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Statistical release P6242.1

Retail trade sales (Preliminary)

January 2014

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Sales at constant 2012 prices: results for January 2014

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

| | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 |
|--|--------|--------|--------|--------|--------|--------|
| Year-on-year % change, unadjusted | 3,2 | 0,1 | 1,4 | 4,4 | 2,7 | 6,8 |
| Month-on-month % change, seasonally adjusted | 1,3 | -0,7 | -0,1 | 1,5 | 1,0 | 0,8 |
| 3-month % change, seasonally adjusted 1/ | 0,9 | 0,6 | 0,3 | 0,4 | 1,1 | 2,1 |

^{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 6,8% year-on-year in January 2014. The highest annual growth rates were recorded for:

- retailers in textiles, clothing, footwear and leather goods (11,6%);
- retailers in hardware, paint and glass (9,9%); and
- general dealers (6,9%) see Table 5.

The main contributors to the 6,8% increase were general dealers (contributing 2,8 percentage points) and retailers in textiles, clothing, footwear and leather goods (contributing 2,3 percentage points) – see Table 6.

Seasonally adjusted retail trade sales increased by 0,8% month-on-month in January 2014. This followed month-on-month changes of 1,0% in December 2013 and 1,5% in November 2013.

Seasonally adjusted retail trade sales increased by 2,1% in the three months ended January 2014 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 | Nov 2012 – Jan 2013 (R million) | Weight | Nov 2013 – Jan 2014 (R million) | % change between Nov 2012 – Jan 2013 and Nov 2013 – Jan 2014 | Contribution (% points) to the total % change |
|---|---------------------------------------|--------|---------------------------------------|--|--|
| General dealers | 70 668 | 38,4 | 73 756 | 4,4 | 1,7 |
| Food, beverages and tobacco in specialised stores | 17 097 | 9,3 | 17 546 | 2,6 | 0,2 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 12 126 | 6,6 | 12 379 | 2,1 | 0,1 |
| Textiles, clothing, footwear and leather goods | 41 312 | 22,5 | 44 816 | 8,5 | 1,9 |
| Household furniture, appliances and equipment | 10 940 | 6,0 | 9 923 | -9,3 | -0,6 |
| Hardware, paint and glass | 12 919 | 7,0 | 14 342 | 11,0 | 0,8 |
| All other retailers | 18 732 | 10,2 | 19 016 | 1,5 | 0,2 |
| Total | 183 794 | 100,0 | 191 778 | 4,3 | 4,3 |

Retail trade sales increased by 4,3% in the three months ended January 2014 compared with the three months ended January 2013. The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (8,5% and contributing 1,9 percentage points);
 and
- general dealers (4,4% and contributing 1,7% percentage points) see Table B.

Figure 1 - Retail trade sales at constant 2012 prices

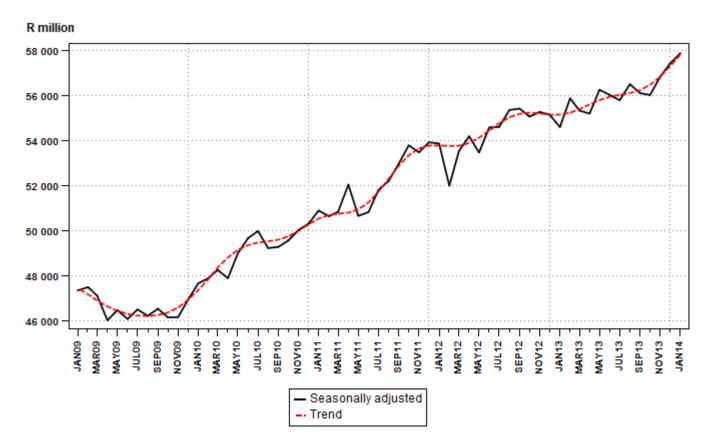
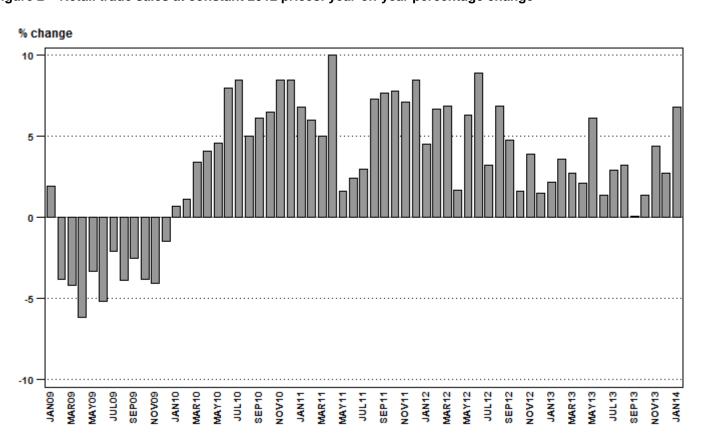


