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Retail trade sales
(Preliminary)

January 2017

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Contents

Sales at constant 2012 prices: results for January 2017

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

	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
Year-on-year % change, unadjusted	0,0	1,6	-0,2	3,1	1,0	-2,3
Month-on-month % change, seasonally adjusted	0,2	0,8	-0,8	3,0	-2,5	-1,2
3-month % change, seasonally adjusted 1/	-0,6	-0,2	-0,4	1,3	1,0	0,6

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 decreased by 2,3% year-on-year in January 2017. Negative annual growth rates were recorded for:
- retailers in textiles, clothing, footwear and leather goods (-5,3%);
- all 'other' retailers (-4,3%);
- retailers in household furniture, appliances and equipment (-3,4%); and
- general dealers (-2,8%) – see Table 5.

The main negative contributors to the 2,3% decrease were:
- general dealers (contributing -1,2 percentage points);
- retailers in textiles, clothing, footwear and leather goods (contributing -1,0 percentage point) – see Table 6.

Seasonally adjusted retail trade sales decreased by 1,2% month-on-month in January 2017. This followed month-on-month changes of -2,5% in December 2016 and 3,0% in November 2016. In the three months ended January 2017, seasonally adjusted retail trade sales increased by 0,6% 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 2015 – Jan 2016 (R million)	Weight	Nov 2016 – Jan 2017 (R million)	% change between Nov 2015 – Jan 2016 and Nov 2016 – Jan 2017	Contribution (% points) to the total % change
General dealers	90 325	42,4	89 258	-1,2	-0,5
Food, beverages and tobacco in specialised stores	15 243	7,2	15 835	3,9	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	16 028	7,5	16 557	3,3	0,2
Textiles, clothing, footwear and leather goods	42 740	20,1	44 408	3,9	0,8
Household furniture, appliances and equipment	11 740	5,5	11 524	-1,8	-0,1
Hardware, paint and glass	15 354	7,2	15 751	2,6	0,2
All other retailers	21 555	10,1	21 180	-1,7	-0,2
Total	**212 985**	**100,0**	**214 513**	**0,7**	**0,7**

