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Statistical release

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Wholesale trade sales (Preliminary)

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Sales at constant 2012 prices: results for August 2015

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

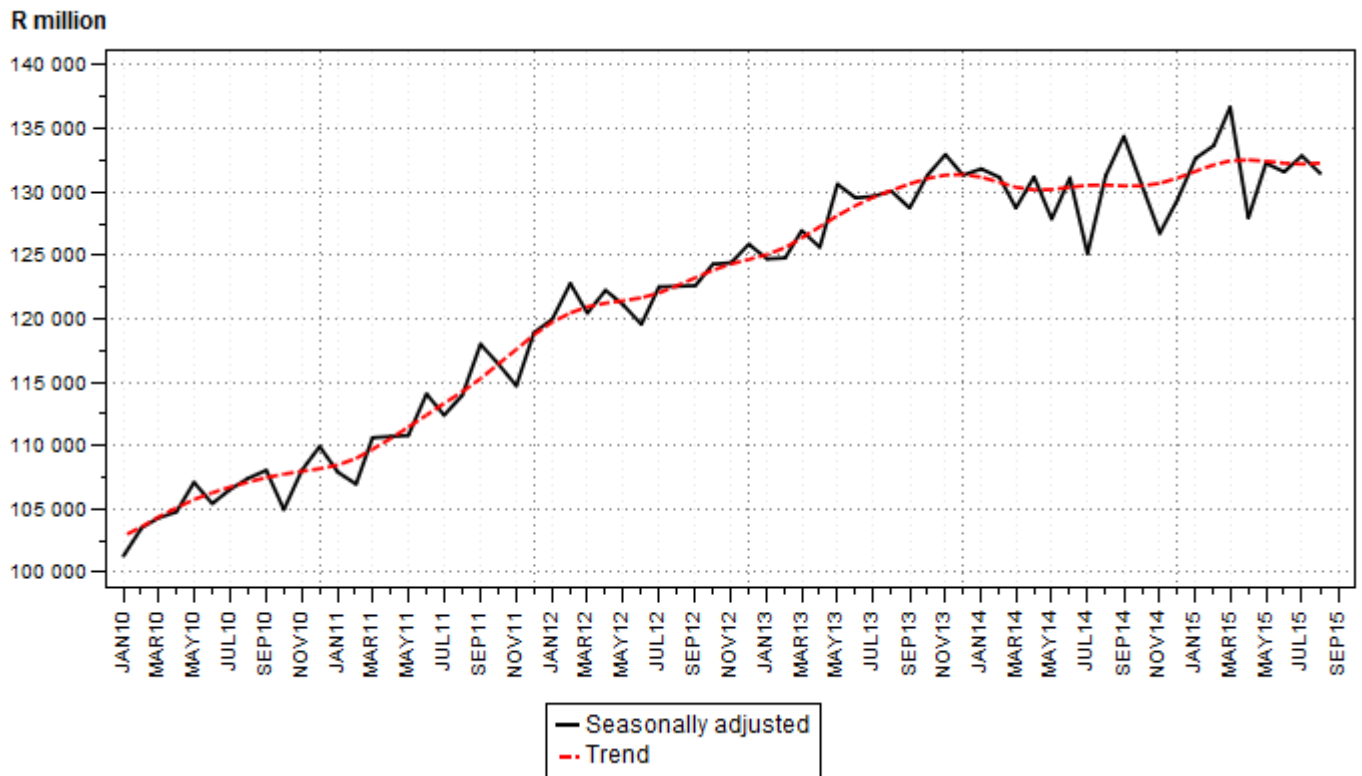
	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15
Year-on-year % change, unadjusted	7,9	-2,8	1,3	2,5	6,5	-0,1
Month-on-month % change, seasonally adjusted	2,3	-6,4	3,4	-0,5	1,0	-1,0
3-month % change, seasonally adjusted 1/	4,2	2,5	0,3	-2,8	-0,4	-0,3

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

Measured in real terms (constant 2012 prices), wholesale trade sales decreased by 0,1% year-on-year in August 2015. Seasonally adjusted wholesale trade sales decreased by 1,0% in August 2015 compared with July 2015. This followed month-on-month changes of 1,0% in July 2015 and -0,5% in June 2015.

