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Statistical release P6242.1

Retail trade sales (Preliminary)

April 2016

Embargoed until: 15 June 2016 13:00

Enquiries:

Keshnee Govender (012) 310 8423 Forthcoming issue:Expected release date:May 201613 July 2016

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Sales at constant 2012 prices: results for April 2016

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

	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16
Year-on-year % change, unadjusted	3,8	4,1	3,6	4,0	2,9	1,5
Month-on-month % change, seasonally adjusted	1,6	0,0	-0,7	0,3	0,3	-1,7
3-month % change, seasonally adjusted 1/	0,8	1,1	1,3	0,7	0,2	-0,5

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 1,5% year-on-year in April 2016. The highest annual growth rates were recorded for retailers in:

- pharmaceuticals and medical goods, cosmetics and toiletries (8,0%);
- hardware, paint and glass (5,4%); and
- food, beverages and tobacco in specialised stores (3,1%) see Table 5.

The main contributors to the 1,5% increase were retailers in:

- pharmaceuticals and medical goods, cosmetics and toiletries (contributing 0,6 of a percentage point);
- textiles, clothing, footwear and leather goods (contributing 0,5 of a percentage point); and
- hardware, paint and glass (contributing 0,4 of a percentage point) see Table 6.

Seasonally adjusted retail trade sales decreased by 1,7% month-on-month in April 2016. This followed month-onmonth changes of 0,3% in March 2016 and 0,3% in February 2016. In the three months ended April 2016, seasonally adjusted retail trade sales decreased by 0,5% 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	Feb – Apr 2015 (R million)	Weight	Feb – Apr 2016 (R million)	% change between Feb – Apr 2015 and Feb – Apr 2016	Contribution (% points) to the total % change
General dealers	71 363	40,0	73 652	3,2	1,3
Food, beverages and tobacco in specialised stores	14 097	7,9	14 392	2,1	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	12 390	6,9	13 150	6,1	0,4
Textiles, clothing, footwear and leather goods	34 627	19,4	35 953	3,8	0,7
Household furniture, appliances and equipment	8 959	5,0	8 911	-0,5	0,0
Hardware, paint and glass	13 789	7,7	13 852	0,5	0,0
All other retailers	23 347	13,1	23 615	1,1	0,1
Total	178 572	100,0	183 525	2,8	2,8

Retail trade sales increased by 2,8% in the three months ended April 2016 compared with the three months ended April 2015. The main contributors to this increase were:

- general dealers (3,2% and contributing 1,3 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (3,8% and contributing 0,7 of a percentage point) see Table B.

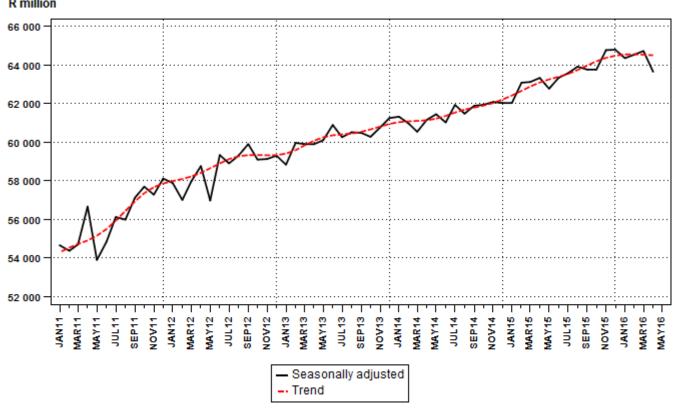
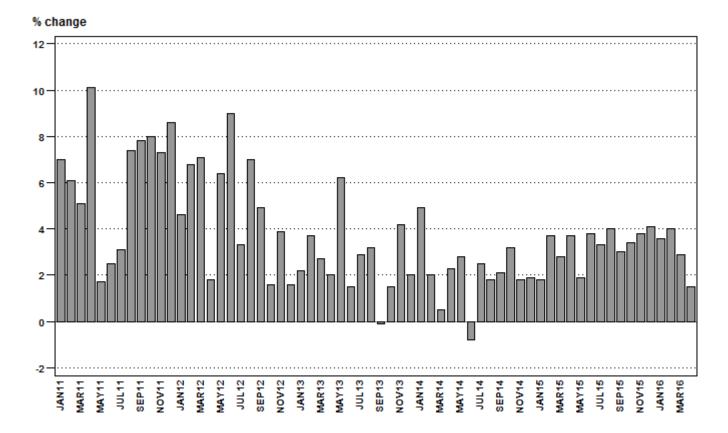


