

STATISTICAL RELEASE

P6242.1

Retail trade sales (Preliminary)

March 2017

Embargoed until:
17 May 2017
13:00

ENQUIRIES:
Joyce Essel-Mensah
(012) 310 8255

FORTHCOMING ISSUE:
April 2017

EXPECTED RELEASE DATE:
14 June 2017

www.statssa.gov.za
info@statssa.gov.za
T +27 12 310 8911
F +27 12 310 8500

Private Bag X44, Pretoria, 0001, South Africa
ISibalo House, Koch Street, Salvokop, Pretoria, 000

Contents

Sales at constant 2012 prices: results for March 2017	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 March 2017	 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 March 2017

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

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
Year-on-year % change, unadjusted	-0,2	3,1	1,0	-2,3	-1,6	0,8
Month-on-month % change, seasonally adjusted	-0,8	3,0	-2,5	-1,2	0,9	0,3
3-month % change, seasonally adjusted 1/	-0,4	1,3	1,0	0,7	-1,2	-1,1

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 0,8% year-on-year in March 2017. The highest annual growth rates were recorded for retailers in:

- food, beverages and tobacco in specialised stores (14,8%);
- household furniture, appliances and equipment (8,2%); and
- pharmaceuticals and medical goods, cosmetics and toiletries (7,2%) – see Table 5.

Positive contributors to the 0,8% increase were retailers in:

- food, beverages and tobacco in specialised stores (contributing 1,0 percentage point);
- pharmaceuticals and medical goods, cosmetics and toiletries (contributing 0,6 of a percentage point);
- household furniture, appliances and equipment (contributing 0,4 of a percentage point); and
- hardware, paint and glass (contributing 0,3 of a percentage point) – see Table 6.

