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# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

## February 2016

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**Sales at constant 2012 prices: results for February 2016**

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

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

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 4,1% year-on-year in February 2016. The highest annual growth rates were recorded for:

- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (7,8%);
- general dealers (5,5%); and
- retailers in textiles, clothing, footwear and leather goods (4,2%) – see Table 5.

The main contributors to the 4,1% increase were:

- general dealers (contributing 2,2 percentage points);
- retailers in textiles, clothing, footwear and leather goods (contributing 0,8 of a percentage point); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (contributing 0,5 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales increased by 0,5% month-on-month in February 2016. This followed month-on-month changes of -0,7% in January 2016 and 0,1% in December 2015. In the three months ended February 2016, seasonally adjusted retail trade sales increased by 0,9% 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	Dec 2014 – Feb 2015 (R million)	Weight	Dec 2015 – Feb 2016 (R million)	% change between Dec 2014 – Feb 2015 and Dec 2015 – Feb 2016	Contribution (% points) to the total % change
General dealers	79 722	39,5	83 072	4,2	1,7
Food, beverages and tobacco in specialised stores	16 818	8,3	16 676	-0,8	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	12 576	6,2	13 306	5,8	0,4
Textiles, clothing, footwear and leather goods	43 192	21,4	45 390	5,1	1,1
Household furniture, appliances and equipment	10 667	5,3	11 037	3,5	0,2
Hardware, paint and glass	13 655	6,8	13 972	2,3	0,2
All other retailers	24 974	12,4	26 101	4,5	0,6
<b>Total</b>	<b>201 604</b>	<b>100,0</b>	<b>209 554</b>	<b>3,9</b>	<b>3,9</b>

Retail trade sales increased by 3,9% in the three months ended February 2016 compared with the three months ended February 2015. The main contributors to this increase were:

- general dealers (4,2% and contributing 1,7 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (5,1% and contributing 1,1 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