Figure 2 - Retail trade sales at constant 2012 prices: year-on-year percentage change



R million

Table C – Key growth rates in retail trade sales at current pri	ces
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	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16
Year-on-year % change, unadjusted	7,7	8,2	8,1	9,1	8,6	7,6
Month-on-month % change, seasonally adjusted	1,7	0,5	0,1	0,9	1,1	-0,7
3-month % change, seasonally adjusted 1/	1,7	2,0	2,3	2,2	1,9	1,6

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	Feb – Apr 2015 (R million)	Weight	Feb – Apr 2016 (R million)	% change between Feb – Apr 2015 and Feb – Apr 2016	Contribution (% points) to the total % change
General dealers	81 825	40,7	90 086	10,1	4,1
Food, beverages and tobacco in specialised stores	16 701	8,3	18 415	10,3	0,9
Pharmaceuticals and medical goods, cosmetics and toiletries	13 880	6,9	15 582	12,3	0,8
Textiles, clothing, footwear and leather goods	38 776	19,3	42 439	9,4	1,8
Household furniture, appliances and equipment	9 055	4,5	9 179	1,4	0,1
Hardware, paint and glass	15 586	7,8	15 747	1,0	0,1
All other retailers	25 254	12,6	26 621	5,4	0,7
Total	201 076	100,0	218 068	8,5	8,5

PJ Lehohla Statistician-General

Tables

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

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	47 972	51 309	53 675	54 861	57 546	58 610	60 709
Feb	47 016	49 903	53 306	55 260	56 374	58 463	60 783
Mar	50 348	52 920	56 658	58 190	58 491	60 140	61 887
Apr	49 502	54 507	55 468	56 563	57 845	59 969	60 855
Мау	51 116	52 002	55 356	58 791	60 451	61 584	
Jun	51 455	52 761	57 494	58 374	57 894	60 087	
Jul	52 479	54 091	55 859	57 494	58 954	60 910	
Aug	49 921	53 623	57 388	59 212	60 249	62 629	
Sep	51 304	55 298	58 006	57 974	59 217	61 017	
Oct	53 096	57 330	58 267	59 163	61 075	63 161	
Nov	55 466	59 491	61 819	64 443	65 597	68 074	
Dec	73 726	80 076	81 322	82 966	84 531	87 989	
Total	633 401	673 311	704 618	723 291	738 224	762 633	

1/ Figures for latest month are preliminary.

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

Month	2011	2012	2013	2014	2015	2016	2016 year-to-date
Jan	7,0	4,6	2,2	4,9	1,8	3,6	3,6
Feb	6,1	6,8	3,7	2,0	3,7	4,0	3,8
Mar	5,1	7,1	2,7	0,5	2,8	2,9	3,5
Apr	10,1	1,8	2,0	2,3	3,7	1,5	3,0
May	1,7	6,4	6,2	2,8	1,9		
Jun	2,5	9,0	1,5	-0,8	3,8		
Jul	3,1	3,3	2,9	2,5	3,3		
Aug	7,4	7,0	3,2	1,8	4,0		
Sep	7,8	4,9	-0,1	2,1	3,0		
Oct	8,0	1,6	1,5	3,2	3,4		
Nov	7,3	3,9	4,2	1,8	3,8		
Dec	8,6	1,6	2,0	1,9	4,1		
Total	6,3	4,6	2,7	2,1	3,3		