Seasonally adjusted wholesale trade sales decreased by 0,3% in the three months ended August 2015 compared with the previous three months.

Figure 1 – Wholesale trade sales at constant 2012 prices



Sales at current prices: results for August 2015

Table B – Key growth rates in wholesale trade sales at current prices

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

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

Measured in nominal terms (current prices), wholesale trade sales increased by 0,3% in August 2015 compared with August 2014. The major positive contributors to this increase were dealers in:

- machinery, equipment and supplies (10,4% and contributing 1,6 percentage points); and
- agricultural raw materials and livestock (20,2% and contributing 1,2 percentage points).

A significant negative contributor was dealers in solid, liquid and gaseous fuels and related products (-14,9% and contributing -3,4 percentage points) – see Tables 8 and 9.

Table C – Wholesale trade sales at current prices for the latest three months by type of dealer

Type of dealer	Jun – Aug 2014 (R million)	Weight	Jun – Aug 2015 (R million)	% change between Jun – Aug 2014 and Jun – Aug 2015	Contribution (% points) to the total % change
Fee or contract basis	19 834	4,5	18 094	-8,8	-0,4
Agricultural raw materials and livestock	30 034	6,9	31 415	4,6	0,3
Food, beverages and tobacco	66 786	15,3	68 501	2,6	0,4
Textiles, clothing and footwear	9 010	2,1	9 866	9,5	0,2
Other household goods except precious stones	43 918	10,0	47 068	7,2	0,7
Precious stones, jewellery and silverware	7 288	1,7	9 107	25,0	0,4
Solid, liquid and gaseous fuels and related products	99 860	22,8	90 661	-9,2	-2,1
Metals and metal ores	11 115	2,5	12 698	14,2	0,4
Construction and building materials	25 525	5,8	29 038	13,8	0,8
Other intermediate products, waste and scrap	18 236	4,2	20 667	13,3	0,6
Machinery, equipment and supplies	67 544	15,4	74 930	10,9	1,7
Other goods	38 062	8,7	39 063	2,6	0,2
Total	437 212	100,0	451 108	3,2	3,2

Wholesale trade sales increased by 3,2% in the three months ended August 2015 compared with the three months ended August 2014. The major contributors to this increase were dealers in:

- machinery, equipment and supplies (10,9% and contributing 1,7 percentage points);
- construction and building materials (13,8% and contributing 0,8 of a percentage point); and
- ‘other’ household goods except precious stones (7,2% and contributing 0,7 of a percentage point) – see Table C.

PJ Lehohla
Statistician-General

Tables

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

Month	2009	2010	2011	2012	2013	2014	2015 1/
Jan	98 366	88 524	94 094	106 568	113 092	120 344	119 564
Feb	100 621	98 512	102 202	118 340	120 507	127 071	129 804
Mar	106 419	107 967	114 218	122 788	121 288	128 118	138 224
Apr	96 692	98 346	102 391	111 941	122 643	122 043	118 666
May	99 205	104 260	109 579	121 729	131 449	126 591	128 298
Jun	102 872	105 735	113 981	118 288	124 930	128 609	131 850
Jul	103 262	106 170	109 586	120 888	130 506	125 664	133 866
Aug	101 384	108 129	116 969	125 758	131 364	129 984	129 850
Sep	103 522	110 304	120 599	120 306	128 243	136 587	
Oct	109 312	110 068	121 816	134 957	142 356	142 236	
Nov	111 311	122 131	129 740	141 302	148 997	138 629	
Dec	106 838	113 501	121 061	125 140	132 404	132 823	
Total	1 239 804	1 273 647	1 356 236	1 468 005	1 547 779	1 558 699	

1/ Figures for latest month are preliminary.