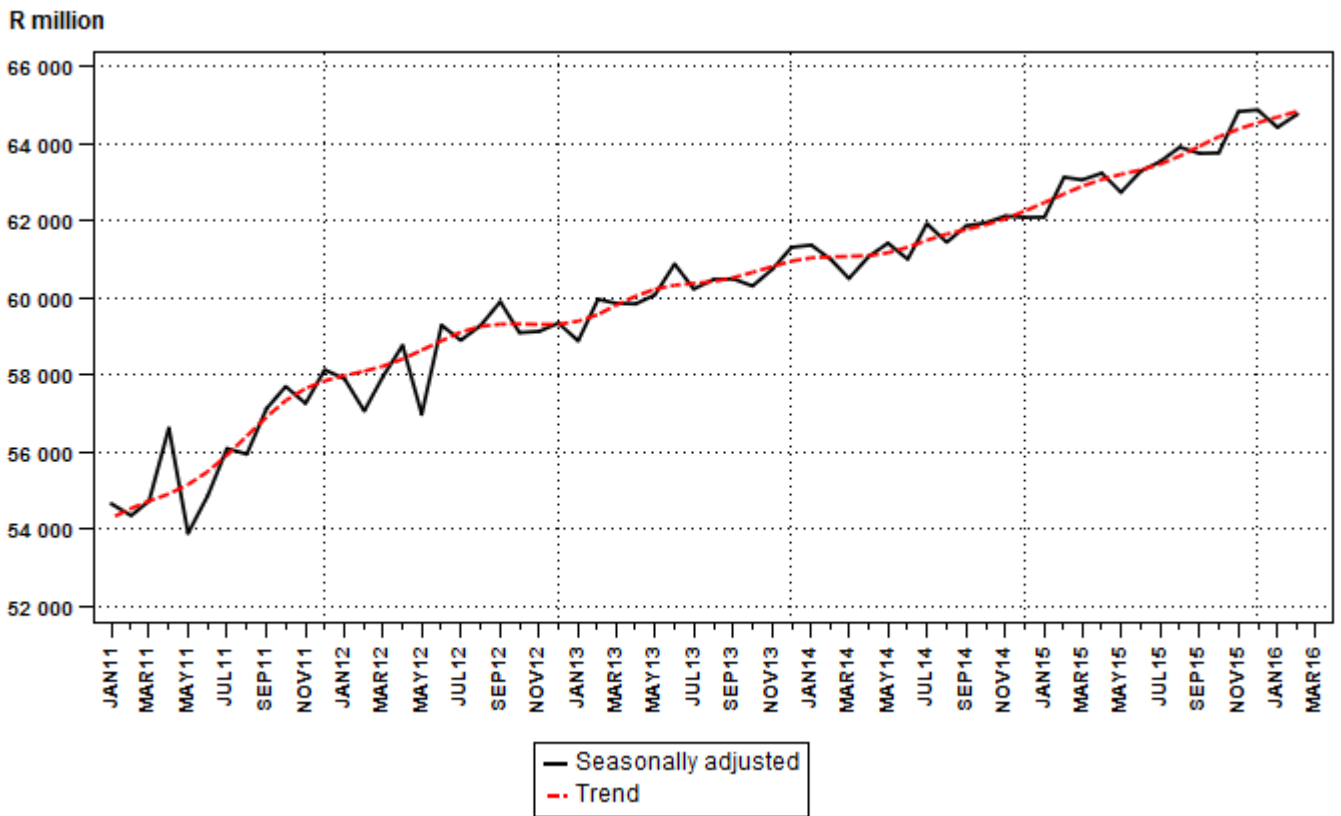
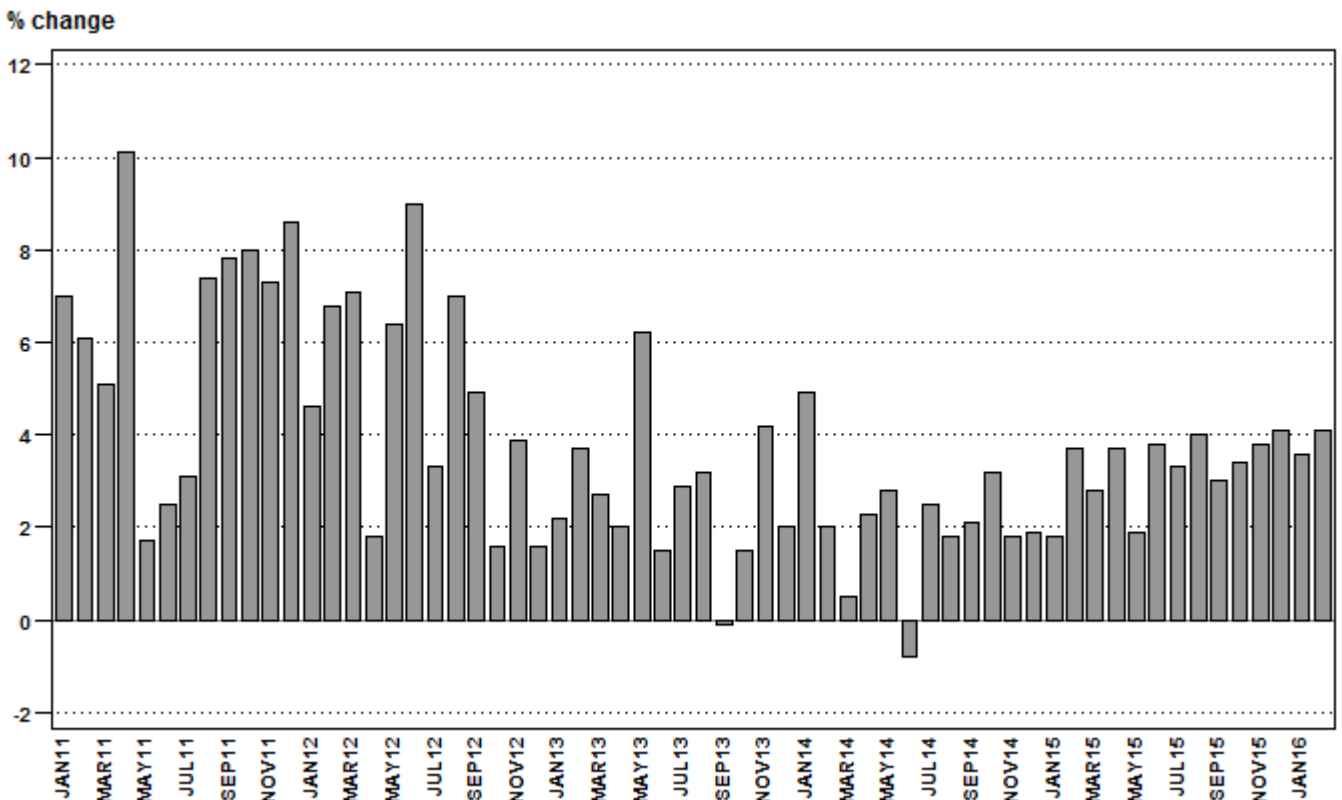