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

Month		R m	illion			Month-on-month % change				
Month	2013	2014	2015	2016	2013	2014	2015	2016		
Jan	58 835	61 324	62 034	64 357	-0,8	0,1	0,0	-0,7		
Feb	59 964	60 971	63 087	64 544	1,9	-0,6	1,7	0,3		
Mar	59 905	60 542	63 122	64 728	-0,1	-0,7	0,1	0,3		
Apr	59 896	61 162	63 334	63 657	0,0	1,0	0,3	-1,7		
Мау	60 100	61 451	62 774		0,3	0,5	-0,9			
Jun	60 894	61 025	63 342		1,3	-0,7	0,9			
Jul	60 261	61 936	63 576		-1,0	1,5	0,4			
Aug	60 515	61 480	63 916		0,4	-0,7	0,5			
Sep	60 488	61 888	63 767		0,0	0,7	-0,2			
Oct	60 278	61 941	63 765		-0,3	0,1	0,0			
Nov	60 761	62 086	64 776		0,8	0,2	1,6			
Dec	61 251	62 034	64 794		0,8	-0,1	0,0			

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

Type of retailer	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16 1/
General dealers	26 539	34 643	23 441	24 915	26 060	22 677
Food, beverages and tobacco in specialised stores	5 310	7 317	4 814	4 547	4 857	4 988
Pharmaceuticals and medical goods, cosmetics and toiletries	4 232	4 755	4 422	4 129	4 343	4 678
Textiles, clothing, footwear and leather goods	14 622	21 477	12 316	11 585	11 132	13 236
Household furniture, appliances and equipment	3 657	5 141	3 002	2 942	2 937	3 032
Hardware, paint and glass	5 595	4 963	4 171	4 820	4 483	4 549
All other retailers	8 119	9 693	8 543	7 845	8 075	7 695
Total	68 074	87 989	60 709	60 783	61 887	60 855

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	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16
General dealers	4,0	4,6	2,3	5,1	5,6	-1,3
Food, beverages and tobacco in specialised stores	0,1	-3,6	0,5	2,5	0,7	3,1
Pharmaceuticals and medical goods, cosmetics and toiletries	6,2	3,0	7,1	7,8	2,7	8,0
Textiles, clothing, footwear and leather goods	5,5	6,7	3,3	4,1	5,4	2,4
Household furniture, appliances and equipment	-4,4	6,0	2,8	1,6	-1,7	-1,3
Hardware, paint and glass	2,2	4,2	1,0	1,2	-4,8	5,4
All other retailers	6,5	2,3	9,6	1,8	-0,8	2,7
Total	3,8	4,1	3,6	4,0	2,9	1,5

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	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16
General dealers	1,6	1,8	0,9	2,1	2,3	-0,5
Food, beverages and tobacco in specialised stores	0,0	-0,3	0,0	0,2	0,1	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	0,4	0,2	0,5	0,5	0,2	0,6
Textiles, clothing, footwear and leather goods	1,2	1,6	0,7	0,8	1,0	0,5
Household furniture, appliances and equipment	-0,3	0,3	0,1	0,1	-0,1	-0,1
Hardware, paint and glass	0,2	0,2	0,1	0,1	-0,4	0,4
All other retailers	0,8	0,3	1,3	0,2	-0,1	0,3
Total	3,8	4,1	3,6	4,0	2,9	1,5

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	45 087	48 564	52 728	56 263	61 248	65 436	70 710
Feb	44 023	47 183	52 402	56 694	60 264	65 502	71 480
Mar	47 243	50 426	56 066	59 943	63 112	67 756	73 601
Apr	46 427	51 928	55 020	58 508	62 764	67 818	72 987
May	47 949	49 955	55 018	60 794	65 957	70 082	
Jun	48 124	50 658	57 200	60 432	63 333	68 338	
Jul	49 112	52 080	55 668	59 543	64 631	69 268	
Aug	46 746	51 773	57 250	61 578	66 419	71 663	
Sep	48 036	53 528	58 255	60 654	65 355	69 840	
Oct	49 829	55 848	59 084	62 186	67 500	72 517	
Nov	52 267	58 094	62 934	67 938	72 824	78 414	
Dec	69 333	78 202	82 986	87 442	93 860	101 570	
Total	594 176	648 239	704 617	751 975	807 267	868 204	

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

1/ Figures for latest month are preliminary.

