

STATISTICAL RELEASE
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Retail trade sales
(Preliminary)

July 2017

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

The results for the next publication (August 2017) will present retail trade sales at constant prices with 2015 as the base year.

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Sales at constant 2012 prices: results for July 2017

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

	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
Year-on-year % change, unadjusted	-1,2	0,9	1,8	1,4	3,2	1,8
Month-on-month % change, seasonally adjusted	0,9	0,3	0,6	0,9	0,6	-0,6
3-month % change, seasonally adjusted 1/	-0,5	-0,2	0,4	1,5	1,8	1,5

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 1,8% year-on-year in July 2017. The highest annual growth rates were recorded for:

- all 'other' retailers (12,4%);
- retailers in food, beverages and tobacco in specialised stores (7,1%); and
- retailers in household furniture, appliances and equipment (6,8%) – see Table 5.

The main contributor to the 1,8% increase was all 'other' retailers (contributing 1,4 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,6% month-on-month in July 2017. This followed month-on-month changes of 0,6% in June 2017 and 0,9% in May 2017. In the three months ended July 2017, seasonally adjusted retail trade sales increased by 1,5% 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 2016 (R million)	Weight	May – Jul 2017 (R million)	% change between May – Jul 2016 and May – Jul 2017	Contribution (% points) to the total % change
General dealers	79 240	42,6	78 752	-0,6	-0,3
Food, beverages and tobacco in specialised stores	13 962	7,5	14 947	7,1	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	14 178	7,6	14 579	2,8	0,2
Textiles, clothing, footwear and leather goods	33 315	17,9	34 093	2,3	0,4
Household furniture, appliances and equipment	9 241	5,0	9 690	4,9	0,2
Hardware, paint and glass	15 770	8,5	15 433	-2,1	-0,2
All other retailers	20 482	11,0	22 691	10,8	1,2
Total	186 188	100,0	190 185	2,1	2,1

Retail trade sales increased by 2,1% in the three months ended July 2017 compared with the three months ended July 2016. The main contributors to this increase were:

- all 'other' retailers (10,8% and contributing 1,2 percentage points); and
- retailers in food, beverages and tobacco in specialised stores (7,1% and contributing 0,5 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