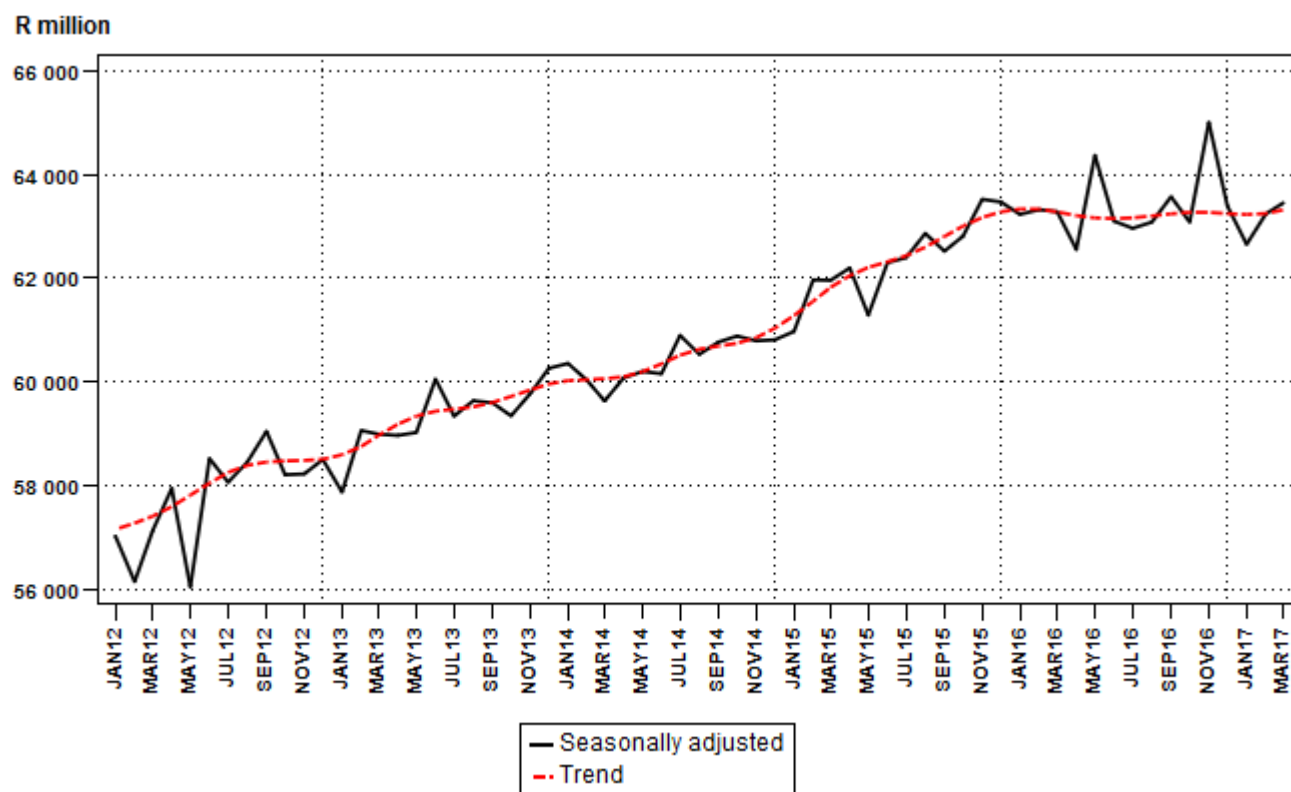
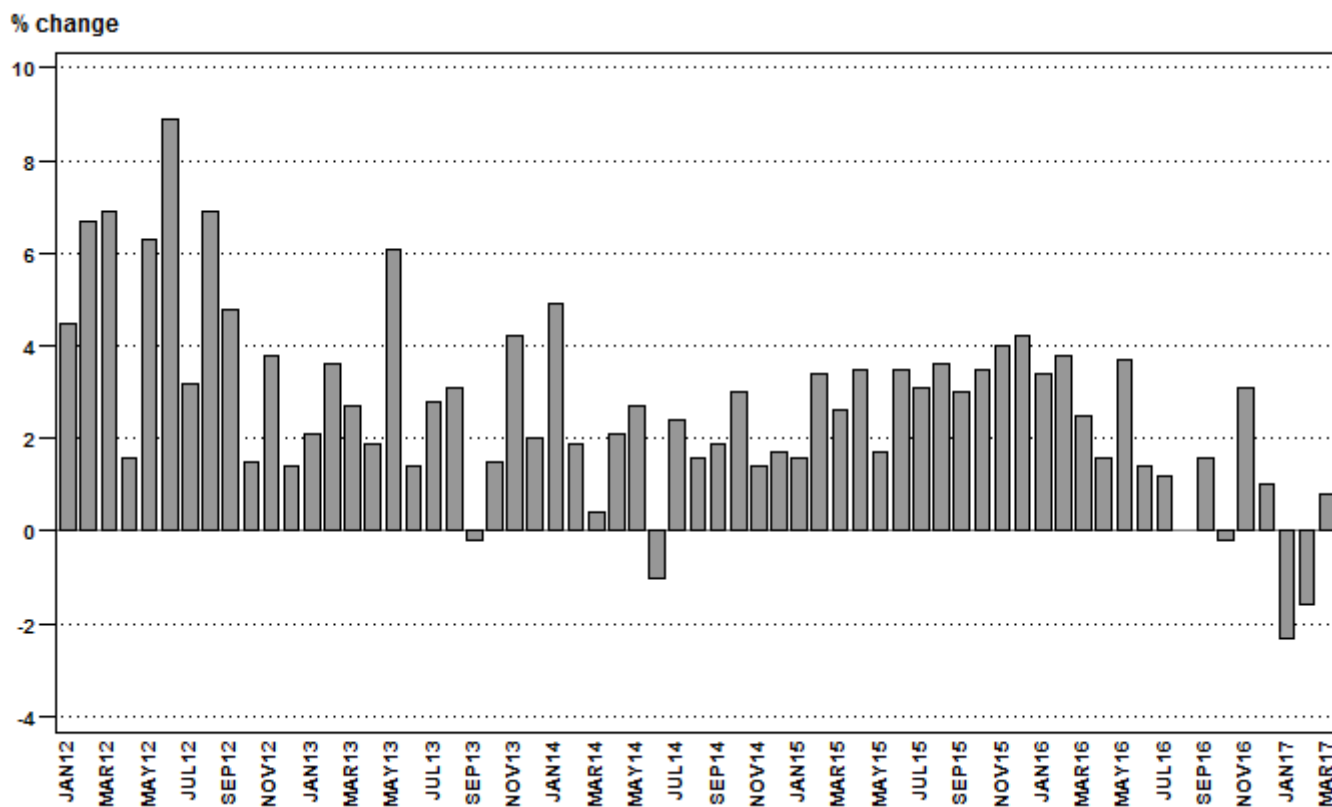
Seasonally adjusted retail trade sales increased by 0,3% month-on-month in March 2017. This followed month-on-month changes of 0,9% in February 2017 and -1,2% in January 2017. In the first quarter of 2017, seasonally adjusted retail trade sales decreased by 1,1% compared with the previous quarter.