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



**Sales at current prices: results for February 2016**

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

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

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	Dec 2014 – Feb 2015 (R million)	Weight	Dec 2015 – Feb 2016 (R million)	% change between Dec 2014 – Feb 2015 and Dec 2015 – Feb 2016	Contribution (% points) to the total % change
General dealers	90 338	40,2	98 959	9,5	3,8
Food, beverages and tobacco in specialised stores	19 574	8,7	20 678	5,6	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	13 915	6,2	15 455	11,1	0,7
Textiles, clothing, footwear and leather goods	47 973	21,3	52 618	9,7	2,1
Household furniture, appliances and equipment	10 745	4,8	11 234	4,6	0,2
Hardware, paint and glass	15 325	6,8	15 873	3,6	0,2
All other retailers	26 929	12,0	29 037	7,8	0,9
<b>Total</b>	<b>224 798</b>	<b>100,0</b>	<b>243 854</b>	<b>8,5</b>	<b>8,5</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	47 972	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	60 856
Mar	50 348	52 920	56 658	58 190	58 491	60 140	
Apr	49 502	54 507	55 468	56 563	57 845	59 969	
May	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	
<b>Total</b>	<b>633 401</b>	<b>673 311</b>	<b>704 618</b>	<b>723 291</b>	<b>738 224</b>	<b>762 633</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	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	4,1	3,8
Mar	5,1	7,1	2,7	0,5	2,8		
Apr	10,1	1,8	2,0	2,3	3,7		
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		
<b>Total</b>	<b>6,3</b>	<b>4,6</b>	<b>2,7</b>	<b>2,1</b>	<b>3,3</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	58 890	61 376	62 101	64 429	-0,8	0,1	0,0	-0,7
Feb	59 968	60 995	63 137	64 771	1,8	-0,6	1,7	0,5
Mar	59 865	60 508	63 065		-0,2	-0,8	-0,1	
Apr	59 849	61 079	63 241		0,0	0,9	0,3	
May	60 081	61 424	62 744		0,4	0,6	-0,8	
Jun	60 882	61 008	63 293		1,3	-0,7	0,9	
Jul	60 235	61 930	63 539		-1,1	1,5	0,4	
Aug	60 482	61 448	63 915		0,4	-0,8	0,6	
Sep	60 497	61 875	63 753		0,0	0,7	-0,3	
Oct	60 313	61 952	63 766		-0,3	0,1	0,0	
Nov	60 748	62 128	64 839		0,7	0,3	1,7	
Dec	61 315	62 091	64 884		0,9	-0,1	0,1	

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

Type of retailer	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16 1/
General dealers	25 485	24 105	26 539	34 643	23 441	24 988
Food, beverages and tobacco in specialised stores	4 898	5 270	5 310	7 317	4 814	4 545
Pharmaceuticals and medical goods, cosmetics and toiletries	4 111	4 538	4 232	4 755	4 422	4 129
Textiles, clothing, footwear and leather goods	11 247	12 748	14 622	21 477	12 316	11 597
Household furniture, appliances and equipment	3 153	3 310	3 657	5 141	3 002	2 894
Hardware, paint and glass	4 747	4 948	5 595	4 963	4 171	4 838
All other retailers	7 376	8 242	8 119	9 693	8 543	7 865
<b>Total</b>	<b>61 017</b>	<b>63 161</b>	<b>68 074</b>	<b>87 989</b>	<b>60 709</b>	<b>60 856</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	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
General dealers	3,4	3,9	4,0	4,6	2,3	5,5
Food, beverages and tobacco in specialised stores	-0,6	3,1	0,1	-3,6	0,5	2,5
Pharmaceuticals and medical goods, cosmetics and toiletries	3,3	8,0	6,2	3,0	7,1	7,8
Textiles, clothing, footwear and leather goods	6,1	4,5	5,5	6,7	3,3	4,2
Household furniture, appliances and equipment	-2,9	-9,9	-4,4	6,0	2,8	-0,1
Hardware, paint and glass	0,0	0,1	2,2	4,2	1,0	1,6
All other retailers	4,4	6,4	6,5	2,3	9,6	2,0
<b>Total</b>	<b>3,0</b>	<b>3,4</b>	<b>3,8</b>	<b>4,1</b>	<b>3,6</b>	<b>4,1</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	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
General dealers	1,4	1,5	1,6	1,8	0,9	2,2
Food, beverages and tobacco in specialised stores	0,0	0,3	0,0	-0,3	0,0	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,2	0,6	0,4	0,2	0,5	0,5
Textiles, clothing, footwear and leather goods	1,1	0,9	1,2	1,6	0,7	0,8
Household furniture, appliances and equipment	-0,2	-0,6	-0,3	0,3	0,1	0,0
Hardware, paint and glass	0,0	0,0	0,2	0,2	0,1	0,1
All other retailers	0,5	0,8	0,8	0,3	1,3	0,3
<b>Total</b>	<b>3,0</b>	<b>3,4</b>	<b>3,8</b>	<b>4,1</b>	<b>3,6</b>	<b>4,1</b>