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

Month	2010	2011	2012	2013	2014	2015	2015 year-to-date
Jan	-10,0	6,3	13,3	6,1	6,4	-0,6	-0,6
Feb	-2,1	3,7	15,8	1,8	5,4	2,2	0,8
Mar	1,5	5,8	7,5	-1,2	5,6	7,9	3,2
Apr	1,7	4,1	9,3	9,6	-0,5	-2,8	1,7
May	5,1	5,1	11,1	8,0	-3,7	1,3	1,7
Jun	2,8	7,8	3,8	5,6	2,9	2,5	1,8
Jul	2,8	3,2	10,3	8,0	-3,7	6,5	2,5
Aug	6,7	8,2	7,5	4,5	-1,1	-0,1	2,2
Sep	6,6	9,3	-0,2	6,6	6,5		
Oct	0,7	10,7	10,8	5,5	-0,1		
Nov	9,7	6,2	8,9	5,4	-7,0		
Dec	6,2	6,7	3,4	5,8	0,3		
Total	2,7	6,5	8,2	5,4	0,7		

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

Month	R million				Month-on-month % change			
	2012	2013	2014	2015	2012	2013	2014	2015
Jan	119 946	124 716	131 814	132 644	0,9	-0,9	0,4	2,5
Feb	122 772	124 790	131 144	133 645	2,4	0,1	-0,5	0,8
Mar	120 442	126 939	128 736	136 680	-1,9	1,7	-1,8	2,3
Apr	122 241	125 638	131 180	127 953	1,5	-1,0	1,9	-6,4
May	121 092	130 605	127 857	132 265	-0,9	4,0	-2,5	3,4
Jun	119 557	129 523	131 102	131 573	-1,3	-0,8	2,5	-0,5
Jul	122 508	129 650	125 115	132 847	2,5	0,1	-4,6	1,0
Aug	122 555	130 051	131 274	131 481	0,0	0,3	4,9	-1,0
Sep	122 606	128 728	134 381		0,0	-1,0	2,4	
Oct	124 302	131 293	130 598		1,4	2,0	-2,8	
Nov	124 409	132 941	126 726		0,1	1,3	-3,0	
Dec	125 871	131 316	129 361		1,2	-1,2	2,1	

Table 4 – Wholesale trade sales at current prices (R million)

Month	2009	2010	2011	2012	2013	2014	2015 1/
Jan	84 752	77 589	85 948	103 292	116 632	133 522	127 620
Feb	86 303	86 596	94 852	115 774	124 847	142 659	139 647
Mar	91 375	95 310	107 096	120 911	127 144	145 530	152 965
Apr	82 899	87 788	96 106	111 049	127 981	138 823	133 460
May	84 064	93 088	103 141	121 607	136 818	143 873	144 543
Jun	86 419	94 969	107 623	117 532	131 084	146 195	150 218
Jul	87 260	94 932	104 536	119 748	137 867	143 083	152 465
Aug	85 813	96 985	112 762	125 792	140 395	147 934	148 425
Sep	87 248	98 529	117 473	121 149	137 742	155 718	
Oct	92 769	98 340	119 040	137 457	153 685	161 539	
Nov	95 334	109 892	127 243	145 178	161 370	156 115	
Dec	92 249	102 439	118 659	128 515	144 700	147 484	
Total	1 056 485	1 136 457	1 294 479	1 468 004	1 640 265	1 762 475	

1/ Figures for latest month are preliminary.