Figure 2 - Retail trade sales at constant 2012 prices: year-on-year percentage change



Sales at current prices: results for January 2014

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

| | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 |
|--|--------|--------|--------|--------|--------|--------|
| Year-on-year % change, unadjusted | 7,6 | 4,3 | 5,1 | 8,1 | 6,0 | 10,9 |
| Month-on-month % change, seasonally adjusted | 1,9 | -0,2 | -0,1 | 1,8 | 1,3 | 1,0 |
| 3-month % change, seasonally adjusted 1/ | 1,6 | 1,3 | 1,4 | 1,4 | 2,0 | 2,9 |

^{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 | Nov 2012 – Jan 2013 (R million) | Weight | Nov 2013 – Jan 2014 (R million) | % change between Nov 2012 – Jan 2013 and Nov 2013 – Jan 2014 | Contribution (% points) to the total % change |
|---|---------------------------------------|--------|---------------------------------------|--|--|
| General dealers | 72 559 | 38,7 | 78 739 | 8,5 | 3,3 |
| Food, beverages and tobacco in specialised stores | 17 694 | 9,4 | 18 918 | 6,9 | 0,6 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 12 313 | 6,6 | 12 964 | 5,3 | 0,3 |
| Textiles, clothing, footwear and leather goods | 41 962 | 22,4 | 47 034 | 12,1 | 2,7 |
| Household furniture, appliances and equipment | 10 929 | 5,8 | 9 989 | -8,6 | -0,5 |
| Hardware, paint and glass | 13 203 | 7,0 | 15 190 | 15,0 | 1,1 |
| All other retailers | 19 040 | 10,1 | 19 935 | 4,7 | 0,5 |
| Total | 187 697 | 100,0 | 202 769 | 8,0 | 8,0 |

PJ Lehohla Statistician-General

Tables

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

| Month | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 1/ |
|-------|---------|---------|---------|---------|---------|---------|---------|
| Jan | 43 538 | 44 369 | 44 662 | 47 699 | 49 837 | 50 924 | 54 397 |
| Feb | 45 006 | 43 315 | 43 771 | 46 387 | 49 495 | 51 297 | |
| Mar | 47 310 | 45 313 | 46 868 | 49 188 | 52 599 | 54 020 | |
| Apr | 47 178 | 44 246 | 46 054 | 50 652 | 51 496 | 52 594 | |
| May | 47 019 | 45 449 | 47 550 | 48 328 | 51 395 | 54 527 | |
| Jun | 46 739 | 44 303 | 47 858 | 49 030 | 53 377 | 54 138 | |
| Jul | 45 936 | 44 979 | 48 807 | 50 259 | 51 861 | 53 374 | |
| Aug | 45 970 | 44 197 | 46 422 | 49 819 | 53 275 | 54 964 | |
| Sep | 46 116 | 44 979 | 47 704 | 51 366 | 53 842 | 53 908 | |
| Oct | 48 176 | 46 361 | 49 377 | 53 240 | 54 090 | 54 854 | |
| Nov | 49 600 | 47 546 | 51 578 | 55 249 | 57 383 | 59 889 | |
| Dec | 64 134 | 63 188 | 68 547 | 74 348 | 75 487 | 77 492 | |
| Total | 576 722 | 558 245 | 589 198 | 625 565 | 654 137 | 671 981 | |

^{1/} Latest month is preliminary.