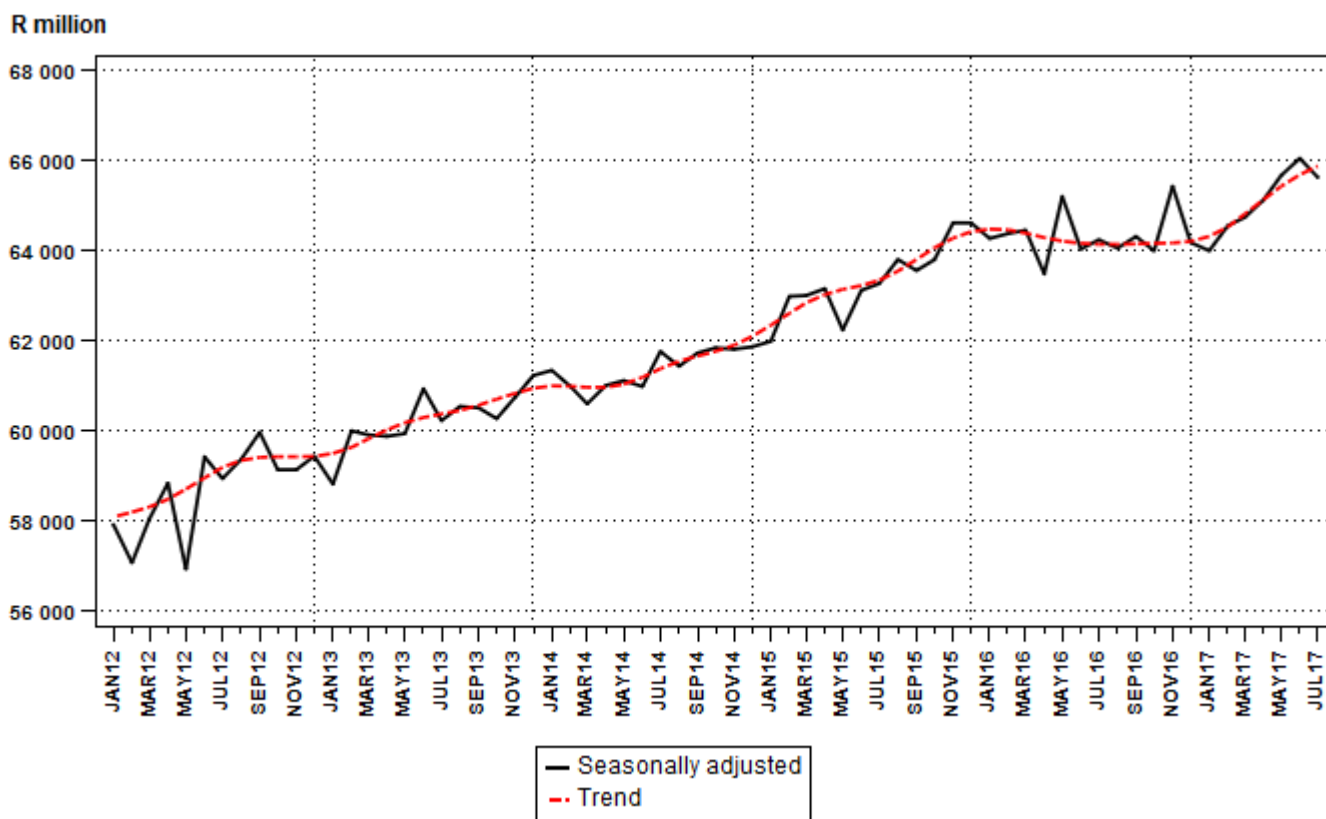
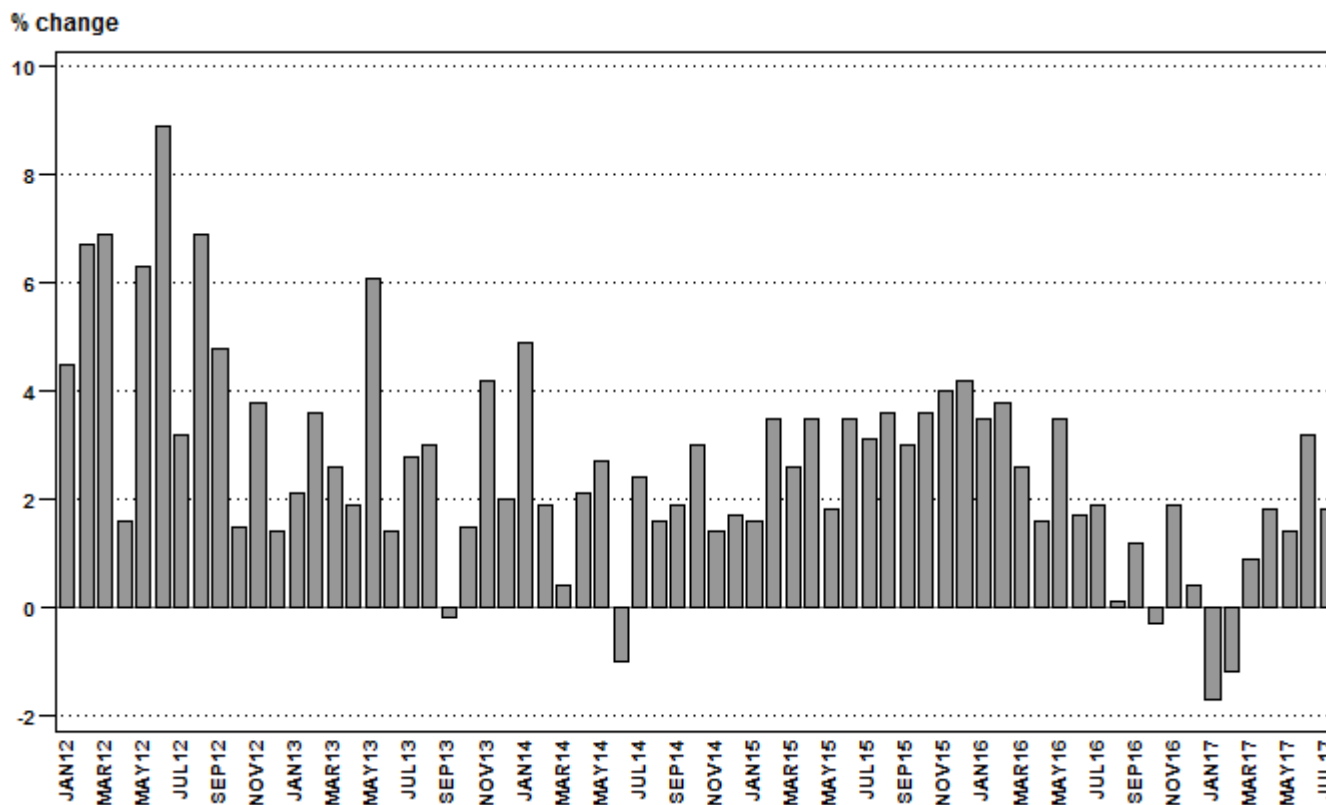