Retail trade sales increased by 0,7% in the three months ended January 2017 compared with the three months ended January 2016. The main contributor to this increase was retailers in textiles, clothing, footwear and leather goods (3,9% and contributing 0,8 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices
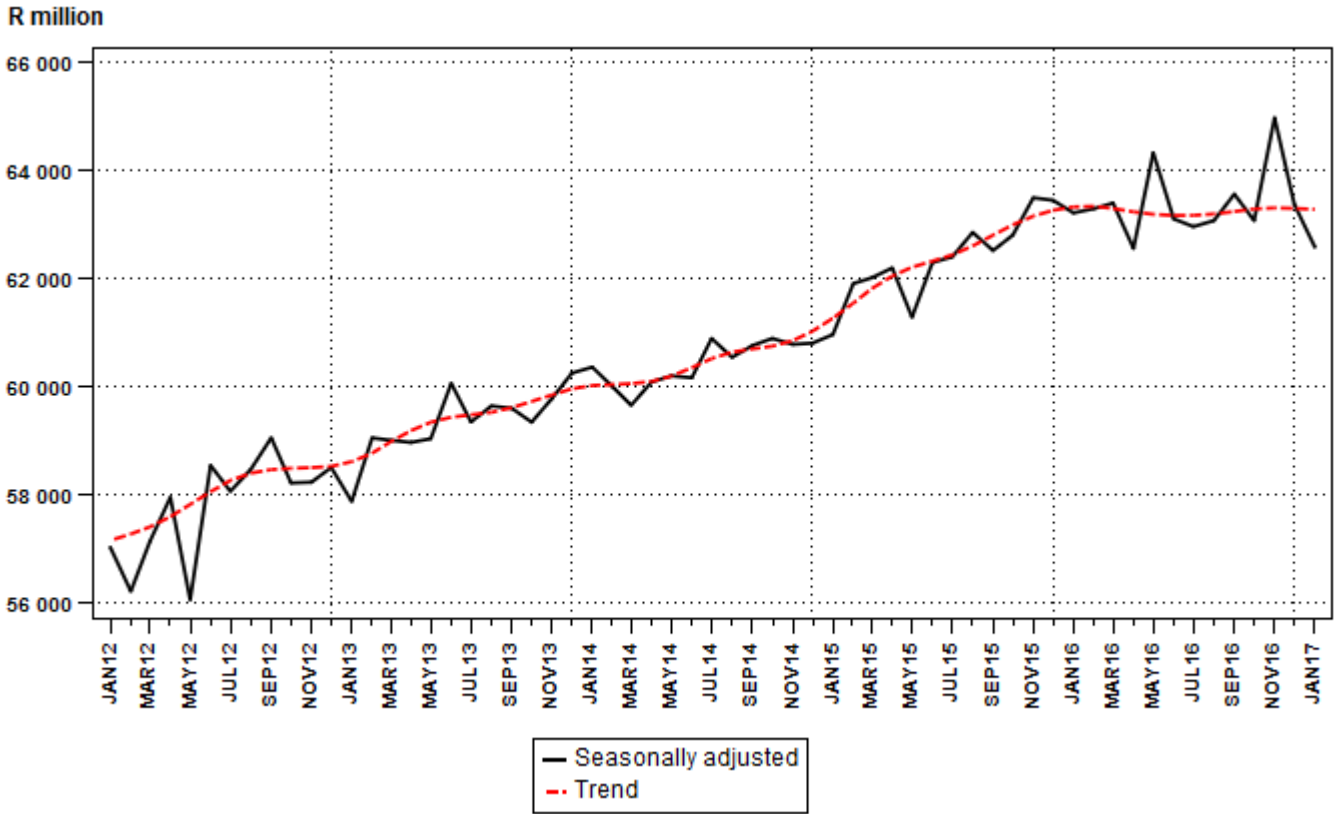
Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change
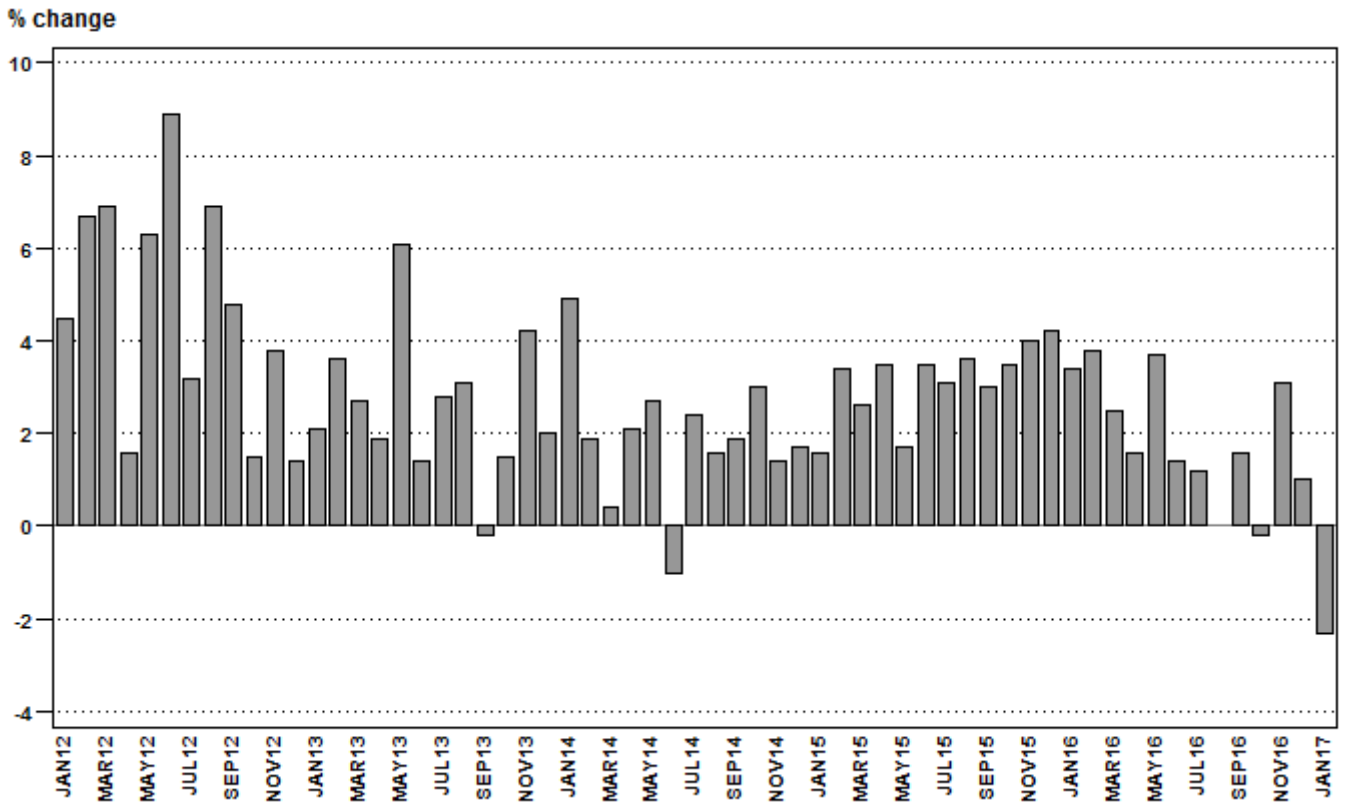
Sales at current prices: results for January 2017

