



your leading partner in quality statistics

---

# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

## August 2012

**Embargoed until:  
17 October 2012  
13:00**

**Enquiries:**

User Information Services  
(012) 310 8600

**Forthcoming issue:**

September 2012

**Expected release date:**

14 November 2012

**Contents**

**Results for August 2012.....2**

Table A – Key figures for retail trade sales.....2

Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices.....3

Table C – Contribution of each type of retailer to the percentage change in retail trade sales at constant 2008 prices .....3

**Tables.....5**

Table 1 – Total retail trade sales at current prices (R million) .....5

Table 2 – Year-on-year percentage change in total retail trade sales at current prices.....5

Table 3 – Seasonally adjusted total retail trade sales at current prices (R million).....5

Table 4 – Total retail trade sales at constant 2008 prices (R million).....6

Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices .....6

Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million) .....6

Table 7 – Retail trade sales according to type of retailer at current prices (R million) .....7

Table 8 – Year-on-year percentage change in retail trade sales according to type of retailer at current prices.....7

Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million) .....8

Table 10 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices .....8

Table 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales.....9

Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales .....9

**Explanatory notes.....10**

**Technical note.....12**

**Glossary.....13**

**General information.....14**

## Results for August 2012

**Table A – Key figures for retail trade sales**

Retail trade sales estimates	August 2012 (R million)	% change between August 2011 and August 2012	% change between June to August 2011 and June to August 2012	% change between January to August 2011 and January to August 2012
At current prices	53 797	10,6	10,2	9,6
At constant 2008 prices	45 253	6,4	6,0	5,2

Seasonally adjusted estimates	August 2012 (R million)	% change between July and August 2012	% change between March to May 2012 and June to August 2012
At current prices	56 452	2,6	3,4
At constant 2008 prices	47 344	2,0	2,1

### Sales at constant 2008 prices

Measured in real terms (constant 2008 prices), seasonally adjusted retail trade sales increased by 2,0% in August 2012 compared with July 2012. This followed month-on-month changes of -0,1% in July 2012 and 1,7% in June 2012.

Retail trade sales increased by 6,4% year-on-year in August 2012. The highest annual growth rates were recorded for retailers in:

- textiles, clothing, footwear and leather goods (17,6%);
- hardware, paint and glass (8,8%); and
- household furniture, appliances and equipment (7,4%) – see Table 10 on page 8.

Retail trade sales increased by 6,0% in the three months ended August 2012 compared with the three months ended August 2011. The largest contributors to the 6,0% increase were:

- retailers in textiles, clothing, footwear and leather goods (12,4% and contributing 2,6 percentage points);
- general dealers (3,8% and contributing 1,4 percentage points); and
- all 'other' retailers (6,2% and contributing 0,8 of a percentage point) – see Table C on page 3.

**Table B – Contribution of each type of retailer to the percentage change in retail trade sales at current prices**

Type of retailer	June to August 2011 (R million)	Weight 1/	June to August 2012 (R million)	Difference between June to August 2011 and June to August 2012 (R million)	% change between June to August 2011 and June to August 2012	Contribution (% points) to the % change in total sales 2/
General dealers	55 597	38,3	60 910	5 313	9,6	3,7
Retailers of food, beverages and tobacco in specialised stores	15 502	10,7	16 836	1 334	8,6	0,9
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	10 703	7,4	11 780	1 077	10,1	0,7
Retailers in textiles, clothing, footwear and leather goods	28 102	19,4	32 361	4 259	15,2	2,9
Retailers in household furniture, appliances and equipment	7 569	5,2	7 806	237	3,1	0,2
Retailers in hardware, paint and glass	11 240	7,7	12 478	1 238	11,0	0,8
All other retailers	16 454	11,3	17 779	1 325	8,1	0,9
<b>Total 3/</b>	<b>145 166</b>	<b>100,0</b>	<b>159 948</b>	<b>14 782</b>	<b>10,2</b>	<b>10,2</b>

**Table C – Contribution of each type of retailer to the percentage change in retail trade sales at constant 2008 prices**

