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# Statistical release

## P6242.1

### Retail trade sales (Preliminary)

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## Sales at constant 2012 prices: results for December 2014

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

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Year-on-year % change, unadjusted	2,4	2,0	2,3	3,2	2,5	3,4
Month-on-month % change, seasonally adjusted	1,2	0,6	-0,6	0,4	1,4	-0,2
3-month % change, seasonally adjusted 1/	0,7	0,9	1,0	0,8	0,9	1,0

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 3,4% year-on-year in December 2014. The highest annual growth rates were recorded for retailers in:

- household furniture, appliances and equipment (9,8%);
- pharmaceuticals and medical goods, cosmetics and toiletries (5,6%); and
- textiles, clothing, footwear and leather goods (5,3%) – see Table 5.

The main contributors to the 3,4% increase were general dealers (contributing 1,4 percentage points) and retailers in textiles, clothing, footwear and leather goods (contributing 1,3 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,2% month-on-month in December 2014. This followed month-on-month changes of 1,4% in November 2014 and 0,4% in October 2014.

Seasonally adjusted retail trade sales increased by 1,0% in the fourth quarter of 2014 compared with the previous quarter.

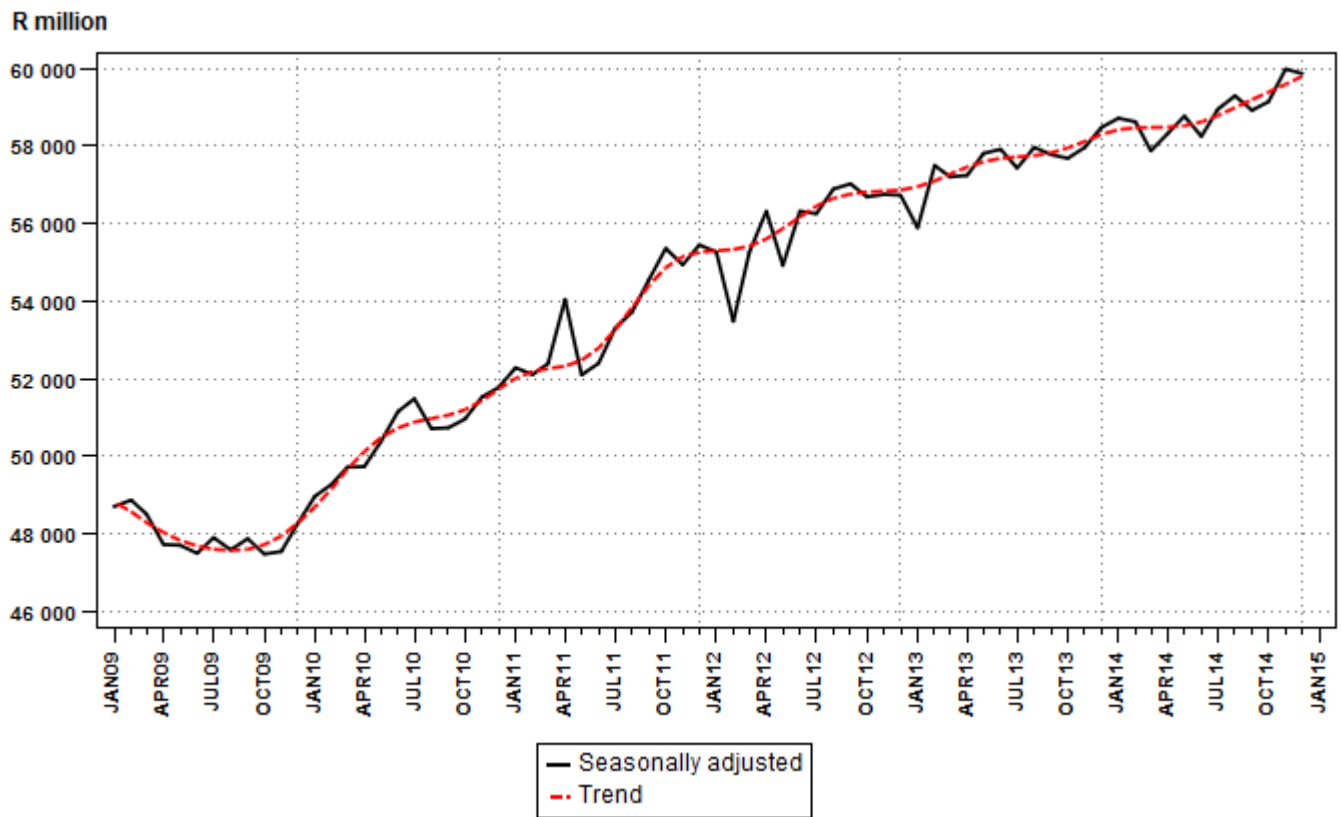
**Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer**