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

Type of retailer	Jan – Mar 2016 (R million)	Weight	Jan – Mar 2017 (R million)	% change between Jan – Mar 2016 and Jan – Mar 2017	Contribution (% points) to the total % change
General dealers	78 867	43,9	78 017	-1,1	-0,5
Food, beverages and tobacco in specialised stores	12 215	6,8	13 180	7,9	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	15 261	8,5	16 013	4,9	0,4
Textiles, clothing, footwear and leather goods	30 696	17,1	28 717	-6,4	-1,1
Household furniture, appliances and equipment	8 896	5,0	8 840	-0,6	0,0
Hardware, paint and glass	13 942	7,8	13 970	0,2	0,0
All other retailers	19 761	11,0	19 075	-3,5	-0,4
Total	179 638	100,0	177 812	-1,0	-1,0

Retail trade sales decreased by 1,0% in the first quarter of 2017 compared with the first quarter of 2016. The main negative contributors to this decrease were:

- retailers in textiles, clothing, footwear and leather goods (-6,4% and contributing -1,1 percentage points);
- general dealers (-1,1% and contributing -0,5 of a percentage point); and
- 'all other' retailers (-3,5% 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 March 2017

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

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
Year-on-year % change, unadjusted	6,8	10,1	8,5	4,5	4,9	6,5
Month-on-month % change, seasonally adjusted	-0,1	3,2	-1,3	-1,6	1,8	0,5
3-month % change, seasonally adjusted 1/	1,3	2,7	2,5	2,0	0,2	-0,1

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	Jan – Mar 2016 (R million)	Weight	Jan – Mar 2017 (R million)	% change between Jan – Mar 2016 and Jan – Mar 2017	Contribution (% points) to the total % change
General dealers	96 269	45,3	103 088	7,1	3,2
Food, beverages and tobacco in specialised stores	15 421	7,3	17 767	15,2	1,1
Pharmaceuticals and medical goods, cosmetics and toiletries	17 884	8,4	19 803	10,7	0,9
Textiles, clothing, footwear and leather goods	35 981	16,9	35 491	-1,4	-0,2
Household furniture, appliances and equipment	9 047	4,3	9 150	1,1	0,0
Hardware, paint and glass	15 805	7,4	16 169	2,3	0,2
All other retailers	21 939	10,3	22 129	0,9	0,1
Total	212 344	100,0	223 597	5,3	5,3