Table 5 – Year-on-year percentage change in wholesale trade sales at current prices

Month	2010	2011	2012	2013	2014	2015	2015 year-to-date
Jan	-8,5	10,8	20,2	12,9	14,5	-4,4	-4,4
Feb	0,3	9,5	22,1	7,8	14,3	-2,1	-3,2
Mar	4,3	12,4	12,9	5,2	14,5	5,1	-0,4
Apr	5,9	9,5	15,5	15,2	8,5	-3,9	-1,2
May	10,7	10,8	17,9	12,5	5,2	0,5	-0,9
Jun	9,9	13,3	9,2	11,5	11,5	2,8	-0,3
Jul	8,8	10,1	14,6	15,1	3,8	6,6	0,7
Aug	13,0	16,3	11,6	11,6	5,4	0,3	0,7
Sep	12,9	19,2	3,1	13,7	13,1		
Oct	6,0	21,0	15,5	11,8	5,1		
Nov	15,3	15,8	14,1	11,2	-3,3		
Dec	11,0	15,8	8,3	12,6	1,9		
Total	7,6	13,9	13,4	11,7	7,5		

Table 6 – Seasonally adjusted wholesale trade sales at current prices

Month	R million				Month-on-month % change			
	2012	2013	2014	2015	2012	2013	2014	2015
Jan	116 381	129 726	148 105	142 848	-1,3	1,0	3,6	-0,5
Feb	119 015	130 482	148 837	145 636	2,3	0,6	0,5	2,0
Mar	118 008	130 548	143 786	150 857	-0,8	0,1	-3,4	3,6
Apr	119 652	132 429	150 143	142 954	1,4	1,4	4,4	-5,2
May	121 342	136 538	144 863	148 467	1,4	3,1	-3,5	3,9
Jun	118 820	134 963	148 067	149 863	-2,1	-1,2	2,2	0,9
Jul	122 088	138 703	143 933	152 629	2,8	2,8	-2,8	1,8
Aug	122 373	137 920	148 059	148 183	0,2	-0,6	2,9	-2,9
Sep	121 954	136 245	151 622		-0,3	-1,2	2,4	
Oct	126 897	141 799	148 387		4,1	4,1	-2,1	
Nov	129 493	146 254	143 657		2,0	3,1	-3,2	
Dec	128 400	142 902	143 533		-0,8	-2,3	-0,1	

Table 7 – Wholesale trade sales at current prices by type of dealer (R million)

Type of dealer	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15 1/
Fee or contract basis	5 058	5 452	6 321	6 355	6 054	5 685
Agricultural raw materials and livestock	9 264	7 979	9 947	10 426	10 654	10 335
Food, beverages and tobacco	25 127	20 647	22 892	22 958	22 258	23 285
Textiles, clothing and footwear	3 576	3 256	3 061	2 747	3 318	3 801
Other household goods except precious stones	16 507	14 764	14 906	16 148	15 434	15 486
Precious stones, jewellery and silverware	2 415	2 104	2 138	3 126	4 046	1 935
Solid, liquid and gaseous fuels and related products	29 040	25 743	30 341	30 242	32 150	28 269
Metals and metal ores	4 035	3 526	3 699	4 041	4 354	4 303
Construction and building materials	9 675	8 364	8 757	9 418	10 281	9 339
Other intermediate products, waste and scrap	6 306	5 875	5 798	6 901	7 078	6 688
Machinery, equipment and supplies	28 470	23 125	23 194	25 673	23 604	25 653
Other goods	13 491	12 623	13 486	12 181	13 235	13 647
Total	152 965	133 460	144 543	150 218	152 465	148 425

1/ Figures are preliminary.