Type of retailer	Oct – Dec 2013 (R million)	Weight	Oct – Dec 2014 (R million)	% change between Oct – Dec 2013 and Oct – Dec 2014	Contribution (% points) to the total % change
General dealers	78 591	39,9	81 480	3,7	1,5
Food, beverages and tobacco in specialised stores	17 865	9,1	18 437	3,2	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	12 410	6,3	12 862	3,6	0,2
Textiles, clothing, footwear and leather goods	43 932	22,3	45 399	3,3	0,7
Household furniture, appliances and equipment	10 663	5,4	11 256	5,6	0,3
Hardware, paint and glass	14 129	7,2	14 314	1,3	0,1
All other retailers	19 155	9,7	19 044	-0,6	-0,1
<b>Total</b>	<b>196 745</b>	<b>100,0</b>	<b>202 792</b>	<b>3,1</b>	<b>3,1</b>

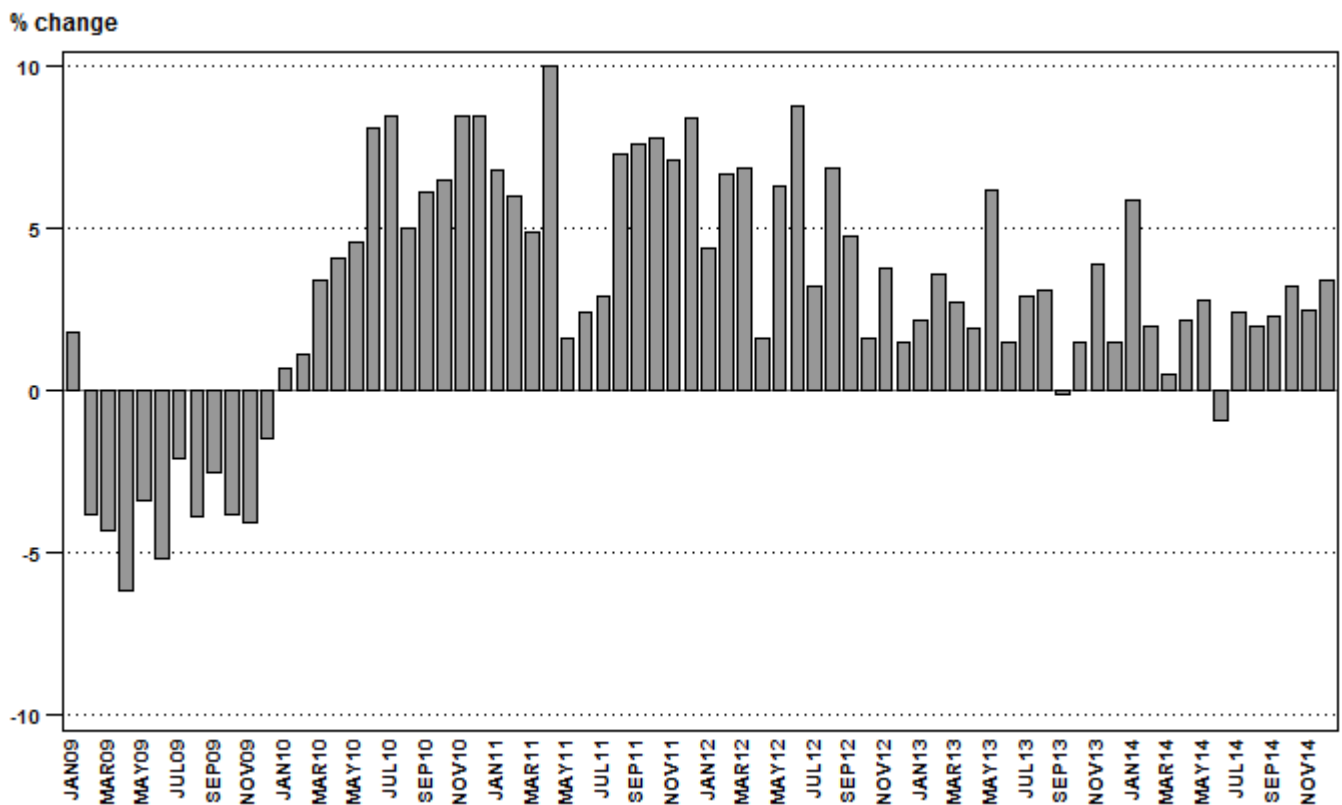
Retail trade sales increased by 3,1% in the fourth quarter of 2014 compared with the fourth quarter of 2013. The main contributors to this increase were:

- general dealers (3,7% and contributing 1,5 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (3,3% and contributing 0,7 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 December 2014

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

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Year-on-year % change, unadjusted	8,5	8,2	8,0	8,6	8,1	9,0
Month-on-month % change, seasonally adjusted	1,6	1,1	-0,6	0,4	1,8	0,2
3-month % change, seasonally adjusted 1/	2,2	2,5	2,4	1,9	1,6	1,7

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 2013 (R million)	Weight	Oct – Dec 2014 (R million)	% change between Oct – Dec 2013 and Oct – Dec 2014	Contribution (% points) to the total % change
General dealers	83 531	40,3	91 820	9,9	4,0
Food, beverages and tobacco in specialised stores	19 146	9,2	21 315	11,3	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	12 989	6,3	14 180	9,2	0,6
Textiles, clothing, footwear and leather goods	45 981	22,2	50 064	8,9	2,0
Household furniture, appliances and equipment	10 732	5,2	11 357	5,8	0,3
Hardware, paint and glass	14 935	7,2	15 930	6,7	0,5
All other retailers	20 010	9,7	20 529	2,6	0,3
<b>Total</b>	<b>207 322</b>	<b>100,0</b>	<b>225 195</b>	<b>8,6</b>	<b>8,6</b>

**PJ Lehohla**  
Statistician-General

## Tables

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

Month	2008	2009	2010	2011	2012	2013	2014 1/
Jan	44 869	45 690	45 993	49 116	51 296	52 405	55 483
Feb	46 368	44 601	45 076	47 767	50 947	52 790	53 838
Mar	48 733	46 660	48 266	50 650	54 136	55 595	55 847
Apr	48 599	45 564	47 427	52 160	53 003	54 032	55 242
May	48 434	46 797	48 969	49 760	52 903	56 165	57 716
Jun	48 141	45 620	49 296	50 479	54 945	55 762	55 256
Jul	47 304	46 320	50 268	51 744	53 386	54 926	56 242
Aug	47 345	45 514	47 812	51 291	54 842	56 565	57 688
Sep	47 489	46 317	49 130	52 880	55 425	55 379	56 651
Oct	49 607	47 739	50 857	54 805	55 673	56 504	58 320
Nov	51 074	48 963	53 119	56 876	59 050	61 354	62 905
Dec	66 054	65 080	70 597	76 540	77 683	78 887	81 567
<b>Total</b>	<b>594 017</b>	<b>574 865</b>	<b>606 810</b>	<b>644 068</b>	<b>673 289</b>	<b>690 364</b>	<b>706 755</b>

1/ Latest month is preliminary.