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

| Month | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2014 year-to-date |
|-------|------|------|------|------|------|------|----------------------|
| Jan | 1,9 | 0,7 | 6,8 | 4,5 | 2,2 | 6,8 | 6,8 |
| Feb | -3,8 | 1,1 | 6,0 | 6,7 | 3,6 | | |
| Mar | -4,2 | 3,4 | 5,0 | 6,9 | 2,7 | | |
| Apr | -6,2 | 4,1 | 10,0 | 1,7 | 2,1 | | |
| May | -3,3 | 4,6 | 1,6 | 6,3 | 6,1 | | |
| Jun | -5,2 | 8,0 | 2,4 | 8,9 | 1,4 | | |
| Jul | -2,1 | 8,5 | 3,0 | 3,2 | 2,9 | | |
| Aug | -3,9 | 5,0 | 7,3 | 6,9 | 3,2 | | |
| Sep | -2,5 | 6,1 | 7,7 | 4,8 | 0,1 | | |
| Oct | -3,8 | 6,5 | 7,8 | 1,6 | 1,4 | | |
| Nov | -4,1 | 8,5 | 7,1 | 3,9 | 4,4 | | |
| Dec | -1,5 | 8,5 | 8,5 | 1,5 | 2,7 | | |
| Total | -3,2 | 5,5 | 6,2 | 4,6 | 2,7 | | |

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

| Month | | R mi | llion | | Month-on-month % change | | | | |
|-------|--------|--------|--------|--------|-------------------------|------|------|------|--|
| WOITH | 2011 | 2012 | 2013 | 2014 | 2011 | 2012 | 2013 | 2014 | |
| Jan | 50 899 | 53 877 | 54 612 | 57 897 | 1,2 | -0,1 | -1,0 | 0,8 | |
| Feb | 50 643 | 52 001 | 55 892 | | -0,5 | -3,5 | 2,3 | | |
| Mar | 50 845 | 53 545 | 55 347 | | 0,4 | 3,0 | -1,0 | | |
| Apr | 52 051 | 54 204 | 55 211 | | 2,4 | 1,2 | -0,2 | | |
| May | 50 660 | 53 478 | 56 270 | | -2,7 | -1,3 | 1,9 | | |
| Jun | 50 827 | 54 596 | 56 040 | | 0,3 | 2,1 | -0,4 | | |
| Jul | 51 810 | 54 619 | 55 805 | | 1,9 | 0,0 | -0,4 | | |
| Aug | 52 212 | 55 373 | 56 519 | | 0,8 | 1,4 | 1,3 | | |
| Sep | 52 991 | 55 432 | 56 122 | | 1,5 | 0,1 | -0,7 | | |
| Oct | 53 801 | 55 079 | 56 038 | | 1,5 | -0,6 | -0,1 | | |
| Nov | 53 485 | 55 283 | 56 852 | | -0,6 | 0,4 | 1,5 | | |
| Dec | 53 933 | 55 160 | 57 444 | | 0,8 | -0,2 | 1,0 | | |

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

| Type of retailer | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 1/ |
|---|--------|--------|--------|--------|--------|-----------|
| General dealers | 21 164 | 22 049 | 20 298 | 22 195 | 29 679 | 21 882 |
| Food, beverages and tobacco in specialised stores | 5 003 | 4 840 | 5 035 | 5 334 | 7 565 | 4 647 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 3 956 | 3 801 | 4 130 | 3 924 | 4 389 | 4 066 |
| Textiles, clothing, footwear and leather goods | 11 700 | 10 696 | 11 979 | 13 928 | 19 460 | 11 428 |
| Household furniture, appliances and equipment | 2 791 | 2 693 | 2 991 | 3 289 | 4 055 | 2 579 |
| Hardware, paint and glass | 4 705 | 4 532 | 4 745 | 5 259 | 5 149 | 3 934 |
| All other retailers | 5 645 | 5 297 | 5 676 | 5 960 | 7 195 | 5 861 |
| Total | 54 964 | 53 908 | 54 854 | 59 889 | 77 492 | 54 397 |

^{1/} Preliminary.

Table 5 - Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer

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

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 | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 |
|---|--------|--------|--------|--------|--------|--------|
| General dealers | 1,1 | -0,3 | -0,1 | 2,3 | 0,5 | 2,8 |
| Food, beverages and tobacco in specialised stores | 0,2 | -0,5 | 0,0 | 0,0 | 0,3 | 0,4 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 0,0 | 0,0 | 0,2 | 0,1 | 0,1 | 0,2 |
| Textiles, clothing, footwear and leather goods | 1,6 | 1,1 | 1,5 | 2,2 | 1,4 | 2,3 |
| Household furniture, appliances and equipment | -0,4 | -0,3 | -0,3 | -0,6 | -0,8 | -0,2 |
| Hardware, paint and glass | 0,4 | 0,3 | 0,2 | 0,4 | 1,1 | 0,7 |
| All other retailers | 0,4 | -0,1 | -0,1 | -0,2 | 0,1 | 0,6 |
| Total | 3,2 | 0,1 | 1,4 | 4,4 | 2,7 | 6,8 |