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



Sales at current prices: results for July 2017**Table C – Key growth rates in retail trade sales at current prices**

	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
Year-on-year % change, unadjusted	5,2	6,6	6,9	6,3	7,6	5,7
Month-on-month % change, seasonally adjusted	1,6	0,4	0,7	1,1	0,7	-0,3
3-month % change, seasonally adjusted 1/	0,9	0,8	1,4	2,1	2,5	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	May – Jul 2016 (R million)	Weight	May – Jul 2017 (R million)	% change between May – Jul 2016 and May – Jul 2017	Contribution (% points) to the total % change
General dealers	100 112	44,3	104 628	4,5	2,0
Food, beverages and tobacco in specialised stores	17 954	8,0	20 526	14,3	1,1
Pharmaceuticals and medical goods, cosmetics and toiletries	16 973	7,5	18 603	9,6	0,7
Textiles, clothing, footwear and leather goods	39 898	17,7	42 294	6,0	1,1
Household furniture, appliances and equipment	9 528	4,2	9 857	3,5	0,1
Hardware, paint and glass	18 022	8,0	18 155	0,7	0,1
All other retailers	23 291	10,3	26 421	13,4	1,4
Total	225 778	100,0	240 484	6,5	6,5

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 2017, which replaces the previous sample that was drawn in April 2016. The sample was drawn from a business register of enterprises with an annual turnover of at least R1 083 571 and that are required to register with the South African Revenue Service 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 (revised) 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 2017 based on the new sample was 1,6% 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 2016 and was operational for the last half of 2016 and the first half of 2017.

Table E – Total retail trade sales at current prices for previous and new samples: April to June 2017