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

Month	2009	2010	2011	2012	2013	2014	2014 year-to-date
Jan	1,8	0,7	6,8	4,4	2,2	5,9	5,9
Feb	-3,8	1,1	6,0	6,7	3,6	2,0	3,9
Mar	-4,3	3,4	4,9	6,9	2,7	0,5	2,7
Apr	-6,2	4,1	10,0	1,6	1,9	2,2	2,6
May	-3,4	4,6	1,6	6,3	6,2	2,8	2,6
Jun	-5,2	8,1	2,4	8,8	1,5	-0,9	2,0
Jul	-2,1	8,5	2,9	3,2	2,9	2,4	2,1
Aug	-3,9	5,0	7,3	6,9	3,1	2,0	2,1
Sep	-2,5	6,1	7,6	4,8	-0,1	2,3	2,1
Oct	-3,8	6,5	7,8	1,6	1,5	3,2	2,2
Nov	-4,1	8,5	7,1	3,8	3,9	2,5	2,2
Dec	-1,5	8,5	8,4	1,5	1,5	3,4	2,4
<b>Total</b>	<b>-3,2</b>	<b>5,6</b>	<b>6,1</b>	<b>4,5</b>	<b>2,5</b>	<b>2,4</b>	

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

Month	R million				Month-on-month % change			
	2011	2012	2013	2014	2011	2012	2013	2014
Jan	52 277	55 261	55 883	58 707	1,0	-0,3	-1,5	0,4
Feb	52 103	53 474	57 491	58 617	-0,3	-3,2	2,9	-0,2
Mar	52 385	55 252	57 197	57 868	0,5	3,3	-0,5	-1,3
Apr	54 038	56 313	57 234	58 317	3,2	1,9	0,1	0,8
May	52 092	54 913	57 802	58 762	-3,6	-2,5	1,0	0,8
Jun	52 393	56 311	57 908	58 240	0,6	2,5	0,2	-0,9
Jul	53 294	56 248	57 422	58 941	1,7	-0,1	-0,8	1,2
Aug	53 719	56 884	57 958	59 285	0,8	1,1	0,9	0,6
Sep	54 560	57 017	57 768	58 913	1,6	0,2	-0,3	-0,6
Oct	55 352	56 681	57 675	59 134	1,5	-0,6	-0,2	0,4
Nov	54 930	56 745	57 957	59 975	-0,8	0,1	0,5	1,4
Dec	55 443	56 724	58 469	59 859	0,9	0,0	0,9	-0,2

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

Type of retailer	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14 1/
General dealers	22 325	23 891	24 411	22 918	25 450	33 112
Food, beverages and tobacco in specialised stores	4 897	4 943	5 003	5 301	5 340	7 796
Pharmaceuticals and medical goods, cosmetics and toiletries	4 254	4 004	3 957	4 267	3 973	4 622
Textiles, clothing, footwear and leather goods	11 740	11 558	10 428	12 035	13 649	19 715
Household furniture, appliances and equipment	2 870	2 888	2 868	3 217	3 448	4 591
Hardware, paint and glass	4 344	4 596	4 478	4 669	5 172	4 473
All other retailers	5 812	5 808	5 506	5 913	5 873	7 258
<b>Total</b>	<b>56 242</b>	<b>57 688</b>	<b>56 651</b>	<b>58 320</b>	<b>62 905</b>	<b>81 567</b>

1/ Preliminary.

