29,3% or R5 425 million higher in the new sample); and
- retailers in household furniture, appliances and equipment (13,8% or R1 144 million higher in the new sample).

Backcasting

To avoid breaks in the time series and to preserve historical growth rates, historical sales levels were revised (i.e. they were linked to the estimates based on the new sample).

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	60 899
Aug	47 450	49 921	53 623	57 388	59 212	60 249	
Sep	48 297	51 304	55 298	58 006	57 974	59 217	
Oct	49 782	53 096	57 330	58 267	59 163	61 075	
Nov	51 061	55 466	59 491	61 819	64 443	65 597	
Dec	67 888	73 726	80 076	81 322	82 966	84 531	
Total	599 345	633 401	673 311	704 618	723 291	738 224	

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		
Sep	6,2	7,8	4,9	-0,1	2,1		
Oct	6,7	8,0	1,6	1,5	3,2		
Nov	8,6	7,3	3,9	4,2	1,8		
Dec	8,6	8,6	1,6	2,0	1,9		
Total	5,7	6,3	4,6	2,7	2,1		

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	58 075	58 950	61 443	62 232	0,1	-0,7	0,0	0,3
Feb	57 678	59 875	60 947	63 132	-0,7	1,6	-0,8	1,4
Mar	57 800	59 664	60 424	63 078	0,2	-0,4	-0,9	-0,1
Apr	58 663	59 755	60 829	63 058	1,5	0,2	0,7	0,0
May	57 410	60 413	61 634	62 891	-2,1	1,1	1,3	-0,3
Jun	58 886	60 552	60 905	63 153	2,6	0,2	-1,2	0,4
Jul	58 888	60 109	61 764	63 226	0,0	-0,7	1,4	0,1
Aug	59 461	60 761	61 886		1,0	1,1	0,2	
Sep	59 643	60 387	61 594		0,3	-0,6	-0,5	
Oct	59 308	60 358	61 788		-0,6	0,0	0,3	
Nov	59 335	60 813	62 444		0,0	0,8	1,1	
Dec	59 359	61 457	62 041		0,0	1,1	-0,6	

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

Type of retailer	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15 1/
General dealers	23 696	24 683	22 984	24 611	24 547	23 164
Food, beverages and tobacco in specialised stores	4 435	4 822	4 840	5 036	4 567	4 903
Pharmaceuticals and medical goods, cosmetics and toiletries	3 830	4 230	4 330	4 185	4 008	4 418
Textiles, clothing, footwear and leather goods	11 133	10 563	12 931	12 877	11 816	12 368
Household furniture, appliances and equipment	2 897	2 989	3 073	3 054	3 190	3 304
Hardware, paint and glass	4 764	4 709	4 316	4 614	4 688	4 904
All other retailers	7 708	8 144	7 495	7 207	7 271	7 838
Total	58 463	60 140	59 969	61 584	60 087	60 899

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	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
General dealers	3,9	1,1	4,0	2,5	3,4	2,8
Food, beverages and tobacco in specialised stores	3,9	-0,8	0,1	7,4	-0,5	1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,8	7,0	5,8	2,6	1,0	3,5
Textiles, clothing, footwear and leather goods	2,0	0,8	2,4	1,7	5,9	3,9
Household furniture, appliances and equipment	0,0	1,1	7,1	-3,6	8,4	0,9
Hardware, paint and glass	9,0	10,4	9,6	4,3	3,2	6,3
All other retailers	5,2	7,5	1,6	-3,0	4,5	4,3
Total	3,7	2,8	3,7	1,9	3,8	3,3

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	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
General dealers	1,6	0,5	1,5	1,0	1,4	1,1
Food, beverages and tobacco in specialised stores	0,3	-0,1	0,0	0,6	0,0	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	0,5	0,4	0,2	0,1	0,3
Textiles, clothing, footwear and leather goods	0,4	0,1	0,5	0,4	1,1	0,8
Household furniture, appliances and equipment	0,0	0,1	0,4	-0,2	0,4	0,1
Hardware, paint and glass	0,7	0,8	0,7	0,3	0,2	0,5
All other retailers	0,7	1,0	0,2	-0,4	0,5	0,5
Total	3,7	2,8	3,7	1,9	3,8	3,3

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	69 251
Aug	44 269	46 746	51 773	57 250	61 578	66 419	
Sep	45 034	48 036	53 528	58 255	60 654	65 355	
Oct	46 493	49 829	55 848	59 084	62 186	67 500	
Nov	47 813	52 267	58 094	62 934	67 938	72 824	
Dec	63 536	69 333	78 202	82 986	87 442	93 860	
Total	555 250	594 176	648 239	704 617	751 975	807 267	

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	7,1	7,4
Aug	5,6	10,8	10,6	7,6	7,9		
Sep	6,7	11,4	8,8	4,1	7,8		
Oct	7,2	12,1	5,8	5,3	8,5		
Nov	9,3	11,1	8,3	8,0	7,2		
Dec	9,1	12,8	6,1	5,4	7,3		
Total	7,0	9,1	8,7	6,7	7,4		