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	235 421	239 091	3 670	1,6

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2017

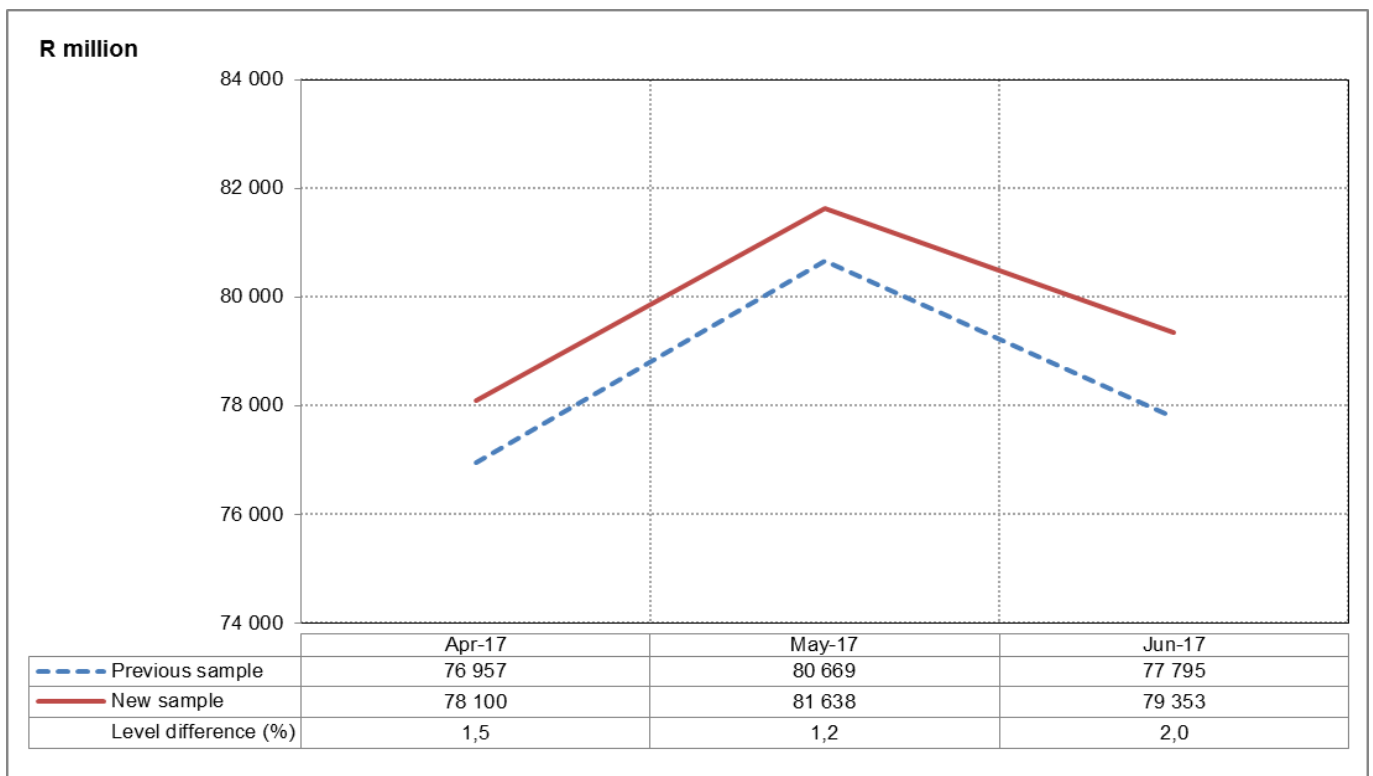


Table F – Retail trade sales for previous and new samples by type of retailer: April to June 2017

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) 1/
General dealers	105 544	105 475	-69	-0,1
Food, beverages and tobacco in specialised stores	18 874	20 450	1 576	8,4
Pharmaceuticals and medical goods, cosmetics and toiletries	20 567	18 269	-2 298	-11,2
Textiles, clothing, footwear and leather goods	43 000	42 496	-504	-1,2
Household furniture, appliances and equipment	9 341	9 441	100	1,1
Hardware, paint and glass	16 306	17 410	1 104	6,8
All other retailers	21 788	25 550	3 762	17,3
Total retail trade sales	235 421	239 091	3 670	1,6

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 (17,3% or R3 762 million higher in the new sample);
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (11,2% or R2 298 million lower in the new sample);
- retailers in food, beverages and tobacco in specialised stores (8,4% or R1 576 million higher in the new sample); and
- retailers in hardware, paint and glass (6,8% or R1 104 million higher in the new sample).

