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**(Preliminary)**

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## Sales at constant 2012 prices: results for December 2016

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

	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Year-on-year % change, unadjusted	1,2	0,0	1,6	-0,2	3,1	0,9
Month-on-month % change, seasonally adjusted	-0,2	0,2	0,8	-0,7	3,0	-2,3
3-month % change, seasonally adjusted 1/	0,7	-0,5	-0,1	-0,3	1,4	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 1,9% in 2016 compared with 2015. The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (3,1% and contributing 0,6 of a percentage point);
- general dealers (1,2% and contributing 0,5 of a percentage point); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (5,5% and contributing 0,4 of a percentage point).

In December 2016 retail trade sales increased by 0,9% year-on-year. The largest positive annual growth rates were recorded for retailers in:

- textiles, clothing, footwear and leather goods (10,5%); and
- food, beverages and tobacco in specialised stores (7,0%) – see Table 5.

The main contributor to the 0,9% increase was retailers in textiles, clothing, footwear and leather goods (contributing 2,3 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 2,3% month-on-month in December 2016. This followed month-on-month changes of 3,0% in November 2016 and -0,7% in October 2016. In the fourth quarter of 2016, seasonally adjusted retail trade sales increased 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	Oct – Dec 2015 (R million)	Weight	Oct – Dec 2016 (R million)	% change between Oct – Dec 2015 and Oct – Dec 2016	Contribution (% points) to the total % change
General dealers	91 890	42,5	90 810	-1,2	-0,5
Food, beverages and tobacco in specialised stores	15 621	7,2	16 489	5,6	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	16 133	7,5	16 628	3,1	0,2
Textiles, clothing, footwear and leather goods	43 236	20,0	45 513	5,3	1,1
Household furniture, appliances and equipment	12 038	5,6	11 537	-4,2	-0,2
Hardware, paint and glass	16 132	7,5	16 856	4,5	0,3
All other retailers	21 164	9,8	21 094	-0,3	0,0
<b>Total</b>	<b>216 214</b>	<b>100,0</b>	<b>218 927</b>	<b>1,3</b>	<b>1,3</b>

Retail trade sales increased by 1,3% in the fourth quarter of 2016 compared with the fourth quarter of 2015. The main contributor to this increase was retailers in textiles, clothing, footwear and leather goods (5,3% and contributing 1,1 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