PJ Lehohla
Statistician-General

Tables

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

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	50 634	52 925	54 029	56 659	57 552	59 526	58 167
Feb	49 256	52 547	54 424	55 482	57 386	59 579	58 645
Mar	52 235	55 831	57 318	57 548	59 030	60 533	61 000
Apr	53 801	54 657	55 699	56 864	58 838	59 767	
May	51 321	54 553	57 879	59 426	60 457	62 691	
Jun	52 056	56 670	57 460	56 879	58 868	59 689	
Jul	53 351	55 065	56 597	57 939	59 707	60 442	
Aug	52 899	56 555	58 287	59 201	61 323	61 336	
Sep	54 551	57 155	57 069	58 150	59 876	60 842	
Oct	56 543	57 418	58 268	59 988	62 111	62 006	
Nov	58 680	60 889	63 442	64 330	66 917	68 970	
Dec	79 004	80 099	81 686	83 044	86 542	87 407	
Total	664 331	694 364	712 158	725 510	748 607	762 788	

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	3,4	-2,3	-2,3
Feb	6,7	3,6	1,9	3,4	3,8	-1,6	-1,9
Mar	6,9	2,7	0,4	2,6	2,5	0,8	-1,0
Apr	1,6	1,9	2,1	3,5	1,6		
May	6,3	6,1	2,7	1,7	3,7		
Jun	8,9	1,4	-1,0	3,5	1,4		
Jul	3,2	2,8	2,4	3,1	1,2		
Aug	6,9	3,1	1,6	3,6	0,0		
Sep	4,8	-0,2	1,9	3,0	1,6		
Oct	1,5	1,5	3,0	3,5	-0,2		
Nov	3,8	4,2	1,4	4,0	3,1		
Dec	1,4	2,0	1,7	4,2	1,0		
Total	4,5	2,6	1,9	3,2	1,9		

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	60 356	60 972	63 227	62 651	0,2	0,3	-0,4	-1,2
Feb	60 027	61 965	63 317	63 234	-0,5	1,6	0,1	0,9
Mar	59 633	61 957	63 278	63 446	-0,7	0,0	-0,1	0,3
Apr	60 078	62 194	62 551		0,7	0,4	-1,1	
May	60 200	61 288	64 360		0,2	-1,5	2,9	
Jun	60 158	62 297	63 096		-0,1	1,6	-2,0	
Jul	60 896	62 393	62 959		1,2	0,2	-0,2	
Aug	60 531	62 859	63 078		-0,6	0,7	0,2	
Sep	60 767	62 518	63 566		0,4	-0,5	0,8	
Oct	60 883	62 807	63 078		0,2	0,5	-0,8	
Nov	60 791	63 517	64 998		-0,2	1,1	3,0	
Dec	60 810	63 466	63 385		0,0	-0,1	-2,5	

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

Type of retailer	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17 1/
General dealers	25 043	29 212	35 739	24 325	26 424	27 268
Food, beverages and tobacco in specialised stores	4 780	4 777	6 882	4 222	4 202	4 756
Pharmaceuticals and medical goods, cosmetics and toiletries	5 513	5 296	5 827	5 438	5 073	5 502
Textiles, clothing, footwear and leather goods	11 325	13 136	20 994	10 219	9 332	9 166
Household furniture, appliances and equipment	3 190	3 674	4 950	2 910	2 721	3 209
Hardware, paint and glass	5 538	5 982	5 318	4 452	4 679	4 839
All other retailers	6 617	6 893	7 697	6 601	6 214	6 260
Total	62 006	68 970	87 407	58 167	58 645	61 000

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	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
General dealers	-2,8	3,3	-3,5	-2,7	0,2	-0,8
Food, beverages and tobacco in specialised stores	4,9	3,8	6,3	1,4	7,5	14,8
Pharmaceuticals and medical goods, cosmetics and toiletries	3,1	4,5	2,0	3,6	3,9	7,2
Textiles, clothing, footwear and leather goods	0,8	1,7	10,6	-5,8	-8,0	-5,6
Household furniture, appliances and equipment	-5,6	0,9	-2,9	-3,1	-7,1	8,2
Hardware, paint and glass	7,3	2,7	3,0	2,0	-5,2	4,3
All other retailers	-1,0	4,6	-4,7	-4,1	-3,2	-3,0
Total	-0,2	3,1	1,0	-2,3	-1,6	0,8