Backcasting

To avoid breaks in the time series and to minimise revisions to 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	2011	2012	2013	2014	2015	2016	2017 1/
Jan	51 418	53 747	54 863	57 532	58 458	60 478	59 423
Feb	50 018	53 366	55 264	56 339	58 296	60 535	59 824
Mar	53 037	56 697	58 192	58 436	59 968	61 516	62 056
Apr	54 634	55 506	56 558	57 742	59 771	60 710	61 824
May	52 113	55 400	58 772	60 343	61 427	63 573	64 487
Jun	52 859	57 546	58 347	57 762	59 808	60 801	62 747
Jul	54 176	55 922	57 474	58 845	60 664	61 814	62 951
Aug	53 721	57 436	59 187	60 128	62 307	62 353	
Sep	55 398	58 046	57 955	59 064	60 838	61 538	
Oct	57 425	58 307	59 170	60 936	63 116	62 950	
Nov	59 591	61 831	64 426	65 343	67 989	69 269	
Dec	80 231	81 335	82 953	84 343	87 924	88 279	
Total	674 621	705 139	723 161	736 813	760 566	773 816	

1/ Figures for latest month are preliminary.

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

Month	2012	2013	2014	2015	2016	2017	2017 year-to-date
Jan	4,5	2,1	4,9	1,6	3,5	-1,7	-1,7
Feb	6,7	3,6	1,9	3,5	3,8	-1,2	-1,5
Mar	6,9	2,6	0,4	2,6	2,6	0,9	-0,7
Apr	1,6	1,9	2,1	3,5	1,6	1,8	0,0
May	6,3	6,1	2,7	1,8	3,5	1,4	0,3
Jun	8,9	1,4	-1,0	3,5	1,7	3,2	0,7
Jul	3,2	2,8	2,4	3,1	1,9	1,8	0,9
Aug	6,9	3,0	1,6	3,6	0,1		
Sep	4,8	-0,2	1,9	3,0	1,2		
Oct	1,5	1,5	3,0	3,6	-0,3		
Nov	3,8	4,2	1,4	4,0	1,9		
Dec	1,4	2,0	1,7	4,2	0,4		
Total	4,5	2,6	1,9	3,2	1,7		

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

Month	R million				Month-on-month % change			
	2014	2015	2016	2017	2014	2015	2016	2017
Jan	61 338	61 984	64 272	63 999	0,2	0,2	-0,5	-0,3
Feb	60 980	62 984	64 381	64 554	-0,6	1,6	0,2	0,9
Mar	60 593	63 002	64 455	64 740	-0,6	0,0	0,1	0,3
Apr	61 002	63 154	63 484	65 120	0,7	0,2	-1,5	0,6
May	61 110	62 237	65 204	65 674	0,2	-1,5	2,7	0,9
Jun	60 979	63 118	64 035	66 054	-0,2	1,4	-1,8	0,6
Jul	61 758	63 269	64 242	65 630	1,3	0,2	0,3	-0,6
Aug	61 430	63 803	64 056		-0,5	0,8	-0,3	
Sep	61 724	63 559	64 316		0,5	-0,4	0,4	
Oct	61 838	63 800	63 998		0,2	0,4	-0,5	
Nov	61 809	64 619	65 432		0,0	1,3	2,2	
Dec	61 861	64 617	64 182		0,1	0,0	-1,9	

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

Type of retailer	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17 1/
General dealers	26 252	27 239	25 249	27 246	26 995	24 511
Food, beverages and tobacco in specialised stores	4 537	5 000	5 168	4 851	4 908	5 188
Pharmaceuticals and medical goods, cosmetics and toiletries	4 525	4 873	4 938	4 843	4 605	5 131
Textiles, clothing, footwear and leather goods	9 319	9 194	11 567	11 863	10 850	11 380
Household furniture, appliances and equipment	2 849	3 149	2 942	3 059	3 220	3 411
Hardware, paint and glass	5 007	5 034	4 892	5 085	4 860	5 488
All other retailers	7 335	7 567	7 068	7 540	7 309	7 842
Total	59 824	62 056	61 824	64 487	62 747	62 951