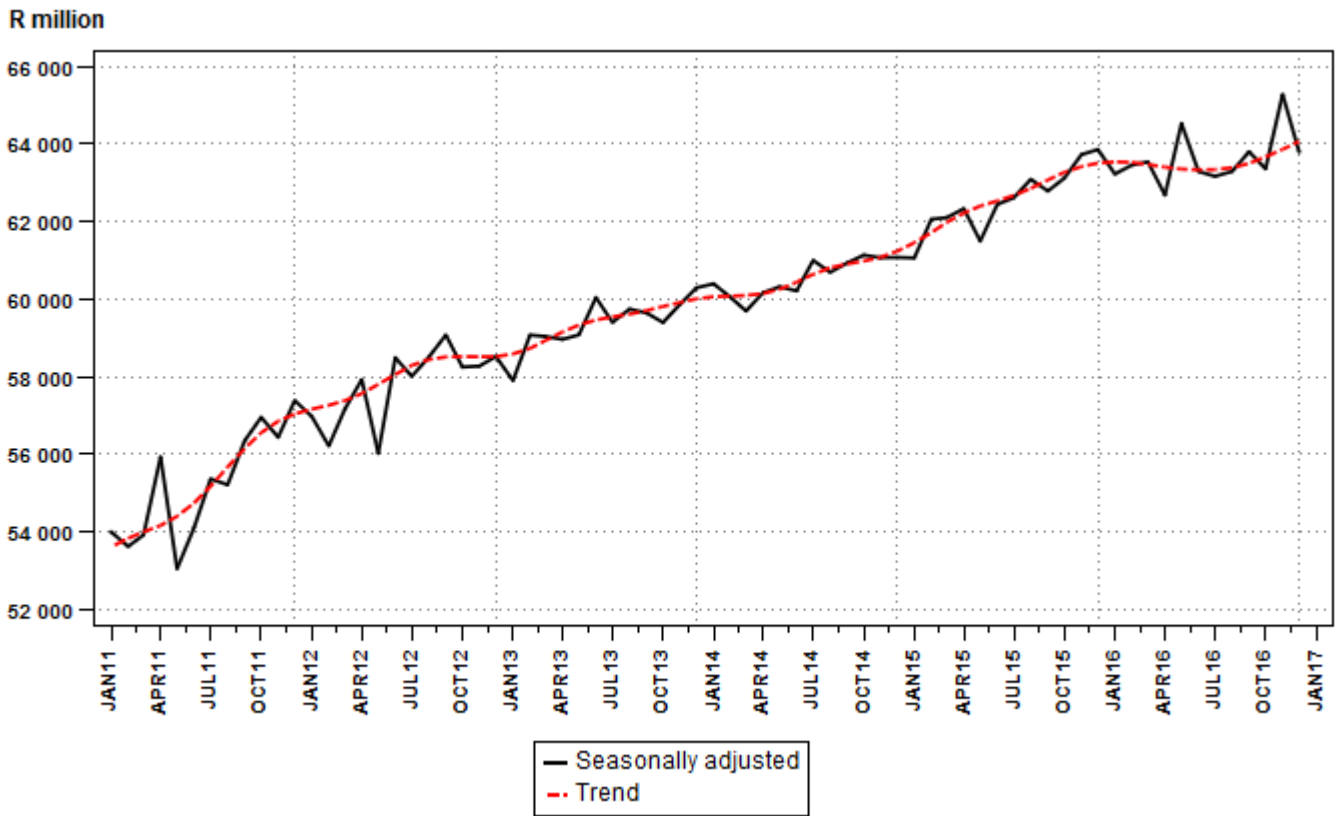
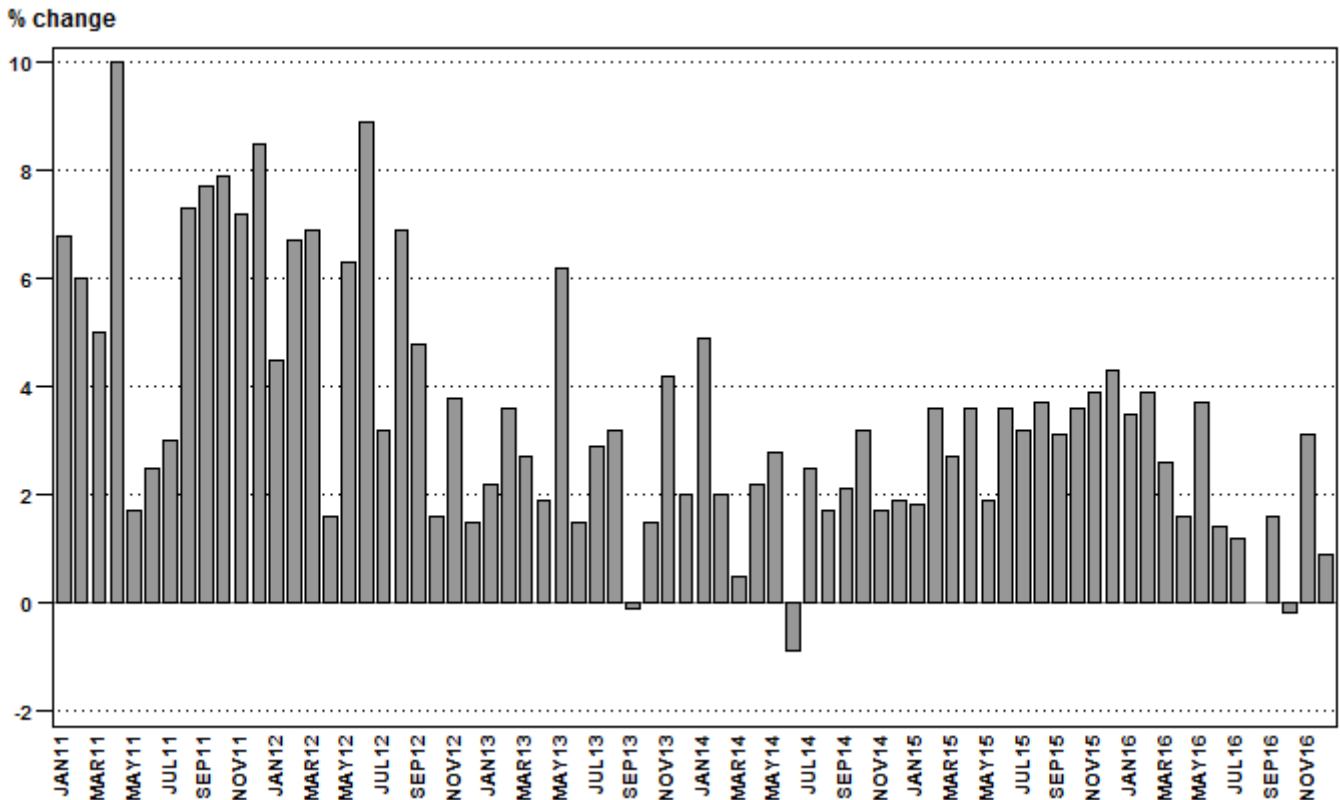