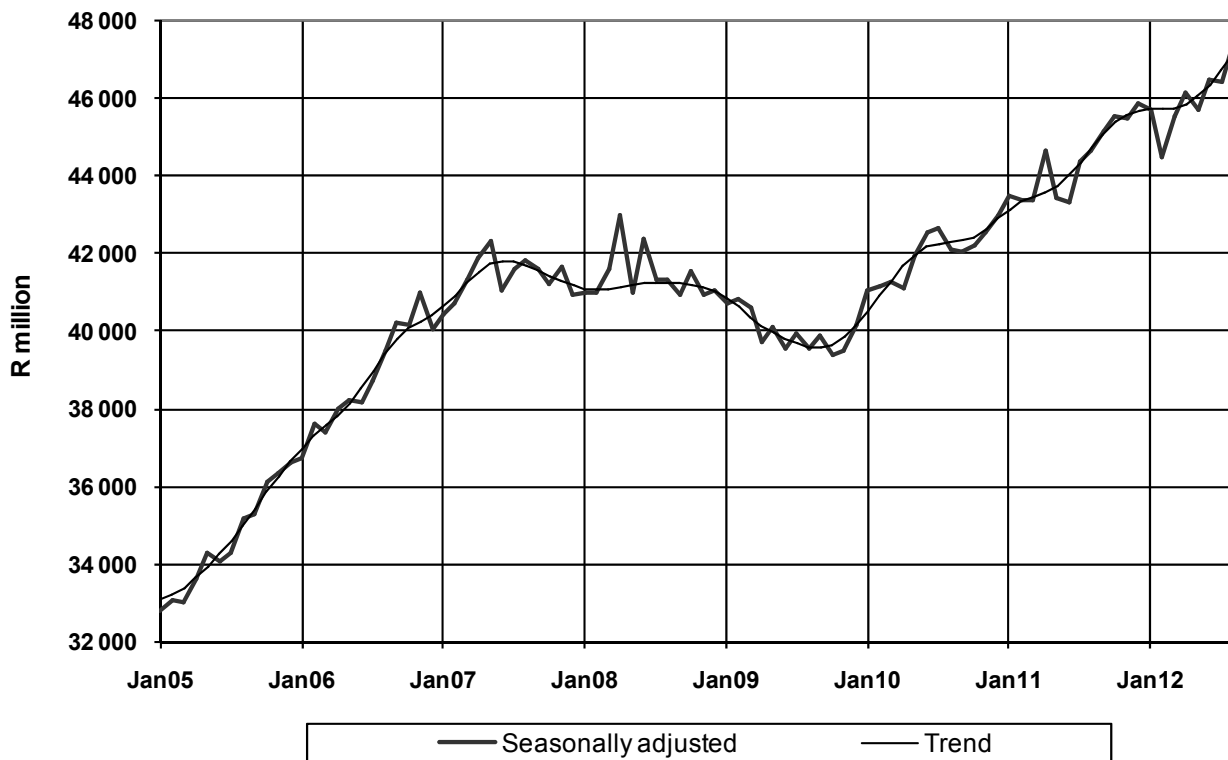
Type of retailer	June to August 2011 (R million)	Weight 1/	June to August 2012 (R million)	Difference between June to August 2011 and June to August 2012 (R million)	% change between June to August 2011 and June to August 2012	Contribution (% points) to the % change in total sales 2/
General dealers	46 708	36,7	48 469	1 761	3,8	1,4
Retailers of food, beverages and tobacco in specialised stores	12 745	10,0	13 017	272	2,1	0,2
Retailers in pharmaceutical and medical goods, cosmetics and toiletries	8 687	6,8	9 270	583	6,7	0,5
Retailers in textiles, clothing, footwear and leather goods	26 232	20,6	29 473	3 241	12,4	2,6
Retailers in household furniture, appliances and equipment	8 053	6,3	8 464	411	5,1	0,3
Retailers in hardware, paint and glass	9 348	7,4	9 718	370	4,0	0,3
All other retailers	15 346	12,1	16 296	950	6,2	0,8
<b>Total 3/</b>	<b>127 119</b>	<b>100,0</b>	<b>134 707</b>	<b>7 588</b>	<b>6,0</b>	<b>6,0</b>

1/ Weight is the percentage contribution of each type of dealer to the total retail trade sales for the three months up to the current month of the previous year.