Table 8 – Year-on-year percentage change in wholesale trade sales at current prices by type of dealer

Type of dealer	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15
Fee or contract basis	-1,3	-17,1	10,4	-3,6	-8,1	-14,5
Agricultural raw materials and livestock	2,4	-2,6	12,2	6,1	-8,2	20,2
Food, beverages and tobacco	15,9	1,5	2,7	6,3	1,7	-0,1
Textiles, clothing and footwear	1,9	1,0	12,6	12,9	3,3	13,0
Other household goods except precious stones	15,1	4,9	2,9	3,3	11,3	7,4
Precious stones, jewellery and silverware	-16,1	-6,7	-11,8	21,6	66,8	-15,6
Solid, liquid and gaseous fuels and related products	-10,1	-17,8	-5,7	-8,5	-4,2	-14,9
Metals and metal ores	12,6	-13,4	4,8	-5,8	69,5	1,1
Construction and building materials	22,6	8,3	8,8	8,7	27,9	5,8
Other intermediate products, waste and scrap	6,0	-4,3	-5,2	15,3	25,6	1,1
Machinery, equipment and supplies	4,4	2,4	-5,9	10,2	12,3	10,4
Other goods	12,9	2,6	4,8	-0,5	4,5	3,7
Total	5,1	-3,9	0,5	2,8	6,6	0,3

Table 9 – Contribution of type of dealer to the year-on-year percentage change in wholesale trade sales at current prices

Type of dealer	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15
Fee or contract basis	0,0	-0,8	0,4	-0,2	-0,4	-0,7
Agricultural raw materials and livestock	0,1	-0,2	0,8	0,4	-0,7	1,2
Food, beverages and tobacco	2,4	0,2	0,4	0,9	0,3	0,0
Textiles, clothing and footwear	0,0	0,0	0,2	0,2	0,1	0,3
Other household goods except precious stones	1,5	0,5	0,3	0,4	1,1	0,7
Precious stones, jewellery and silverware	-0,3	-0,1	-0,2	0,4	1,1	-0,2
Solid, liquid and gaseous fuels and related products	-2,2	-4,0	-1,3	-1,9	-1,0	-3,4
Metals and metal ores	0,3	-0,4	0,1	-0,2	1,3	0,0
Construction and building materials	1,2	0,5	0,5	0,5	1,6	0,3
Other intermediate products, waste and scrap	0,2	-0,2	-0,2	0,6	1,0	0,0
Machinery, equipment and supplies	0,8	0,4	-1,0	1,6	1,8	1,6
Other goods	1,1	0,2	0,4	0,0	0,4	0,3
Total	5,1	-3,9	0,5	2,8	6,6	0,3

Survey information

- Introduction**
- 1 Statistics South Africa (Stats SA) conducts a monthly survey covering enterprises in the wholesale trade industry (see 4 below). This survey is based on a sample drawn from Stats SA's 2015 business sampling frame (BSF) that contains businesses registered at the South African Revenue Service (SARS) for value added tax (VAT) and income tax (IT). Stats SA continuously updates its BSF, which is linked to the SARS administrative data.
 - 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 wholesale trade sales estimates exclude VAT.
- Purpose of the survey**
- 3 The results of the monthly wholesale 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 wholesale enterprises according to the following types of dealers:
 - Wholesale trade on a fee or contract basis – sales by commission agents, commodity brokers, auctioneers and 'other' wholesale trade on a fee or contract basis;
 - Wholesale trade in agricultural raw materials and livestock;
 - Wholesale trade in food, beverages and tobacco;
 - Wholesale trade in textiles, clothing and footwear;
 - Wholesale trade in 'other' household goods except precious stones. This group includes wholesale trade in household furniture, requisites and appliances, wholesale trade in books and stationery, wholesale trade in pharmaceuticals and toiletries and wholesale trade in 'other' household goods not elsewhere classified;
 - Wholesale trade in precious stones, jewellery and silverware;
 - Wholesale trade in solid, liquid and gaseous fuels and related products;
 - Wholesale trade in metals and metal ores;
 - Wholesale trade in construction materials, hardware, plumbing and heating equipment and supplies;
 - Wholesale trade in 'other' intermediate products, waste and scrap;
 - Wholesale trade in machinery, equipment and supplies; and
 - Wholesale trade in 'other' goods. This group covers general wholesale trade and 'other' wholesale trade not classified elsewhere.
- 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 four digit level.
- Collection rate**
- 6 The preliminary collection rate for the survey on wholesale trade sales for August 2015 was 88,8%. The improved collection rate for July 2015 was 91,6%.