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-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
General dealers	-0,5	-1,1	3,7	-0,4	1,6	-3,2
Food, beverages and tobacco in specialised stores	5,2	9,3	10,3	6,8	7,3	7,1
Pharmaceuticals and medical goods, cosmetics and toiletries	4,5	7,1	2,9	4,2	-0,9	5,1
Textiles, clothing, footwear and leather goods	-7,4	-4,6	-0,8	1,6	4,5	1,2
Household furniture, appliances and equipment	-5,0	3,7	-4,4	0,9	6,7	6,8
Hardware, paint and glass	-4,4	2,3	-1,4	-4,7	-4,6	2,8
All other retailers	1,8	4,5	-1,7	7,8	12,2	12,4
Total	-1,2	0,9	1,8	1,4	3,2	1,8

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-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
General dealers	-0,2	-0,5	1,5	-0,2	0,7	-1,3
Food, beverages and tobacco in specialised stores	0,4	0,7	0,8	0,5	0,5	0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,5	0,2	0,3	-0,1	0,4
Textiles, clothing, footwear and leather goods	-1,2	-0,7	-0,2	0,3	0,8	0,2
Household furniture, appliances and equipment	-0,3	0,2	-0,2	0,0	0,3	0,4
Hardware, paint and glass	-0,4	0,2	-0,1	-0,4	-0,4	0,2
All other retailers	0,2	0,5	-0,2	0,9	1,3	1,4
Total	-1,2	0,9	1,8	1,4	3,2	1,8

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

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	48 599	52 767	56 306	61 293	65 485	70 700	74 209
Feb	47 218	52 440	56 737	60 309	65 550	71 466	75 148
Mar	50 464	56 108	59 988	63 159	67 806	73 474	78 303
Apr	51 967	55 061	58 551	62 811	67 864	73 089	78 100
May	49 992	55 058	60 840	66 006	70 203	76 795	81 638
Jun	50 696	57 242	60 478	63 380	68 327	73 753	79 353
Jul	52 118	55 708	59 587	64 679	69 261	75 230	79 493
Aug	51 812	57 293	61 623	66 470	71 571	76 374	
Sep	53 569	58 299	60 700	65 404	69 933	75 533	
Oct	55 889	59 128	62 233	67 551	72 703	77 531	
Nov	58 138	62 980	67 989	72 878	78 598	85 487	
Dec	78 261	83 048	87 508	93 930	101 865	109 818	
Total	648 723	705 139	752 540	807 870	869 166	939 250	

1/ Figures for latest month are preliminary.

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

Month	2012	2013	2014	2015	2016	2017	2017 year-to-date
Jan	8,6	6,7	8,9	6,8	8,0	5,0	5,0
Feb	11,1	8,2	6,3	8,7	9,0	5,2	5,1
Mar	11,2	6,9	5,3	7,4	8,4	6,6	5,6
Apr	6,0	6,3	7,3	8,0	7,7	6,9	5,9
May	10,1	10,5	8,5	6,4	9,4	6,3	6,0
Jun	12,9	5,7	4,8	7,8	7,9	7,6	6,3
Jul	6,9	7,0	8,5	7,1	8,6	5,7	6,2
Aug	10,6	7,6	7,9	7,7	6,7		
Sep	8,8	4,1	7,7	6,9	8,0		
Oct	5,8	5,3	8,5	7,6	6,6		
Nov	8,3	8,0	7,2	7,8	8,8		
Dec	6,1	5,4	7,3	8,4	7,8		
Total	8,7	6,7	7,4	7,6	8,1		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2014	2015	2016	2017	2014	2015	2016	2017
Jan	65 395	69 620	75 231	79 745	1,2	0,7	0,2	-0,8
Feb	65 259	70 782	76 093	81 021	-0,2	1,7	1,1	1,6
Mar	65 346	70 773	76 609	81 384	0,1	0,0	0,7	0,4
Apr	66 070	71 439	76 292	81 916	1,1	0,9	-0,4	0,7
May	66 735	70 868	78 197	82 807	1,0	-0,8	2,5	1,1
Jun	66 721	71 949	77 604	83 371	0,0	1,5	-0,8	0,7
Jul	67 969	72 411	78 368	83 103	1,9	0,6	1,0	-0,3
Aug	67 974	73 379	78 445		0,0	1,3	0,1	
Sep	68 422	73 152	79 034		0,7	-0,3	0,8	
Oct	68 692	73 815	79 125		0,4	0,9	0,1	
Nov	68 995	74 663	80 841		0,4	1,1	2,2	
Dec	69 163	75 091	80 354		0,2	0,6	-0,6	