2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of dealer with its corresponding weight, divided by 100.

3/ Figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and the totals.

**Figure 1 – Retail trade sales at constant 2008 prices**



**Please note:**

The statistical release for retail trade sales (P6242.1) for September 2012 will be published using a revised layout. The release will include an annexure showing the changes in layout.

In particular, note that total sales in constant prices will be provided in Tables 1 – 3 (previously Tables 4 – 6).

The release for August 2012 in the new format is available on request.

Requests and enquiries regarding the new layout:

Peter Perkins

Phone: 012 310 8389

Cell: 082 883 9532

E-mail: [peterp@statssa.gov.za](mailto:peterp@statssa.gov.za)

**PJ Lehohla**  
**Statistician-General**

**Tables**

**Table 1 – Total retail trade sales at current prices (R million)**

Month	2005	2006	2007	2008	2009	2010	2011 <sup>1/</sup>	2012 <sup>1/</sup>
January	24 899	27 890	32 362	35 955	40 403	42 360	45 626	49 540
February	24 632	28 566	32 320	37 069	39 690	41 361	44 329	49 232
March	26 319	30 377	35 364	39 190	41 949	44 385	47 376	52 675
April	26 727	30 687	35 070	39 608	41 232	43 619	48 788	51 693
May	27 429	31 682	36 592	39 855	42 586	45 049	46 934	51 605
June	26 874	31 001	35 433	39 955	41 413	45 213	47 594	53 824
July	27 256	31 723	35 577	39 638	42 199	46 141	48 930	52 327
August	27 724	32 108	36 285	40 296	41 591	43 919	48 642	53 797
September	28 304	33 901	36 852	40 686	42 311	45 130	50 291	
October	29 999	34 281	37 787	42 810	43 681	46 815	52 470	
November	31 638	37 209	40 431	44 579	44 920	49 106	54 580	
December	41 893	46 997	51 420	57 859	59 692	65 139	73 471	
<b>Total</b>	<b>343 694</b>	<b>396 422</b>	<b>445 493</b>	<b>497 504</b>	<b>521 667</b>	<b>558 237</b>	<b>609 031</b>	

1/ Preliminary.

**Table 2 – Year-on-year percentage change in total retail trade sales at current prices 1/**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	5,9	12,0	16,0	11,1	12,4	4,8	7,7	8,6
February	7,8	16,0	13,1	14,7	7,1	4,2	7,2	11,1
March	9,1	15,4	16,4	10,8	7,0	5,8	6,7	11,2
April	12,9	14,8	14,3	12,9	4,1	5,8	11,9	6,0
May	9,8	15,5	15,5	8,9	6,9	5,8	4,2	10,0
June	8,0	15,4	14,3	12,8	3,6	9,2	5,3	13,1
July	7,8	16,4	12,1	11,4	6,5	9,3	6,0	6,9
August	13,4	15,8	13,0	11,1	3,2	5,6	10,8	10,6
September	10,0	19,8	8,7	10,4	4,0	6,7	11,4	
October	11,6	14,3	10,2	13,3	2,0	7,2	12,1	
November	11,6	17,6	8,7	10,3	0,8	9,3	11,1	
December	12,7	12,2	9,4	12,5	3,2	9,1	12,8	
<b>Total</b>	<b>10,2</b>	<b>15,3</b>	<b>12,4</b>	<b>11,7</b>	<b>4,9</b>	<b>7,0</b>	<b>9,1</b>	

1/ The year-on-year percentage change is the difference between retail trade sales of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