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



**Sales at current prices: results for December 2016****Table C – Key growth rates in retail trade sales at current prices**

	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
Year-on-year % change, unadjusted	8,0	6,7	8,5	6,8	10,1	8,3
Month-on-month % change, seasonally adjusted	0,5	0,6	1,2	-0,2	3,2	-1,2
3-month % change, seasonally adjusted 1/	2,3	1,3	1,6	1,4	2,8	2,6

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	Oct – Dec 2015 (R million)	Weight	Oct – Dec 2016 (R million)	% change between Oct – Dec 2015 and Oct – Dec 2016	Contribution (% points) to the total % change
General dealers	107 979	43,3	116 530	7,9	3,4
Food, beverages and tobacco in specialised stores	18 981	7,6	21 596	13,8	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	18 677	7,5	20 277	8,6	0,6
Textiles, clothing, footwear and leather goods	49 722	19,9	55 734	12,1	2,4
Household furniture, appliances and equipment	12 233	4,9	12 153	-0,7	0,0
Hardware, paint and glass	18 326	7,4	19 362	5,7	0,4
All other retailers	23 380	9,4	24 644	5,4	0,5
<b>Total</b>	<b>249 294</b>	<b>100,0</b>	<b>270 297</b>	<b>8,4</b>	<b>8,4</b>

**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	47 392	50 625	52 910	54 052	56 691	57 703	59 699
Feb	46 448	49 230	52 540	54 444	55 535	57 547	59 771
Mar	49 733	52 214	55 835	57 348	57 612	59 196	60 752
Apr	48 873	53 780	54 665	55 726	56 976	59 023	59 941
May	50 461	51 298	54 550	57 925	59 538	60 668	62 933
Jun	50 800	52 045	56 658	57 511	57 013	59 079	59 910
Jul	51 803	53 345	55 042	56 643	58 046	59 904	60 636
Aug	49 269	52 880	56 548	58 335	59 318	61 528	61 534
Sep	50 624	54 524	57 158	57 111	58 301	60 099	61 035
Oct	52 401	56 520	57 422	58 278	60 134	62 287	62 157
Nov	54 730	58 656	60 907	63 480	64 587	67 120	69 199
Dec	72 746	78 954	80 127	81 726	83 249	86 807	87 571
<b>Total</b>	<b>625 280</b>	<b>664 071</b>	<b>694 362</b>	<b>712 579</b>	<b>727 000</b>	<b>750 961</b>	<b>765 138</b>

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	6,8	4,5	2,2	4,9	1,8	3,5	3,5
Feb	6,0	6,7	3,6	2,0	3,6	3,9	3,7
Mar	5,0	6,9	2,7	0,5	2,7	2,6	3,3
Apr	10,0	1,6	1,9	2,2	3,6	1,6	2,9
May	1,7	6,3	6,2	2,8	1,9	3,7	3,0
Jun	2,5	8,9	1,5	-0,9	3,6	1,4	2,8
Jul	3,0	3,2	2,9	2,5	3,2	1,2	2,5
Aug	7,3	6,9	3,2	1,7	3,7	0,0	2,2
Sep	7,7	4,8	-0,1	2,1	3,1	1,6	2,1
Oct	7,9	1,6	1,5	3,2	3,6	-0,2	1,9
Nov	7,2	3,8	4,2	1,7	3,9	3,1	2,0
Dec	8,5	1,5	2,0	1,9	4,3	0,9	1,9
<b>Total</b>	<b>6,2</b>	<b>4,6</b>	<b>2,6</b>	<b>2,0</b>	<b>3,3</b>	<b>1,9</b>	

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

Month	R million				Month-on-month % change			
	2013	2014	2015	2016	2013	2014	2015	2016
Jan	57 896	60 390	61 056	63 219	-1,1	0,2	0,0	-1,0
Feb	59 069	60 038	62 053	63 451	2,0	-0,6	1,6	0,4
Mar	59 033	59 689	62 094	63 532	-0,1	-0,6	0,1	0,1
Apr	58 957	60 159	62 326	62 677	-0,1	0,8	0,4	-1,3
May	59 074	60 313	61 490	64 521	0,2	0,3	-1,3	2,9
Jun	60 035	60 207	62 436	63 285	1,6	-0,2	1,5	-1,9
Jul	59 396	60 993	62 607	63 159	-1,1	1,3	0,3	-0,2
Aug	59 738	60 687	63 082	63 285	0,6	-0,5	0,8	0,2
Sep	59 639	60 928	62 780	63 793	-0,2	0,4	-0,5	0,8
Oct	59 392	61 128	63 112	63 354	-0,4	0,3	0,5	-0,7
Nov	59 863	61 062	63 718	65 270	0,8	-0,1	1,0	3,0
Dec	60 288	61 070	63 850	63 791	0,7	0,0	0,2	-2,3