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

Type of retailer	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17 1/
General dealers	34 677	36 117	33 456	36 200	35 819	32 609
Food, beverages and tobacco in specialised stores	6 106	6 802	7 066	6 658	6 726	7 142
Pharmaceuticals and medical goods, cosmetics and toiletries	5 562	6 096	6 243	6 153	5 873	6 577
Textiles, clothing, footwear and leather goods	11 520	11 385	14 336	14 712	13 448	14 134
Household furniture, appliances and equipment	2 942	3 249	3 039	3 152	3 250	3 455
Hardware, paint and glass	5 807	5 849	5 719	5 969	5 722	6 464
All other retailers	8 534	8 805	8 241	8 794	8 515	9 112
Total	75 148	78 303	78 100	81 638	79 353	79 493

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-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
General dealers	7,8	6,1	9,6	5,3	6,8	1,3
Food, beverages and tobacco in specialised stores	12,2	16,3	16,1	13,8	14,6	14,5
Pharmaceuticals and medical goods, cosmetics and toiletries	10,2	12,5	8,9	11,0	5,7	12,0
Textiles, clothing, footwear and leather goods	-2,3	-0,1	3,3	5,5	8,1	4,6
Household furniture, appliances and equipment	-3,6	4,4	-3,8	1,1	4,5	4,7
Hardware, paint and glass	-2,6	5,2	1,5	-1,8	-1,7	5,6
All other retailers	6,8	8,8	2,0	11,5	14,8	14,1
Total	5,2	6,6	6,9	6,3	7,6	5,7

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-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17
General dealers	3,5	2,8	4,0	2,4	3,1	0,6
Food, beverages and tobacco in specialised stores	0,9	1,3	1,3	1,0	1,2	1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,7	0,9	0,7	0,8	0,4	0,9
Textiles, clothing, footwear and leather goods	-0,4	0,0	0,6	1,0	1,4	0,8
Household furniture, appliances and equipment	-0,2	0,2	-0,2	0,0	0,2	0,2
Hardware, paint and glass	-0,2	0,4	0,1	-0,1	-0,1	0,5
All other retailers	0,8	1,0	0,2	1,2	1,5	1,5
Total	5,2	6,6	6,9	6,3	7,6	5,7

Survey information

- Introduction**
- 1 Statistics South Africa (Stats SA) conducts a monthly survey of the retail trade industry, covering retail enterprises (see 4 below). This survey is based on a sample drawn from Stats SA's 2017 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
 - 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).
- Purpose of the survey**
- 3 The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.
- Scope of the survey**
- 4 This survey covers retail enterprises according to the following types of retailers:
 - General dealers:
 - 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:
 - 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:
 - 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:
 - 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**
- 5 The 1993 edition of the *Standard Industrial Classification of all Economic Activities* (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 *International Standard Industrial Classification of all Economic Activities* (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.
- Collection rate**
- 6 The preliminary collection rate for the survey on retail trade sales for July 2017 was 70,9%, accounting for 76,1% of the total estimate. The collection rate for June 2017 for the new sample was 80,9%.

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 publication available from Stats SA: <ul style="list-style-type: none">• <i>Stats in Brief</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: Click to download historical data
Past publications	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: Click to download past releases

Technical notes

Survey methodology and design

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 749 enterprises from a population of 23 027 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 2017 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 9,0%.

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	1 083 571	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. 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 February 2017](#)

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</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.	
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	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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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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