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

Type of retailer	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
General dealers	2,4	3,4	1,8	2,4	5,3	3,4
Food, beverages and tobacco in specialised stores	-0,6	-1,6	3,6	6,0	0,2	3,5
Pharmaceuticals and medical goods, cosmetics and toiletries	0,8	1,2	4,6	4,0	1,1	5,6
Textiles, clothing, footwear and leather goods	4,5	0,3	-0,5	2,8	1,1	5,3
Household furniture, appliances and equipment	0,7	1,1	3,9	4,3	1,5	9,8
Hardware, paint and glass	1,1	3,6	5,9	4,4	5,0	-5,4
All other retailers	3,8	2,8	3,7	2,8	-3,6	-0,8
<b>Total</b>	<b>2,4</b>	<b>2,0</b>	<b>2,3</b>	<b>3,2</b>	<b>2,5</b>	<b>3,4</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-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
General dealers	1,0	1,4	0,8	1,0	2,1	1,4
Food, beverages and tobacco in specialised stores	-0,1	-0,1	0,3	0,5	0,0	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	0,1	0,3	0,3	0,1	0,3
Textiles, clothing, footwear and leather goods	0,9	0,1	-0,1	0,6	0,2	1,3
Household furniture, appliances and equipment	0,0	0,1	0,2	0,2	0,1	0,5
Hardware, paint and glass	0,1	0,3	0,4	0,3	0,4	-0,3
All other retailers	0,4	0,3	0,4	0,3	-0,4	-0,1
<b>Total</b>	<b>2,4</b>	<b>2,0</b>	<b>2,3</b>	<b>3,2</b>	<b>2,5</b>	<b>3,4</b>

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

Month	2008	2009	2010	2011	2012	2013	2014 1/
Jan	36 568	41 091	43 082	46 404	50 384	53 762	59 094
Feb	37 700	40 366	42 066	45 085	50 072	54 173	57 584
Mar	39 858	42 665	45 142	48 184	53 573	57 278	60 306
Apr	40 283	41 935	44 363	49 619	52 574	55 906	59 988
May	40 535	43 312	45 817	47 734	52 572	58 091	63 026
Jun	40 636	42 119	45 985	48 406	54 656	57 745	60 500
Jul	40 314	42 919	46 929	49 764	53 193	56 895	61 719
Aug	40 982	42 301	44 667	49 471	54 705	58 839	63 670
Sep	41 380	43 032	45 900	51 148	55 665	57 958	62 596
Oct	43 540	44 425	47 614	53 365	56 456	59 420	64 555
Nov	45 339	45 686	49 943	55 511	60 135	64 712	69 928
Dec	58 845	60 711	66 250	74 725	79 296	83 190	90 712
<b>Total</b>	<b>505 980</b>	<b>530 562</b>	<b>567 758</b>	<b>619 416</b>	<b>673 289</b>	<b>717 969</b>	<b>773 678</b>

1/ Latest month is preliminary.

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

Month	2009	2010	2011	2012	2013	2014	2014 year-to-date
Jan	12,4	4,8	7,7	8,6	6,7	9,9	9,9
Feb	7,1	4,2	7,2	11,1	8,2	6,3	8,1
Mar	7,0	5,8	6,7	11,2	6,9	5,3	7,1
Apr	4,1	5,8	11,8	6,0	6,3	7,3	7,2
May	6,9	5,8	4,2	10,1	10,5	8,5	7,4
Jun	3,6	9,2	5,3	12,9	5,7	4,8	7,0
Jul	6,5	9,3	6,0	6,9	7,0	8,5	7,2
Aug	3,2	5,6	10,8	10,6	7,6	8,2	7,3
Sep	4,0	6,7	11,4	8,8	4,1	8,0	7,4
Oct	2,0	7,2	12,1	5,8	5,3	8,6	7,5
Nov	0,8	9,3	11,1	8,3	7,6	8,1	7,6
Dec	3,2	9,1	12,8	6,1	4,9	9,0	7,8
<b>Total</b>	<b>4,9</b>	<b>7,0</b>	<b>9,1</b>	<b>8,7</b>	<b>6,6</b>	<b>7,8</b>	

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

Month	R million				Month-on-month % change			
	2011	2012	2013	2014	2011	2012	2013	2014
Jan	49 328	54 178	57 234	62 467	1,3	-0,1	-1,4	1,1
Feb	49 320	52 737	59 157	62 849	0,0	-2,7	3,4	0,6
Mar	49 707	54 557	58 758	62 363	0,8	3,5	-0,7	-0,8
Apr	51 279	55 715	59 050	63 120	3,2	2,1	0,5	1,2
May	49 687	54 312	59 559	63 945	-3,1	-2,5	0,9	1,3
Jun	50 369	56 065	59 980	63 792	1,4	3,2	0,7	-0,2
Jul	51 351	56 133	59 633	64 816	1,9	0,1	-0,6	1,6
Aug	51 946	56 913	60 444	65 530	1,2	1,4	1,4	1,1
Sep	52 865	57 346	60 555	65 156	1,8	0,8	0,2	-0,6
Oct	53 870	57 427	60 583	65 444	1,9	0,1	0,0	0,4
Nov	53 516	57 742	61 104	66 627	-0,7	0,5	0,9	1,8
Dec	54 246	58 056	61 760	66 760	1,4	0,5	1,1	0,2