**Table 3 – Seasonally adjusted total retail trade sales at current prices (R million)**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	26 993	30 493	35 060	38 722	42 852	45 061	48 670	53 108
February	27 134	31 389	35 406	39 047	43 382	45 251	48 557	52 184
March	26 974	31 348	36 124	40 207	43 592	45 698	48 694	53 644
April	27 802	31 992	36 955	41 409	42 882	45 181	49 973	54 143
May	28 111	32 223	37 219	40 272	43 569	46 584	49 075	53 576
June	28 176	32 497	36 795	42 456	43 416	47 165	49 722	55 430
July	28 377	33 222	37 460	41 230	43 833	47 485	50 774	55 031
August	29 061	33 539	37 887	42 036	43 717	46 519	51 146	56 452
September	29 093	34 495	37 951	42 002	43 639	46 789	52 001	
October	30 066	34 563	37 810	42 831	43 327	46 780	52 698	
November	30 063	35 507	38 558	42 689	43 666	47 316	52 505	
December	30 580	34 644	38 186	42 889	44 062	47 912	53 398	

**Table 4 – Total retail trade sales at constant 2008 prices (R million)**

Month	2005	2006	2007	2008	2009	2010	2011 <sup>1/</sup>	2012 <sup>1/</sup>
January	30 328	33 321	37 112	37 694	38 280	38 417	40 852	42 424
February	29 966	34 129	37 064	38 790	37 309	37 565	39 558	41 994
March	31 979	36 163	40 416	40 653	38 830	39 880	41 770	44 490
April	32 475	36 489	39 807	40 759	38 002	39 347	43 205	43 712
May	33 369	37 582	41 394	40 541	39 048	40 598	41 196	43 576
June	32 773	36 688	39 902	40 318	37 968	40 812	41 729	45 338
July	32 958	37 234	39 486	39 693	38 613	41 676	42 876	44 116
August	33 564	37 641	40 094	39 556	37 823	39 638	42 514	45 253
September	34 266	39 558	40 408	39 594	38 446	40 662	43 718	
October	36 274	39 723	41 118	41 470	39 724	42 184	45 484	
November	38 118	43 066	43 756	42 828	40 841	44 212	47 209	
December	50 231	54 332	55 529	55 607	54 487	58 894	63 743	
<b>Total</b>	<b>416 301</b>	<b>465 926</b>	<b>496 086</b>	<b>497 503</b>	<b>479 371</b>	<b>503 885</b>	<b>533 854</b>	

1/ Preliminary.

**Table 5 – Year-on-year percentage change in total retail trade sales at constant 2008 prices 1/**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	4,0	9,9	11,4	1,6	1,6	0,4	6,3	3,8
February	5,8	13,9	8,6	4,7	-3,8	0,7	5,3	6,2
March	7,2	13,1	11,8	0,6	-4,5	2,7	4,7	6,5
April	10,7	12,4	9,1	2,4	-6,8	3,5	9,8	1,2
May	7,9	12,6	10,1	-2,1	-3,7	4,0	1,5	5,8
June	6,1	11,9	8,8	1,0	-5,8	7,5	2,2	8,6
July	5,3	13,0	6,0	0,5	-2,7	7,9	2,9	2,9
August	10,8	12,1	6,5	-1,3	-4,4	4,8	7,3	6,4
September	8,0	15,4	2,1	-2,0	-2,9	5,8	7,5	
October	9,9	9,5	3,5	0,9	-4,2	6,2	7,8	
November	10,2	13,0	1,6	-2,1	-4,6	8,3	6,8	
December	10,5	8,2	2,2	0,1	-2,0	8,1	8,2	
<b>Total</b>	<b>8,2</b>	<b>11,9</b>	<b>6,5</b>	<b>0,3</b>	<b>-3,6</b>	<b>5,1</b>	<b>5,9</b>	

1/ The year-on-year percentage change is the difference between retail trade sales of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