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

Month	2011	2012	2013	2014	2015	2016	2016 year-to-date
Jan	7,7	8,6	6,7	8,9	6,8	8,1	8,1
Feb	7,2	11,1	8,2	6,3	8,7	9,1	8,6
Mar	6,7	11,2	6,9	5,3	7,4	8,6	8,6
Apr	11,8	6,0	6,3	7,3	8,1	7,6	8,4
May	4,2	10,1	10,5	8,5	6,3		
Jun	5,3	12,9	5,7	4,8	7,9		
Jul	6,0	6,9	7,0	8,5	7,2		
Aug	10,8	10,6	7,6	7,9	7,9		
Sep	11,4	8,8	4,1	7,8	6,9		
Oct	12,1	5,8	5,3	8,5	7,4		
Nov	11,1	8,3	8,0	7,2	7,7		
Dec	12,8	6,1	5,4	7,3	8,2		
Total	9,1	8,7	6,7	7,4	7,5		

Table 9 – Seasonally adjusted retail trade sales at current prices

Mandh		R mi	illion		Month-on-month % change				
Month	2013	2014	2015	2016	2013	2014	2015	2016	
Jan	60 267	65 309	69 411	75 111	-0,8	1,0	0,4	0,1	
Feb	61 591	65 248	70 761	75 771	2,2	-0,1	1,9	0,9	
Mar	61 549	65 132	70 692	76 580	-0,1	-0,2	-0,1	1,1	
Apr	61 673	66 027	71 270	76 052	0,2	1,4	0,8	-0,7	
May	61 990	66 905	71 222		0,5	1,3	-0,1		
Jun	62 989	66 605	71 832		1,6	-0,4	0,9		
Jul	62 480	67 964	72 460		-0,8	2,0	0,9		
Aug	63 101	67 906	73 238		1,0	-0,1	1,1		
Sep	63 355	68 325	73 035		0,4	0,6	-0,3		
Oct	63 353	68 566	73 438		0,0	0,4	0,6		
Nov	64 171	69 053	74 684		1,3	0,7	1,7		
Dec	64 693	69 134	75 073		0,8	0,1	0,5		

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

Type of retailer	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16 1/
General dealers	31 183	40 810	27 989	30 073	31 871	28 142
Food, beverages and tobacco in specialised stores	6 452	8 934	6 008	5 738	6 203	6 474
Pharmaceuticals and medical goods, cosmetics and toiletries	4 892	5 506	5 130	4 819	5 173	5 590
Textiles, clothing, footwear and leather goods	16 815	24 763	14 286	13 554	13 147	15 738
Household furniture, appliances and equipment	3 723	5 218	3 050	3 016	3 031	3 132
Hardware, paint and glass	6 362	5 628	4 730	5 495	5 075	5 177
All other retailers	8 988	10 711	9 517	8 786	9 101	8 734
Total	78 414	101 570	70 710	71 480	73 601	72 987

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	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16
General dealers	8,2	9,4	7,6	11,3	12,6	6,2
Food, beverages and tobacco in specialised stores	5,0	1,5	7,4	10,7	8,5	11,7
Pharmaceuticals and medical goods, cosmetics and toiletries	11,1	8,6	11,9	13,0	9,3	14,5
Textiles, clothing, footwear and leather goods	10,1	11,1	7,7	9,1	11,1	8,4
Household furniture, appliances and equipment	-3,5	6,9	3,9	3,1	0,4	0,7
Hardware, paint and glass	4,4	6,0	1,9	2,3	-4,8	6,1
All other retailers	9,2	5,0	13,2	5,6	3,3	7,5
Total	7,7	8,2	8,1	9,1	8,6	7,6