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	56 794	60 330	65 331	69 492	-0,3	-0,7	0,9	0,5
Feb	55 894	61 651	65 318	70 844	-1,6	2,2	0,0	1,9
Mar	57 239	61 524	65 159	70 739	2,4	-0,2	-0,2	-0,1
Apr	58 126	61 686	66 021	71 295	1,5	0,3	1,3	0,8
May	56 437	61 891	66 812	71 117	-2,9	0,3	1,2	-0,2
Jun	58 947	62 963	66 572	71 777	4,4	1,7	-0,4	0,9
Jul	58 768	62 453	67 940	72 317	-0,3	-0,8	2,1	0,8
Aug	59 327	63 224	68 140		1,0	1,2	0,3	
Sep	60 269	63 268	68 106		1,6	0,1	0,0	
Oct	59 889	63 354	68 467		-0,6	0,1	0,5	
Nov	60 205	64 166	69 172		0,5	1,3	1,0	
Dec	60 769	64 739	69 115		0,9	0,9	-0,1	

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

Type of retailer	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15 1/
General dealers	27 014	28 311	26 500	28 524	28 426	26 824
Food, beverages and tobacco in specialised stores	5 184	5 719	5 798	6 043	5 471	5 864
Pharmaceuticals and medical goods, cosmetics and toiletries	4 263	4 733	4 884	4 808	4 585	5 063
Textiles, clothing, footwear and leather goods	12 424	11 831	14 521	14 525	13 352	14 013
Household furniture, appliances and equipment	2 926	3 019	3 110	3 094	3 222	3 334
Hardware, paint and glass	5 374	5 331	4 881	5 241	5 335	5 571
All other retailers	8 317	8 812	8 125	7 848	7 947	8 583
Total	65 502	67 756	67 818	70 082	68 338	69 251

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	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
General dealers	9,7	6,2	9,1	7,4	8,1	6,9
Food, beverages and tobacco in specialised stores	11,2	6,1	7,0	14,0	5,6	7,3
Pharmaceuticals and medical goods, cosmetics and toiletries	6,3	13,0	11,4	9,7	6,6	8,7
Textiles, clothing, footwear and leather goods	7,3	5,8	7,0	6,3	10,7	8,7
Household furniture, appliances and equipment	-0,3	0,4	6,6	-3,9	7,4	-0,1
Hardware, paint and glass	14,4	15,2	13,5	7,6	6,3	9,1
All other retailers	7,2	9,3	3,0	-1,4	6,3	6,1
Total	8,7	7,4	8,1	6,3	7,9	7,1

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	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
General dealers	4,0	2,6	3,5	3,0	3,4	2,7
Food, beverages and tobacco in specialised stores	0,9	0,5	0,6	1,1	0,5	0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	0,4	0,9	0,8	0,6	0,4	0,6
Textiles, clothing, footwear and leather goods	1,4	1,0	1,5	1,3	2,0	1,7
Household furniture, appliances and equipment	0,0	0,0	0,3	-0,2	0,3	0,0
Hardware, paint and glass	1,1	1,1	0,9	0,6	0,5	0,7
All other retailers	0,9	1,2	0,4	-0,2	0,7	0,8
Total	8,7	7,4	8,1	6,3	7,9	7,1

Survey information

Introduction	<p>1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA's 2015 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>2 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>
Purpose of the survey	<p>3 The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.</p>
Scope of the survey	<p>4 This survey covers retail enterprises according to the following types of retailers:</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 in 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, cosmetics 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 sport goods and entertainment requisites; ➢ Retailers in 'other' specialised stores; ➢ Repair of personal and household goods; ➢ Retail trade in second-hand goods in stores; and ➢ Retail trade not in stores.
Classification	<p>5 The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities</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>
Collection rate	<p>6 The preliminary collection rate for the survey on retail trade sales for July 2015 was 81,0%. The collection rate for June 2015 for the new sample was 85,4%.</p>

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. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
Revised figures	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.
Related publications	9	Users may also refer to the following publications available from Stats SA: <ul style="list-style-type: none">• <i>Bulletin of Statistics</i>, issued quarterly;• <i>Stats in Brief</i> issued annually; and• <i>South African Statistics</i>, issued annually.
Rounding-off of figures	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Historical data	11	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: http://www.statssa.gov.za/?page_id=1849
Past publications	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: http://www.statssa.gov.za/?page_id=1866&PPN=P6242.1&SCH=5713

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](#)

Trend cycle	6	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.
Constant prices	7	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.
	8	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.
Reliability of estimates	9	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.
	10	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.
Month-on-month percentage change	11	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.
Year-on-year percentage change	12	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.
Contribution (percentage points)	13	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

Enterprise	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.																		
Industry	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 (SIC)</i> , Fifth Edition, Report No. 09-90-02 of January 1993.																		
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.																		
Symbols and abbreviations	<table><tr><td>BSF</td><td>Business sampling frame</td></tr><tr><td>CPI</td><td>Consumer price index</td></tr><tr><td>GDP</td><td>Gross domestic product</td></tr><tr><td>ISIC</td><td>International Standard Industrial Classification</td></tr><tr><td>SARS</td><td>South African Revenue Service</td></tr><tr><td>SIC</td><td>Standard Industrial Classification of all Economic Activities</td></tr><tr><td>SNA</td><td>System of National Accounts</td></tr><tr><td>Stats SA</td><td>Statistics South Africa</td></tr><tr><td>VAT</td><td>Value added tax</td></tr></table>	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
BSF	Business sampling frame																		
CPI	Consumer price index																		
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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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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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