**Table 6 – Seasonally adjusted total retail trade sales at constant 2008 prices (R million)**

Month	2005	2006	2007	2008	2009	2010	2011	2012
January	32 820	36 716	40 424	41 014	40 742	41 050	43 463	45 699
February	33 069	37 597	40 720	40 988	40 846	41 133	43 345	44 466
March	33 022	37 382	41 305	41 614	40 615	41 248	43 385	45 523
April	33 647	37 994	41 854	42 977	39 691	41 111	44 617	46 144
May	34 307	38 243	42 342	40 969	40 101	41 934	43 418	45 678
June	34 095	38 192	41 038	42 355	39 540	42 510	43 325	46 448
July	34 304	38 721	41 594	41 340	39 921	42 647	44 363	46 422
August	35 165	39 500	41 840	41 299	39 562	42 120	44 648	47 344
September	35 260	40 205	41 622	40 949	39 855	42 050	45 151	
October	36 104	40 171	41 186	41 517	39 383	42 230	45 506	
November	36 362	40 962	41 670	40 917	39 499	42 537	45 470	
December	36 641	40 057	40 917	41 021	40 141	42 961	45 882	

**Table 7 – Retail trade sales according to type of retailer at current prices (R million)**

Year and month 1/	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/	
<b>2011</b>	January	16 917	4 711	3 515	9 343	2 344	3 237	5 560	45 626
	February	16 991	4 648	3 280	8 213	2 130	3 609	5 461	44 329
	March	18 932	5 101	3 539	8 267	2 247	3 651	5 641	47 376
	April	17 862	5 386	3 595	11 061	2 391	3 268	5 226	48 788
	May	17 950	4 880	3 476	9 459	2 395	3 497	5 277	46 934
	June	18 869	4 980	3 488	9 061	2 443	3 584	5 169	47 594
	July	18 195	5 293	3 724	9 973	2 546	3 834	5 365	48 930
	August	18 533	5 229	3 491	9 068	2 580	3 822	5 920	48 642
	September	19 875	5 280	3 560	9 133	2 515	3 953	5 975	50 291
	October	18 970	5 760	3 707	10 982	2 746	4 253	6 051	52 470
	November	20 025	5 704	3 669	11 580	3 030	4 512	6 060	54 580
	December	27 408	8 324	4 106	17 921	4 084	4 080	7 548	73 471
<b>Total</b>	<b>230 527</b>	<b>65 296</b>	<b>43 150</b>	<b>124 061</b>	<b>31 451</b>	<b>45 300</b>	<b>69 253</b>	<b>609 031</b>	
<b>2012</b>	January	18 989	5 368	3 761	9 703	2 398	3 510	5 810	49 540
	February	19 499	5 283	3 438	8 769	2 256	3 943	6 046	49 232
	March	21 124	5 775	3 799	9 600	2 425	3 832	6 120	52 675
	April	19 312	5 592	3 804	11 567	2 263	3 706	5 449	51 693
	May	19 440	5 388	3 794	10 739	2 477	4 093	5 675	51 605
	June	21 128	5 635	3 843	10 952	2 551	4 009	5 706	53 824
	July	19 552	5 496	4 125	10 475	2 538	4 045	6 097	52 327
	August	20 230	5 705	3 812	10 934	2 717	4 424	5 976	53 797

1/ Figures are preliminary.

2/ Figures have been rounded off. Therefore, discrepancies may occur between the sums of the component items and the totals.