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

	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
Year-on-year % change, unadjusted	6,7	8,5	6,8	10,1	8,5	4,4
Month-on-month % change, seasonally adjusted	0,6	1,2	-0,3	3,2	-1,4	-1,6
3-month % change, seasonally adjusted 1/	1,2	1,5	1,3	2,7	2,5	2,0

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 2015 – Jan 2016 (R million)	Weight	Nov 2016 – Jan 2017 (R million)	% change between Nov 2015 – Jan 2016 and Nov 2016 – Jan 2017	Contribution (% points) to the total % change
General dealers	107 696	43,5	116 396	8,1	3,5
Food, beverages and tobacco in specialised stores	18 691	7,6	20 915	11,9	0,9
Pharmaceuticals and medical goods, cosmetics and toiletries	18 553	7,5	20 248	9,1	0,7
Textiles, clothing, footwear and leather goods	49 440	20,0	54 582	10,4	2,1
Household furniture, appliances and equipment	11 848	4,8	11 974	1,1	0,1
Hardware, paint and glass	17 411	7,0	18 048	3,7	0,3
All other retailers	23 686	9,6	24 506	3,5	0,3
Total	**247 322**	**100,0**	**266 669**	**7,8**	**7,8**

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Statistician-General

Note: Construction of a new deflator for retail trade sales by updating the weights

Statistics South Africa (Stats SA) publishes monthly data for the retail trade industry. The publication contains estimated sales at both current and constant prices. As part of its improvement programme in economic statistics, Stats SA today introduces a change in the deflators for the retail trade sales survey. Material for the new deflators comes from the 2012 large sample survey (LSS) of the retail industry and the new consumer price index (CPI) basket and weights that were implemented with effect from January 2017.

A new deflator for each type of retailer was compiled as follows (same method as before but using new information).

(1)   Using the 2012 retail LSS, identify the products sold by each type of retailer (previously, the 2009 retail LSS was used).

(2)   Calculate the weight of each product's sales within each type of retailer (sales of the product as a percentage of the sales of the type of retailer).

(3)   Match each product with a corresponding component of the CPI (December 2016 = 100).