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

| Month | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 1/ |
|-------|---------|---------|---------|---------|---------|---------|---------|
| Jan | 35 528 | 39 922 | 41 856 | 45 084 | 48 951 | 52 232 | 57 917 |
| Feb | 36 628 | 39 218 | 40 869 | 43 802 | 48 647 | 52 632 | |
| Mar | 38 725 | 41 451 | 43 858 | 46 814 | 52 049 | 55 648 | |
| Apr | 39 137 | 40 742 | 43 100 | 48 208 | 51 078 | 54 411 | |
| May | 39 381 | 42 080 | 44 513 | 46 376 | 51 076 | 56 391 | |
| Jun | 39 480 | 40 921 | 44 676 | 47 029 | 53 102 | 56 054 | |
| Jul | 39 167 | 41 698 | 45 593 | 48 348 | 51 680 | 55 287 | |
| Aug | 39 817 | 41 097 | 43 397 | 48 064 | 53 148 | 57 167 | |
| Sep | 40 203 | 41 808 | 44 594 | 49 694 | 54 081 | 56 411 | |
| Oct | 42 302 | 43 162 | 46 259 | 51 847 | 54 850 | 57 674 | |
| Nov | 44 049 | 44 387 | 48 523 | 53 932 | 58 425 | 63 154 | |
| Dec | 57 172 | 58 983 | 64 365 | 72 598 | 77 040 | 81 698 | |
| Total | 491 589 | 515 469 | 551 603 | 601 796 | 654 135 | 698 759 | |

^{1/} Latest month is preliminary.

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

| Month | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2014 year-to-date |
|-------|------|------|------|------|------|------|----------------------|
| Jan | 12,4 | 4,8 | 7,7 | 8,6 | 6,7 | 10,9 | 10,9 |
| Feb | 7,1 | 4,2 | 7,2 | 11,1 | 8,2 | | |
| Mar | 7,0 | 5,8 | 6,7 | 11,2 | 6,9 | | |
| Apr | 4,1 | 5,8 | 11,9 | 6,0 | 6,5 | | |
| May | 6,9 | 5,8 | 4,2 | 10,1 | 10,4 | | |
| Jun | 3,6 | 9,2 | 5,3 | 12,9 | 5,6 | | |
| Jul | 6,5 | 9,3 | 6,0 | 6,9 | 7,0 | | |
| Aug | 3,2 | 5,6 | 10,8 | 10,6 | 7,6 | | |
| Sep | 4,0 | 6,7 | 11,4 | 8,8 | 4,3 | | |
| Oct | 2,0 | 7,2 | 12,1 | 5,8 | 5,1 | | |
| Nov | 0,8 | 9,3 | 11,1 | 8,3 | 8,1 | | |
| Dec | 3,2 | 9,1 | 12,8 | 6,1 | 6,0 | | |
| Total | 4,9 | 7,0 | 9,1 | 8,7 | 6,8 | | |

Table 9 - Seasonally adjusted retail trade sales at current prices

| Month | | R million | | | | Month-on-month % change | | | | |
|-------|--------|-----------|--------|--------|------|-------------------------|------|------|--|--|
| | 2011 | 2012 | 2013 | 2014 | 2011 | 2012 | 2013 | 2014 | | |
| Jan | 47 880 | 52 692 | 55 644 | 61 209 | 1,3 | 0,1 | -1,1 | 1,0 | | |
| Feb | 48 005 | 51 359 | 57 724 | | 0,3 | -2,5 | 3,7 | | | |
| Mar | 48 230 | 52 807 | 56 850 | | 0,5 | 2,8 | -1,5 | | | |
| Apr | 49 702 | 53 937 | 57 201 | | 3,1 | 2,1 | 0,6 | | | |
| May | 48 432 | 52 990 | 58 127 | | -2,6 | -1,8 | 1,6 | | | |
| Jun | 48 871 | 54 379 | 58 104 | | 0,9 | 2,6 | 0,0 | | | |
| Jul | 49 936 | 54 584 | 57 887 | | 2,2 | 0,4 | -0,4 | | | |
| Aug | 50 474 | 55 424 | 58 963 | | 1,1 | 1,5 | 1,9 | | | |
| Sep | 51 362 | 55 701 | 58 825 | | 1,8 | 0,5 | -0,2 | | | |
| Oct | 52 300 | 55 727 | 58 787 | | 1,8 | 0,0 | -0,1 | | | |
| Nov | 52 051 | 56 223 | 59 820 | | -0,5 | 0,9 | 1,8 | | | |
| Dec | 52 660 | 56 270 | 60 581 | | 1,2 | 0,1 | 1,3 | | | |