**Table 8 – Year-on-year percentage change in retail trade sales according to type of retailer at current prices 1/**

Year and month	Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total	
<b>2011</b>	January	7,0	1,1	18,5	6,2	5,8	21,1	6,1	7,7
	February	7,0	2,8	12,9	5,5	1,5	22,3	4,7	7,2
	March	9,9	-1,7	7,5	3,6	5,2	12,3	6,3	6,7
	April	12,1	9,3	11,1	16,0	5,5	10,7	9,7	11,9
	May	9,7	-3,5	7,8	-1,2	2,3	-0,4	6,2	4,2
	June	7,1	2,3	9,5	4,4	2,9	6,8	0,9	5,3
	July	4,9	6,0	6,6	8,7	7,3	11,6	0,7	6,0
	August	11,7	8,7	9,4	8,7	10,7	9,4	14,8	10,8
	September	12,6	6,8	8,7	9,2	7,8	18,0	14,4	11,4
	October	11,5	13,2	5,9	15,2	11,3	17,6	8,1	12,1
	November	12,6	12,3	6,4	12,1	5,3	17,5	5,6	11,1
	December	15,0	13,2	6,0	14,9	2,8	7,1	12,8	12,8
<b>Total</b>	<b>10,3</b>	<b>6,2</b>	<b>9,0</b>	<b>9,1</b>	<b>5,6</b>	<b>12,6</b>	<b>7,6</b>	<b>9,1</b>	
<b>2012</b>	January	12,2	13,9	7,0	3,9	2,3	8,4	4,5	8,6
	February	14,8	13,7	4,8	6,8	5,9	9,3	10,7	11,1
	March	11,6	13,2	7,3	16,1	7,9	5,0	8,5	11,2
	April	8,1	3,8	5,8	4,6	-5,4	13,4	4,3	6,0
	May	8,3	10,4	9,1	13,5	3,4	17,0	7,5	10,0
	June	12,0	13,2	10,2	20,9	4,4	11,9	10,4	13,1
	July	7,5	3,8	10,8	5,0	-0,3	5,5	13,6	6,9
	August	9,2	9,1	9,2	20,6	5,3	15,8	0,9	10,6

1/ The year-on-year percentage change is the difference between retail trade sales by type of retailer of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

Group type	Type of retailer included in group type 1/
<b>Type A</b>	General dealers
<b>Type B</b>	Retailers of food, beverages and tobacco in specialised stores
<b>Type C</b>	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
<b>Type D</b>	Retailers in textiles, clothing, footwear and leather goods
<b>Type E</b>	Retailers in household furniture, appliances and equipment
<b>Type F</b>	Retailers in hardware, paint and glass
<b>Type G</b>	All other retailers

1/ See note 4 on page 10 for more detailed specifications.



**Table 9 – Retail trade sales according to type of retailer at constant 2008 prices (R million)**

Year and month 1/		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total 2/
2011	January	14 647	4 054	2 898	8 822	2 439	2 762	5 230	40 852
	February	14 685	3 993	2 693	7 741	2 240	3 064	5 142	39 558
	March	16 126	4 276	2 887	7 770	2 368	3 081	5 262	41 770
	April	15 215	4 496	2 937	10 386	2 538	2 753	4 880	43 205
	May	15 135	4 040	2 815	8 840	2 540	2 926	4 900	41 196
	June	15 896	4 116	2 843	8 476	2 596	2 994	4 808	41 729
	July	15 290	4 346	3 015	9 321	2 709	3 190	5 005	42 876
	August	15 522	4 283	2 829	8 435	2 748	3 164	5 533	42 514
	September	16 521	4 307	2 880	8 472	2 693	3 256	5 589	43 718
	October	15 613	4 638	2 985	10 150	2 937	3 495	5 666	45 484
	November	16 414	4 552	2 949	10 683	3 265	3 698	5 648	47 209
	December	22 466	6 612	3 306	16 517	4 434	3 347	7 061	63 743
	<b>Total</b>	<b>193 530</b>	<b>53 713</b>	<b>35 037</b>	<b>115 613</b>	<b>33 507</b>	<b>37 730</b>	<b>64 724</b>	<b>533 854</b>
2012	January	15 401	4 220	3 018	8 910	2 587	2 868	5 420	42 424
	February	15 801	4 173	2 744	8 038	2 439	3 185	5 614	41 994
	March	16 872	4 463	3 020	8 767	2 630	3 066	5 672	44 490
	April	15 413	4 311	3 005	10 563	2 452	2 946	5 022	43 712
	May	15 490	4 164	2 985	9 816	2 675	3 220	5 226	43 576
	June	16 822	4 358	3 033	10 002	2 761	3 127	5 235	45 338
	July	15 579	4 254	3 245	9 549	2 753	3 148	5 588	44 116
	August	16 068	4 405	2 992	9 922	2 950	3 443	5 473	45 253

1/ Figures are preliminary.