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	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
General dealers	-1,2	1,4	-1,5	-1,1	0,1	-0,4
Food, beverages and tobacco in specialised stores	0,4	0,3	0,5	0,1	0,5	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,3	0,1	0,3	0,3	0,6
Textiles, clothing, footwear and leather goods	0,1	0,3	2,3	-1,1	-1,4	-0,9
Household furniture, appliances and equipment	-0,3	0,0	-0,2	-0,2	-0,3	0,4
Hardware, paint and glass	0,6	0,2	0,2	0,1	-0,4	0,3
All other retailers	-0,1	0,5	-0,4	-0,5	-0,3	-0,3
Total	-0,2	3,1	1,0	-2,3	-1,6	0,8

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

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	47 857	51 961	55 444	60 356	64 484	69 619	72 723
Feb	46 496	51 639	55 870	59 387	64 549	70 374	73 797
Mar	49 693	55 250	59 071	62 193	66 770	72 351	77 077
Apr	51 173	54 219	57 656	61 851	66 827	71 995	
May	49 228	54 217	59 910	64 997	69 130	75 777	
Jun	49 921	56 367	59 553	62 411	67 282	72 447	
Jul	51 322	54 857	58 677	63 691	68 202	73 646	
Aug	51 019	56 417	60 681	65 453	70 477	75 202	
Sep	52 749	57 408	59 772	64 404	68 864	74 731	
Oct	55 035	58 224	61 281	66 518	71 591	76 428	
Nov	57 249	62 018	66 949	71 764	77 396	85 207	
Dec	77 064	81 779	86 170	92 494	100 307	108 784	
Total	638 806	694 363	741 034	795 519	855 879	926 561	

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	4,5	4,5
Feb	11,1	8,2	6,3	8,7	9,0	4,9	4,7
Mar	11,2	6,9	5,3	7,4	8,4	6,5	5,3
Apr	6,0	6,3	7,3	8,0	7,7		
May	10,1	10,5	8,5	6,4	9,6		
Jun	12,9	5,7	4,8	7,8	7,7		
Jul	6,9	7,0	8,5	7,1	8,0		
Aug	10,6	7,6	7,9	7,7	6,7		
Sep	8,8	4,1	7,7	6,9	8,5		
Oct	5,8	5,3	8,5	7,6	6,8		
Nov	8,3	8,0	7,2	7,8	10,1		
Dec	6,1	5,4	7,3	8,4	8,5		
Total	8,7	6,7	7,4	7,6	8,3		

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	64 373	68 535	74 098	78 199	1,2	0,8	0,4	-1,6
Feb	64 271	69 717	74 934	79 593	-0,2	1,7	1,1	1,8
Mar	64 336	69 684	75 346	79 978	0,1	0,0	0,5	0,5
Apr	65 053	70 348	75 171		1,1	1,0	-0,2	
May	65 712	69 803	77 192		1,0	-0,8	2,7	
Jun	65 788	70 980	76 428		0,1	1,7	-1,0	
Jul	66 966	71 361	76 784		1,8	0,5	0,5	
Aug	66 970	72 293	77 276		0,0	1,3	0,6	
Sep	67 343	71 957	78 127		0,6	-0,5	1,1	
Oct	67 634	72 683	78 015		0,4	1,0	-0,1	
Nov	67 927	73 515	80 504		0,4	1,1	3,2	
Dec	68 017	73 816	79 440		0,1	0,4	-1,3	