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

Type of retailer	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16 1/
General dealers	25 483	27 262	27 208	25 306	29 547	35 957
Food, beverages and tobacco in specialised stores	4 474	4 317	4 635	4 777	4 779	6 933
Pharmaceuticals and medical goods, cosmetics and toiletries	5 492	5 195	5 177	5 505	5 292	5 831
Textiles, clothing, footwear and leather goods	11 320	10 689	9 779	11 339	13 152	21 022
Household furniture, appliances and equipment	2 994	2 951	2 967	3 151	3 637	4 749
Hardware, paint and glass	4 985	5 176	5 088	5 521	5 966	5 369
All other retailers	5 888	5 944	6 181	6 558	6 826	7 710
<b>Total</b>	<b>60 636</b>	<b>61 534</b>	<b>61 035</b>	<b>62 157</b>	<b>69 199</b>	<b>87 571</b>

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

**Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2012 prices (percentage points)**

Type of retailer	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
General dealers	0,7	0,3	-0,1	-1,1	1,5	-1,6
Food, beverages and tobacco in specialised stores	0,5	0,2	0,7	0,4	0,3	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	0,5	0,5	0,6	0,2	0,3	0,1
Textiles, clothing, footwear and leather goods	0,7	-0,2	-0,2	0,1	0,3	2,3
Household furniture, appliances and equipment	-0,4	-0,3	-0,2	-0,3	0,0	-0,4
Hardware, paint and glass	0,0	0,2	0,4	0,6	0,2	0,2
All other retailers	-0,7	-0,6	0,4	-0,1	0,4	-0,3
<b>Total</b>	<b>1,2</b>	<b>0,0</b>	<b>1,6</b>	<b>-0,2</b>	<b>3,1</b>	<b>0,9</b>

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

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	44 430	47 857	51 961	55 444	60 356	64 484	69 619
Feb	43 383	46 496	51 639	55 870	59 387	64 549	70 374
Mar	46 555	49 693	55 250	59 071	62 193	66 770	72 351
Apr	45 752	51 173	54 219	57 656	61 851	66 827	71 995
May	47 251	49 228	54 217	59 910	64 997	69 130	75 777
Jun	47 424	49 921	56 367	59 553	62 411	67 282	72 447
Jul	48 398	51 322	54 857	58 677	63 691	68 202	73 646
Aug	46 065	51 019	56 417	60 681	65 453	70 477	75 202
Sep	47 337	52 749	57 408	59 772	64 404	68 864	74 731
Oct	49 104	55 035	58 224	61 281	66 518	71 591	76 428
Nov	51 506	57 249	62 018	66 949	71 764	77 396	85 207
Dec	68 324	77 064	81 779	86 170	92 494	100 307	108 662
<b>Total</b>	<b>585 529</b>	<b>638 806</b>	<b>694 363</b>	<b>741 034</b>	<b>795 519</b>	<b>855 879</b>	<b>926 439</b>

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

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

Month	R million				Month-on-month % change			
	2013	2014	2015	2016	2013	2014	2015	2016
Jan	59 359	64 375	68 447	73 917	-0,9	1,1	0,5	-0,1
Feb	60 673	64 264	69 681	74 732	2,2	-0,2	1,8	1,1
Mar	60 638	64 268	69 640	75 325	-0,1	0,0	-0,1	0,8
Apr	60 750	65 016	70 277	75 081	0,2	1,2	0,9	-0,3
May	60 938	65 705	69 816	77 159	0,3	1,1	-0,7	2,8
Jun	62 137	65 752	70 922	76 399	2,0	0,1	1,6	-1,0
Jul	61 607	66 965	71 376	76 805	-0,9	1,8	0,6	0,5
Aug	62 292	67 017	72 275	77 255	1,1	0,1	1,3	0,6
Sep	62 457	67 343	72 003	78 211	0,3	0,5	-0,4	1,2
Oct	62 452	67 715	72 779	78 092	0,0	0,6	1,1	-0,2
Nov	63 252	67 969	73 552	80 582	1,3	0,4	1,1	3,2
Dec	63 650	68 086	74 007	79 616	0,6	0,2	0,6	-1,2