2/ Figures have been rounded off. Therefore, discrepancies may occur between the sums of the component items and the totals.

**Table 10 – Year-on-year percentage change in retail trade sales according to type of retailer at constant 2008 prices 1/**

Year and month		Type A	Type B	Type C	Type D	Type E	Type F	Type G	Total
2011	January	4,2	-3,8	13,9	6,8	11,4	18,2	8,5	6,3
	February	3,7	-2,5	8,0	5,7	7,2	19,0	6,6	5,3
	March	6,6	-7,1	3,0	3,5	11,2	8,9	7,9	4,7
	April	8,7	3,0	6,9	15,9	11,5	7,4	9,9	9,8
	May	5,5	-9,5	3,4	-2,1	7,0	-3,6	5,8	1,5
	June	2,4	-4,6	6,4	3,4	7,4	3,2	0,2	2,2
	July	0,1	-1,5	3,6	7,5	11,4	7,7	-0,1	2,9
	August	6,4	1,1	6,3	6,9	14,5	5,3	14,0	7,3
	September	6,7	-1,1	5,8	7,1	11,8	13,6	13,6	7,5
	October	4,8	3,6	2,5	12,8	15,2	13,1	7,7	7,8
	November	5,7	2,2	3,5	9,5	9,8	12,9	5,0	6,8
	December	7,8	2,7	3,1	12,0	7,5	3,0	12,4	8,2
	<b>Total</b>	<b>5,3</b>	<b>-1,3</b>	<b>5,4</b>	<b>7,8</b>	<b>10,4</b>	<b>8,8</b>	<b>7,7</b>	<b>5,9</b>
2012	January	5,1	4,1	4,1	1,0	6,1	3,8	3,6	3,8
	February	7,6	4,5	1,9	3,8	8,9	3,9	9,2	6,2
	March	4,6	4,4	4,6	12,8	11,1	-0,5	7,8	6,5
	April	1,3	-4,1	2,3	1,7	-3,4	7,0	2,9	1,2
	May	2,3	3,1	6,0	11,0	5,3	10,0	6,7	5,8
	June	5,8	5,9	6,7	18,0	6,4	4,4	8,9	8,6
	July	1,9	-2,1	7,6	2,4	1,6	-1,3	11,6	2,9
	August	3,5	2,8	5,8	17,6	7,4	8,8	-1,1	6,4

1/ The year-on-year percentage change is the difference between retail trade sales by type of retailer of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

Group type	Type of retailer included in group type 1/
Type A	General dealers
Type B	Retailers of food, beverages and tobacco in specialised stores
Type C	Retailers in pharmaceutical and medical goods, cosmetics and toiletries
Type D	Retailers in textiles, clothing, footwear and leather goods
Type E	Retailers in household furniture, appliances and equipment
Type F	Retailers in hardware, paint and glass
Type G	All other retailers

1/ See note 4 on page 10 for more detailed specifications.

**Table 11 – Three-monthly and cumulative estimates and percentage changes in total retail trade sales**

Retail trade sales estimates	June to August 2011 (R million)	June to August 2012 (R million)	% change between June to August 2011 and June to August 2012	January to August 2011 (R million)	January to August 2012 (R million)	% change between January to August 2011 and January to August 2012
<b>At current prices</b>	145 166	159 948	10,2	378 219	414 693	9,6
<b>At constant 2008 prices</b>	127 119	134 707	6,0	333 700	350 903	5,2

**Table 12 – Monthly and three-monthly estimates and percentage changes in seasonally adjusted total retail trade sales**

Retail trade sales seasonally adjusted estimates	July 2012 (R million)	August 2012 (R million)	% change between July and August 2012	March to May 2012 (R million)	June to August 2012 (R million)	% change between March to May 2012 and June to August 2012
<b>At current prices</b>	55 031	56 452	2,6	161 363	166 913	3,4
<b>At constant 2008 prices</b>	46 422	47 344	2,0	137 345	140 214	2,1