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

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	71 574
Mar	47 243	50 426	56 066	59 943	63 112	67 756	
Apr	46 427	51 928	55 020	58 508	62 764	67 818	
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	
<b>Total</b>	<b>594 176</b>	<b>648 239</b>	<b>704 617</b>	<b>751 975</b>	<b>807 267</b>	<b>868 204</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	8,1	8,1
Feb	7,2	11,1	8,2	6,3	8,7	9,3	8,7
Mar	6,7	11,2	6,9	5,3	7,4		
Apr	11,8	6,0	6,3	7,3	8,1		
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		
<b>Total</b>	<b>9,1</b>	<b>8,7</b>	<b>6,7</b>	<b>7,4</b>	<b>7,5</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	60 294	65 315	69 408	75 097	-0,7	0,9	0,4	0,0
Feb	61 595	65 236	70 726	75 787	2,2	-0,1	1,9	0,9
Mar	61 540	65 135	70 712		-0,1	-0,2	0,0	
Apr	61 657	66 028	71 299		0,2	1,4	0,8	
May	61 992	66 901	71 218		0,5	1,3	-0,1	
Jun	62 984	66 598	71 820		1,6	-0,5	0,8	
Jul	62 470	67 975	72 446		-0,8	2,1	0,9	
Aug	63 091	67 891	73 224		1,0	-0,1	1,1	
Sep	63 357	68 321	73 038		0,4	0,6	-0,3	
Oct	63 378	68 571	73 436		0,0	0,4	0,5	
Nov	64 155	69 066	74 698		1,2	0,7	1,7	
Dec	64 710	69 141	75 105		0,9	0,1	0,5	



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

Type of retailer	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16 1/
General dealers	29 690	28 227	31 183	40 810	27 989	30 160
Food, beverages and tobacco in specialised stores	5 887	6 361	6 452	8 934	6 008	5 736
Pharmaceuticals and medical goods, cosmetics and toiletries	4 732	5 260	4 892	5 506	5 130	4 819
Textiles, clothing, footwear and leather goods	12 833	14 596	16 815	24 763	14 286	13 569
Household furniture, appliances and equipment	3 185	3 363	3 723	5 218	3 050	2 966
Hardware, paint and glass	5 407	5 626	6 362	5 628	4 730	5 515
All other retailers	8 106	9 083	8 988	10 711	9 517	8 809
<b>Total</b>	<b>69 840</b>	<b>72 517</b>	<b>78 414</b>	<b>101 570</b>	<b>70 710</b>	<b>71 574</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	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
General dealers	7,6	8,3	8,2	9,4	7,6	11,6
Food, beverages and tobacco in specialised stores	5,3	8,6	5,0	1,5	7,4	10,6
Pharmaceuticals and medical goods, cosmetics and toiletries	8,5	13,3	11,1	8,6	11,9	13,0
Textiles, clothing, footwear and leather goods	10,5	8,8	10,1	11,1	7,7	9,2
Household furniture, appliances and equipment	-3,2	-9,1	-3,5	6,9	3,9	1,4
Hardware, paint and glass	2,3	2,5	4,4	6,0	1,9	2,6
All other retailers	6,5	9,0	9,2	5,0	13,2	5,9
<b>Total</b>	<b>6,9</b>	<b>7,4</b>	<b>7,7</b>	<b>8,2</b>	<b>8,1</b>	<b>9,3</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	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
General dealers	3,2	3,2	3,2	3,7	3,0	4,8
Food, beverages and tobacco in specialised stores	0,5	0,7	0,4	0,1	0,6	0,8
Pharmaceuticals and medical goods, cosmetics and toiletries	0,6	0,9	0,7	0,5	0,8	0,8
Textiles, clothing, footwear and leather goods	1,9	1,8	2,1	2,6	1,6	1,7
Household furniture, appliances and equipment	-0,2	-0,5	-0,2	0,4	0,2	0,1
Hardware, paint and glass	0,2	0,2	0,4	0,3	0,1	0,2
All other retailers	0,8	1,1	1,0	0,5	1,7	0,7
<b>Total</b>	<b>6,9</b>	<b>7,4</b>	<b>7,7</b>	<b>8,2</b>	<b>8,1</b>	<b>9,3</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 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 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 February 2016 was 84,6%. The improved collection rate for January 2016 was 89,2%.

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<b>Statistical unit</b>	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.
<b>Revised figures</b>	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.
<b>Related publications</b>	9	Users may also refer to the following publications available from Stats SA: <ul style="list-style-type: none"><li>• <i>Bulletin of Statistics</i>, issued quarterly;</li><li>• <i>Stats in Brief</i> issued annually; and</li><li>• <i>South African Statistics</i>, issued annually.</li></ul>
<b>Rounding-off of figures</b>	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	11	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="http://www.statssa.gov.za/?page_id=1849">http://www.statssa.gov.za/?page_id=1849</a>
<b>Past publications</b>	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="http://www.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713">http://www.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713</a>

**Technical notes**

**Survey methodology and design**

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 519 enterprises from a population of 23 580 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 2015 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 5,0%.

**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	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, 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 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

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