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

Type of retailer	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14 1/
General dealers	24 848	26 782	27 340	25 737	28 733	37 350
Food, beverages and tobacco in specialised stores	5 524	5 610	5 678	6 075	6 189	9 051
Pharmaceuticals and medical goods, cosmetics and toiletries	4 641	4 368	4 337	4 715	4 390	5 075
Textiles, clothing, footwear and leather goods	12 714	12 610	11 419	13 238	15 041	21 785
Household furniture, appliances and equipment	2 925	2 937	2 905	3 240	3 476	4 641
Hardware, paint and glass	4 809	5 102	4 988	5 187	5 756	4 987
All other retailers	6 259	6 261	5 930	6 362	6 343	7 824
<b>Total</b>	<b>61 719</b>	<b>63 670</b>	<b>62 596</b>	<b>64 555</b>	<b>69 928</b>	<b>90 712</b>

1/ Preliminary.

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

Type of retailer	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
General dealers	9,5	10,8	8,3	8,5	11,7	9,6
Food, beverages and tobacco in specialised stores	6,5	6,3	11,3	13,8	8,2	11,9
Pharmaceuticals and medical goods, cosmetics and toiletries	6,1	6,6	10,1	9,7	6,7	10,8
Textiles, clothing, footwear and leather goods	10,2	5,9	4,8	8,3	6,4	11,0
Household furniture, appliances and equipment	3,0	2,9	4,7	4,4	1,3	10,6
Hardware, paint and glass	7,4	9,5	11,9	9,6	10,4	0,0
All other retailers	8,1	6,7	7,2	6,0	-0,4	2,5
<b>Total</b>	<b>8,5</b>	<b>8,2</b>	<b>8,0</b>	<b>8,6</b>	<b>8,1</b>	<b>9,0</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-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
General dealers	3,8	4,4	3,6	3,4	4,7	3,9
Food, beverages and tobacco in specialised stores	0,6	0,6	1,0	1,2	0,7	1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,5	0,5	0,7	0,7	0,4	0,6
Textiles, clothing, footwear and leather goods	2,1	1,2	0,9	1,7	1,4	2,6
Household furniture, appliances and equipment	0,2	0,1	0,2	0,2	0,1	0,5
Hardware, paint and glass	0,6	0,8	0,9	0,8	0,8	0,0
All other retailers	0,8	0,7	0,7	0,6	0,0	0,2
<b>Total</b>	<b>8,5</b>	<b>8,2</b>	<b>8,0</b>	<b>8,6</b>	<b>8,1</b>	<b>9,0</b>

## Survey information

<b>Introduction</b>	<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 2014 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
	<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).
<b>Purpose of the survey</b>	<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.
<b>Scope of the survey</b>	<b>4</b>	<p>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>	<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.
<b>Collection rate</b>	<b>6</b>	The preliminary collection rate for the survey on retail trade sales for December 2014 was 83,3%. The improved collection rate for November 2014 was 86,6%.

<b>Statistical unit</b>	<b>7</b>	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>	<b>8</b>	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>	<b>9</b>	<p>Users may also refer to the following publications available from Stats SA:</p> <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>	<b>10</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	<b>11</b>	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="http://beta2.statssa.gov.za/?page_id=1849">http://beta2.statssa.gov.za/?page_id=1849</a>
<b>Past publications</b>	<b>12</b>	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713">http://beta2.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 2 514 enterprises from a population of 25 414 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 2014 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 4,2%.

### 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	808 528	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 March 2014](#)

<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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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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