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

| Type of retailer | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 1/ |
|---|--------|--------|--------|--------|--------|-----------|
| General dealers | 22 138 | 23 218 | 21 516 | 23 616 | 31 578 | 23 545 |
| Food, beverages and tobacco in specialised stores | 5 258 | 5 116 | 5 372 | 5 723 | 8 125 | 5 070 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 4 098 | 3 957 | 4 324 | 4 108 | 4 591 | 4 265 |
| Textiles, clothing, footwear and leather goods | 12 086 | 11 113 | 12 506 | 14 583 | 20 394 | 12 057 |
| Household furniture, appliances and equipment | 2 788 | 2 706 | 3 009 | 3 325 | 4 067 | 2 597 |
| Hardware, paint and glass | 4 940 | 4 781 | 5 020 | 5 564 | 5 432 | 4 194 |
| All other retailers | 5 859 | 5 519 | 5 926 | 6 234 | 7 512 | 6 189 |
| Total | 57 167 | 56 411 | 57 674 | 63 154 | 81 698 | 57 917 |

^{1/} Preliminary.

Table 11 - Year-on-year percentage change in retail trade sales at current prices by type of retailer

| Type of retailer | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 |
|---|--------|--------|--------|--------|--------|--------|
| General dealers | 8,0 | 4,1 | 4,1 | 10,4 | 5,0 | 11,6 |
| Food, beverages and tobacco in specialised stores | 8,6 | 0,0 | 4,1 | 4,5 | 6,8 | 9,9 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 3,1 | 2,6 | 5,7 | 4,4 | 5,7 | 5,7 |
| Textiles, clothing, footwear and leather goods | 11,4 | 9,6 | 10,8 | 13,9 | 8,9 | 15,5 |
| Household furniture, appliances and equipment | -7,0 | -5,0 | -5,1 | -7,9 | -12,1 | -3,5 |
| Hardware, paint and glass | 8,8 | 7,5 | 7,5 | 9,6 | 22,4 | 13,7 |
| All other retailers | 7,5 | 2,6 | 2,1 | 1,6 | 3,9 | 9,1 |
| Total | 7,6 | 4,3 | 5,1 | 8,1 | 6,0 | 10,9 |

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

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 2013 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
- 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

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

- 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, cosmetic 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

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

The preliminary collection rate for the survey on retail trade sales for January 2014 was 82,0%. The improved collection rate for December 2013 was 85,9%.

Statistical unit

7

The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.

Revised figures

8 Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such.

Related publications

- **9** Users may also refer to the following publications available from Stats SA:
 - Bulletin of Statistics, issued quarterly; and
 - SA Statistics, issued annually.

Rounding-off of figures

Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

Historical data

Historical retail trade sales data are available on the Stats SA webpage. To access the data electronically, use the following link: http://beta2.statssa.gov.za/?page_id=1849

Past publications

Past retail trade sales releases are available on the Stats SA webpage. To access the releases electronically, use the following link: http://beta2.statssa.gov.za/?page_id=1866&PPN=P6242.1&SCH=5713

Technical notes

Survey methodology and design

1

3

5

The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2 500 enterprises from a population of about 26 700 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.

A stratified random sample was drawn at the SIC four-digit level in April 2013 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:

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

 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 4,2%.

Class limits

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 | 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 | |

Sample weighting

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

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.

Trend cycle

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

- 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.
- 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

- 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.
- 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

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

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)

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.

IndustryAn industry is made up of enterprises engaged in the same or similar kinds of economic

activity. Industries are defined in the System of National Accounts (SNA) in the same way as in the Standard Industrial Classification of all Economic Activities, Fifth Edition,

Report No. 09-90-02 of January 1993 (SIC).

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
abbreviationsBSF
CPIBusiness sampling frame
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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