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 wholesale 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 wholesale 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=P6141.2&SCH=5717

Technical notes

Survey methodology and design

- 1 The survey is conducted monthly. Questionnaires are sent to a sample of 1 183 enterprises from a population of 18 800 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Email, fax 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 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 was 6,0%.

Class limits

- 3 The wholesale sampling frame is divided into four size groups. All large enterprises (size group one) are completely enumerated. Simple random sampling is applied to the remaining size groups (medium, small and very small). The total value of sales of the large enterprises (size group one) is added to the weighted totals of size group two, 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	2 076 368	27 000 000
Small	3	27 000 001	128 000 000
Medium	2	144 000 001	288 000 000
Large	1	288 000 001	

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-ARIMA 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 more clearly recognised. 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 wholesale trade sales is described in more detail on the Stats SA website:

[Click to Download Seasonal adjustment Wholesale Trade Sales July 2015](#)

Trend cycle	6	The trend is the long-term pattern or movement of a time series. The X-12-ARIMA Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle.
Constant prices	7	<p>Stats SA compiles its monthly estimates of wholesale trade sales at current prices from a survey of wholesalers in the formal sector. For January 1998 to December 2011, wholesale trade sales at constant prices were calculated using the 'all groups' PPI for domestic output, but excluding electricity and other utilities.</p> <p>From January 2012, wholesale trade sales at constant prices are compiled as follows:</p> <ol style="list-style-type: none"> (1) Deflate sales of dealers in agricultural raw materials and livestock using the PPI for agriculture. (2) Deflate sales of dealers in food, beverages and tobacco using the final manufacturing PPI for food products, beverages and tobacco. (3) Deflate sales of dealers in textiles, clothing and footwear using the final manufacturing PPI for textiles, clothing and footwear. (4) Deflate sales of dealers in solid, liquid and gaseous fuels and related products using the final manufacturing PPI for coal and petroleum products. (5) Deflate sales of dealers in machinery, equipment and supplies using the final manufacturing PPIs for general and special purpose machinery; household appliances and office machinery; and electrical machinery and apparatus and subcomponents. (6) Deflate the remaining wholesale trade sales using the headline PPI (final manufacturing) excluding the PPIs for food products, beverages and tobacco; textiles, clothing and footwear; coal and petroleum products; general and special purpose machinery; household appliances and office machinery; electrical machinery and apparatus and subcomponents; and transport equipment. The PPI for transport equipment is excluded because it measures producer prices of motor vehicles, which are not included in wholesale trade. <p>Total wholesale trade sales at constant prices is obtained by aggregating (1) to (6).</p>
Reliability of estimates	8	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 wholesale industry in South Africa. Estimates are subject to sampling and non-sampling errors.
	9	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	10	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	11	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)	12	The contribution (percentage points) to the year-on-year percentage change is calculated by multiplying the percentage change of each type of wholesaler by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of wholesaler to total wholesale 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 *System of National Accounts (SNA)* in the same way as in the *Standard Industrial Classification of All Economic Activities (SIC)*, Fifth Edition, Report No, 09-90-02 of January 1993.

Symbols and abbreviations

BSF	Business sampling frame
GDP	Gross domestic product
ISIC	International Standard Industrial Classification
SIC	Standard Industrial Classification of all Economic Activities
SARS	South African Revenue Service
Stats SA	Statistics South Africa
VAT	Value added tax

Wholesale trade Wholesale trade includes the resale (sale without transformation) of new and used goods and products to other wholesalers, retailers, agricultural, industrial, commercial, institutional and professional users either directly or through agents on a fee or contract basis.

Wholesaler A wholesaler is an enterprise deriving 50% or more of its turnover from sales of goods to other businesses and institutions.

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