**Explanatory notes**

<b>Introduction</b>	1	<p>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 2012 Business Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).</p> <p>As is usual, information for the latest month had to be estimated for respondents who have not reported by the cut-off date for production of results. These estimates will be revised in future statistical releases when their reported information becomes available. Published retail trade sales estimates include value added tax (VAT).</p>
<b>Purpose of the survey</b>	3	<p>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.</p>
<b>Scope of the survey</b>	4	<p>This survey covers retail enterprises according to the following types of retailer:</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 of 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, cosmetic 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 sports 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>	5	<p>The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC)</i>, 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 (ISIC)</i> 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.</p>
<b>Collection rate</b>	6	<p>The preliminary collection rate for the survey on retail trade sales for August 2012 was 74,9%, accounting for 82,4% of the total estimate. The improved collection rate for the survey on retail trade sales for July 2012 was 82,2%.</p>
<b>Statistical unit</b>	7	<p>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.</p>

<b>Survey methodology and design</b>	<b>8</b>	The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 28 000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up non-respondents.
	<b>9</b>	The value of sales is obtained monthly from the sample of about 2 500 enterprises (which was drawn in April 2012) at the SIC four-digit level from a population then of about 28 000 retail enterprises. The retail sampling frame is divided into four size groups. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to size groups three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size groups one and two) is added to the weighted totals of size groups three and four to reflect the total value of sales.
<b>Weighting methodology</b>	<b>10</b>	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, which are in line with international best practice, are described in more detail on the Stats SA website at <a href="http://www.statssa.gov.za/publications/publicationsearch.asp">www.statssa.gov.za/publications/publicationsearch.asp</a> .
<b>Seasonal adjustment</b>	<b>11</b>	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.
<b>Constant prices</b>	<b>12</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 aggregating the deflated sales by type of retailer.
	<b>13</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>Trend cycle</b>	<b>14</b>	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 estimate the underlying trend cycle.
<b>Reliability of estimates</b>	<b>15</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>16</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.

- Revised figures**      **17**      Normally revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.
  
- Related publications**      **18**      Users may also wish to refer to the following publications available from Stats SA:
  - *Bulletin of Statistics* issued quarterly; and
  - *SA Statistics* issued annually.
  
- Rounding-off of figures**      **19**      Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
  
- Symbols and Abbreviations**      **20**

BR	Business register
BSF	Business sampling frame
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
-	Figures not available

**Technical note**

**Neyman optimal allocation**

A stratified random sample was drawn from the population of enterprises on the business sampling frame (BSF). Strata were formed using a combination of Standard Industrial Classification and the measure of size classes for enterprises. The Neyman optimal allocation formula given below was used to allocate samples to each stratum.

$$n_h = \frac{N_h S_h}{\sum N_h S_h}$$

$N_h$  and  $S_h$  are the stratum population size and the stratum variance respectively. 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 3,8%.

**Class limits (Rand)**

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

**Glossary**

<b>Enterprise</b>	The 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 (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)</i> .
<b>Statistical unit</b>	A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
<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.

## 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.

## Advance release calendar

An advance release calendar is disseminated on [www.statssa.gov.za](http://www.statssa.gov.za)

## 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, Nelspruit  
Central Reference Collection, Kimberley  
Central Reference Library, Mmabatho

Stats SA also provides a subscription service.

## Electronic services

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

You can visit us on the internet at: [www.statssa.gov.za](http://www.statssa.gov.za)

## Enquiries

Telephone number: (012) 310 8404 (technical enquiries)  
(012) 310 8600 (user information services)  
(012) 310 8358 (orders/subscription services)

Fax number: (012) 310 8332/086 637 6635 (technical enquiries)

Email address: [elisel@statssa.gov.za](mailto:elisel@statssa.gov.za)  
[henriettef@statssa.gov.za](mailto:henriettef@statssa.gov.za)  
[magdaj@statssa.gov.za](mailto:magdaj@statssa.gov.za) (orders/subscription services)

Postal address: Private Bag X44, Pretoria, 0001

*Produced by Stats SA*