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	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16
General dealers	3,2	3,7	3,0	4,7	5,3	2,4
Food, beverages and tobacco in specialised stores	0,4	0,1	0,6	0,8	0,7	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	0,7	0,5	0,8	0,8	0,7	1,0
Textiles, clothing, footwear and leather goods	2,1	2,6	1,6	1,7	1,9	1,8
Household furniture, appliances and equipment	-0,2	0,4	0,2	0,1	0,0	0,0
Hardware, paint and glass	0,4	0,3	0,1	0,2	-0,4	0,4
All other retailers	1,0	0,5	1,7	0,7	0,4	0,9
Total	7,7	8,2	8,1	9,1	8,6	7,6

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 2015 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 foresh fruit and vegetables; Retailers in meat and meat products; Retailers in beverages; Retailers in tobacco; and Retailers in other' food in specialised stores. 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 ladies', girls' and infants' clothing; General outfitters; and Retailers in household furniture, appliances and equipment; Retailers in reading matter and glass; and All 'other' retailers: Retailers in jewellery, watches and clocks; Retailers in jewellery, watches and clocks; Retailers in jewellery, and stationery; Retailers in jewellery, and entertainment requisites; Retailers in 'other' specialised stores; Retailers in sport goods and entertainment requisites; Retailers in 'other' specialised stores; Retailers in other' specialised stores; Retailers in 'other' specialised stores; Retailers in 'other' specialised stores; Retailers in other' specialised 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 April 2016 was 82,7%. The improved collection rate for March 2016 was 85,4%.

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:
		• Stats in Brief issued annually.
Rounding-off of figures	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Historical data	11	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: http://www.statssa.gov.za/?page_id=1849
Past publications	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <u>http://www.statssa.gov.za/?page_id=1866&PPN=P6242.1&SCH=5713</u>

Technical notes							
Survey methodology and design	1	2	ulation of 23 580 ent ed to Stats SA with				
	2	A stratified random sample was drawn at the SIC four-digit level in A from Stats SA's business sampling frame (BSF). Strata were formed combination of the Standard Industrial Classification and the measure classes for enterprises (see point 3 below).					
		The Neyman optim samples to each stra		ıla given below wa	s used to allocate		
			nh = n * (Nh * Sh) / [Σ (Ni * Si)].			
		Neyman allocation formula not only allocates sample sizes to each stra also calculates the relative precision for each stratum as well as the precision for all strata. The relative precision for these strata did not 5,0%.					
Class limits	3	The retail sampling frame is divided into four size groups. All large and med enterprises (size group one and two) are completely enumerated. Sim random sampling is applied to size group three and four (small and very sm enterprises. The total value of sales of the large and medium enterprises (s group one and two) is added to the weighted totals of size group three and f to reflect the total value of sales.			numerated. Simple nall and very small) um enterprises (size		
		Measure of size cla	isses (Rand)				
		Enterprise size	Size group	Lower limits	Upper limits		
		Vanconall	4	052,450	8,000,000		

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	952 459	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

- **Sample weighting** 4 For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form group estimates. These procedures are consistent with international best practice.
- Seasonal adjustment 5 Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the US Bureau of the Census. 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 2016

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 CPI GDP ISIC SARS SIC SNA Stats SA VAT	Business sampling frame Consumer price index Gross domestic product International Standard Industrial Classification South African Revenue Service Standard Industrial Classification of all Economic Activities System of National Accounts Statistics South Africa Value added tax

Technical enquiries

Raquel Floris	Telephone number: (012) 337 6488 Email: raquelf@statssa.gov.za
Keshnee Govender	Telephone number: (012) 310 8423 Email: keshneeg@statssa.gov.za

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General enquiries

User information services	Telephone number: (012) 310 8600 Email address: info@statssa.gov.za
Orders/subscription services	Telephone number: (012) 310 8044 Email address: magdaj@statssa.gov.za
Postal address	Private Bag X44, Pretoria, 0001

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