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

Type of retailer	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17 1/
General dealers	32 367	37 850	46 542	32 028	34 904	36 156
Food, beverages and tobacco in specialised stores	6 201	6 251	9 084	5 642	5 655	6 470
Pharmaceuticals and medical goods, cosmetics and toiletries	6 700	6 440	7 129	6 685	6 235	6 883
Textiles, clothing, footwear and leather goods	13 834	16 085	25 821	12 604	11 536	11 351
Household furniture, appliances and equipment	3 331	3 793	5 162	3 029	2 810	3 311
Hardware, paint and glass	6 355	6 843	6 087	5 120	5 427	5 622
All other retailers	7 640	7 945	8 959	7 615	7 230	7 284
Total	76 428	85 207	108 784	72 723	73 797	77 077

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	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
General dealers	6,4	12,9	5,7	6,2	8,6	6,4
Food, beverages and tobacco in specialised stores	13,0	11,9	14,9	8,6	14,7	22,2
Pharmaceuticals and medical goods, cosmetics and toiletries	8,0	9,9	7,8	10,0	9,5	12,6
Textiles, clothing, footwear and leather goods	7,3	8,1	17,7	-0,1	-3,0	-1,1
Household furniture, appliances and equipment	-2,4	3,0	0,5	0,0	-5,7	9,0
Hardware, paint and glass	8,4	3,4	4,0	3,5	-3,4	7,3
All other retailers	4,7	9,8	1,3	0,1	1,5	1,0
Total	6,8	10,1	8,5	4,5	4,9	6,5

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	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
General dealers	2,7	5,6	2,5	2,7	3,9	3,0
Food, beverages and tobacco in specialised stores	1,0	0,9	1,2	0,6	1,0	1,6
Pharmaceuticals and medical goods, cosmetics and toiletries	0,7	0,8	0,5	0,9	0,8	1,1
Textiles, clothing, footwear and leather goods	1,3	1,6	3,9	0,0	-0,5	-0,2
Household furniture, appliances and equipment	-0,1	0,1	0,0	0,0	-0,2	0,4
Hardware, paint and glass	0,7	0,3	0,2	0,2	-0,3	0,5
All other retailers	0,5	0,9	0,1	0,0	0,2	0,1
Total	6,8	10,1	8,5	4,5	4,9	6,5

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 2016 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 <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.
Collection rate	6	The preliminary collection rate for the survey on retail trade sales for March 2017 was 78,5%, accounting for 79,5% of the total estimate. The improved collection rate for February 2017 was 83,7%.

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: • <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 2 636 enterprises from a population of 23 726 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 2016 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 10,0%.

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	978 135	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

Technical enquiries

Raquel Floris	Telephone number: (012) 337 6488 Email: raquelf@statssa.gov.za
Joyce Essel-Mensah	Telephone number: (012) 310 8255 Email: joycee@statssa.gov.za

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.

Stats SA has copyright on this publication. Users may apply the information as they wish, provided that they acknowledge Stats SA as the source of the basic data wherever they process, apply, utilise, publish or distribute the data; and also that they specify that the relevant application and analysis (where applicable) result from their own processing of the data.

Stats SA products

A complete set of Stats SA publications is available at the Stats SA Library and the following libraries:

National Library of South Africa, Pretoria Division
National Library of South Africa, Cape Town Division
Natal Society Library, Pietermaritzburg
Library of Parliament, Cape Town
Bloemfontein Public Library
Johannesburg Public Library
Eastern Cape Library Services, King William's Town
Central Regional Library, Polokwane
Central Reference Library, Mbombela
Central Reference Collection, Kimberley
Central Reference Library, Mmabatho

Stats SA also provides a subscription service.

Electronic services

A large range of data is available via online services. For more detail about our electronic services, contact Stats SA's user information service at (012) 310 8600.

You can also visit us on the internet at: www.statssa.gov.za

General enquiries

User information services	Telephone number: (012) 310 8600 Email address: info@statssa.gov.za
---------------------------	---

Postal address	Private Bag X44, Pretoria, 0001
----------------	---------------------------------

Produced by Stats SA