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

Type of retailer	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16 1/
General dealers	32 032	34 514	34 527	32 367	37 850	46 313
Food, beverages and tobacco in specialised stores	5 763	5 560	5 974	6 201	6 251	9 144
Pharmaceuticals and medical goods, cosmetics and toiletries	6 607	6 234	6 217	6 700	6 440	7 137
Textiles, clothing, footwear and leather goods	13 584	12 934	11 872	13 834	16 085	25 815
Household furniture, appliances and equipment	3 138	3 101	3 127	3 331	3 793	5 029
Hardware, paint and glass	5 728	5 952	5 851	6 355	6 843	6 164
All other retailers	6 795	6 907	7 164	7 640	7 945	9 059
<b>Total</b>	<b>73 646</b>	<b>75 202</b>	<b>74 731</b>	<b>76 428</b>	<b>85 207</b>	<b>108 662</b>

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	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
General dealers	10,4	9,3	8,7	6,4	12,9	5,2
Food, beverages and tobacco in specialised stores	14,7	10,1	18,5	13,0	11,9	15,6
Pharmaceuticals and medical goods, cosmetics and toiletries	10,9	11,2	11,6	8,0	9,9	7,9
Textiles, clothing, footwear and leather goods	10,0	4,8	5,4	7,3	8,1	17,7
Household furniture, appliances and equipment	-4,1	-2,5	-0,3	-2,4	3,0	-2,1
Hardware, paint and glass	1,1	3,2	5,9	8,4	3,4	5,3
All other retailers	-1,6	-0,7	9,3	4,7	9,8	2,4
<b>Total</b>	<b>8,0</b>	<b>6,7</b>	<b>8,5</b>	<b>6,8</b>	<b>10,1</b>	<b>8,3</b>

**Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)**

Type of retailer	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
General dealers	4,4	4,2	4,0	2,7	5,6	2,3
Food, beverages and tobacco in specialised stores	1,1	0,7	1,4	1,0	0,9	1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,9	0,9	0,9	0,7	0,8	0,5
Textiles, clothing, footwear and leather goods	1,8	0,8	0,9	1,3	1,6	3,9
Household furniture, appliances and equipment	-0,2	-0,1	0,0	-0,1	0,1	-0,1
Hardware, paint and glass	0,1	0,3	0,5	0,7	0,3	0,3
All other retailers	-0,2	-0,1	0,9	0,5	0,9	0,2
<b>Total</b>	<b>8,0</b>	<b>6,7</b>	<b>8,5</b>	<b>6,8</b>	<b>10,1</b>	<b>8,3</b>

## 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 *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 group (four digit) level.
- Collection rate**
- 6 The preliminary collection rate for the survey on retail trade sales for December 2016 was 80,0%. The improved collection rate for November 2016 was 81,6%.

<b>Statistical unit</b>	<b>7</b>	The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
<b>Revised figures</b>	<b>8</b>	Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such.
<b>Related publications</b>	<b>9</b>	Users may also refer to the following publication available from Stats SA: <ul style="list-style-type: none"><li>• <i>Stats in Brief</i> issued annually.</li></ul>
<b>Rounding-off of figures</b>	<b>10</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	<b>11</b>	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="#">Click to download historical data</a>
<b>Past publications</b>	<b>12</b>	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="#">Click to download past releases</a>

**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 2016](#)

<b>Trend cycle</b>	<b>6</b>	The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.
<b>Constant prices</b>	<b>7</b>	For January 2002 to December 2007 retail trade sales at constant prices were calculated using the consumer price index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer.
	<b>8</b>	Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
<b>Reliability of estimates</b>	<b>9</b>	Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
	<b>10</b>	Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.
<b>Month-on-month percentage change</b>	<b>11</b>	The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.
<b>Year-on-year percentage change</b>	<b>12</b>	The year-on-year percentage change in a variable for any given period is the change between that period and the corresponding period of the previous year, expressed as a percentage of the latter.
<b>Contribution (percentage points)</b>	<b>13</b>	The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

## Glossary

<b>Enterprise</b>	An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.	
<b>Industry</b>	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts</i> (SNA) in the same way as in the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), Fifth Edition, Report No. 09-90-02 of January 1993.	
<b>Retail trade</b>	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.	
<b>Retailer</b>	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.	
<b>Symbols and abbreviations</b>	BSF	Business sampling frame
	CPI	Consumer price index
	GDP	Gross domestic product
	ISIC	International Standard Industrial Classification
	SARS	South African Revenue Service
	SIC	Standard Industrial Classification of all Economic Activities
	SNA	System of National Accounts
	Stats SA	Statistics South Africa
	VAT	Value added tax

## Technical enquiries

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