(4)   Multiply each CPI component from (3) by its weight from (2) and sum the results to derive a deflator for each type of retailer.

(5)   Convert the results from (4) from December 2016 = 100 to 2012 = 100 (on average).

Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant deflator (derived as described above). To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated. The new deflator has been applied with effect from January 2012, resulting in revised growth rates. The revisions in the annual growth rates for total sales are small, as shown in Figure 4.

The impact of the implementation of the new deflators on total sales is illustrated in Figures 3 and 4.

Figure 3 – Comparison of levels for retail trade sales at constant 2012 prices using 2009 LSS weights and 2012 LSS weights from January 2008 to December 2016
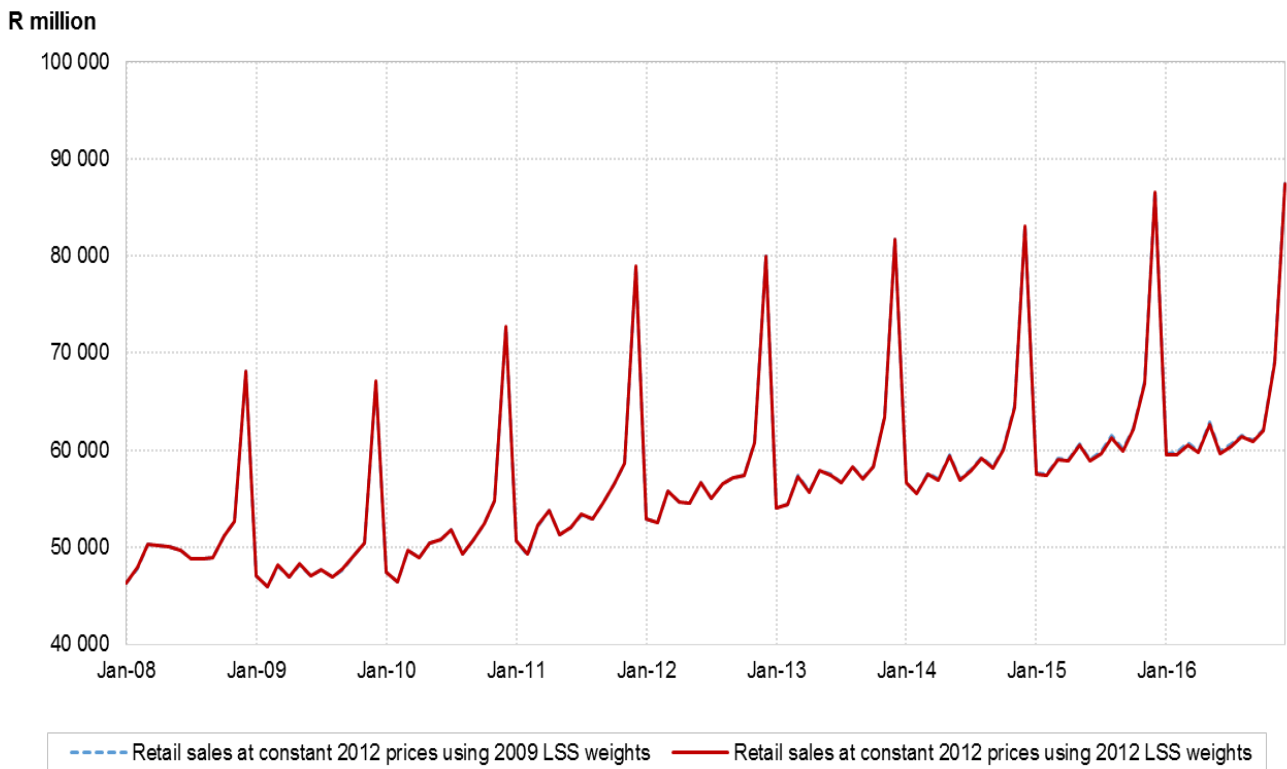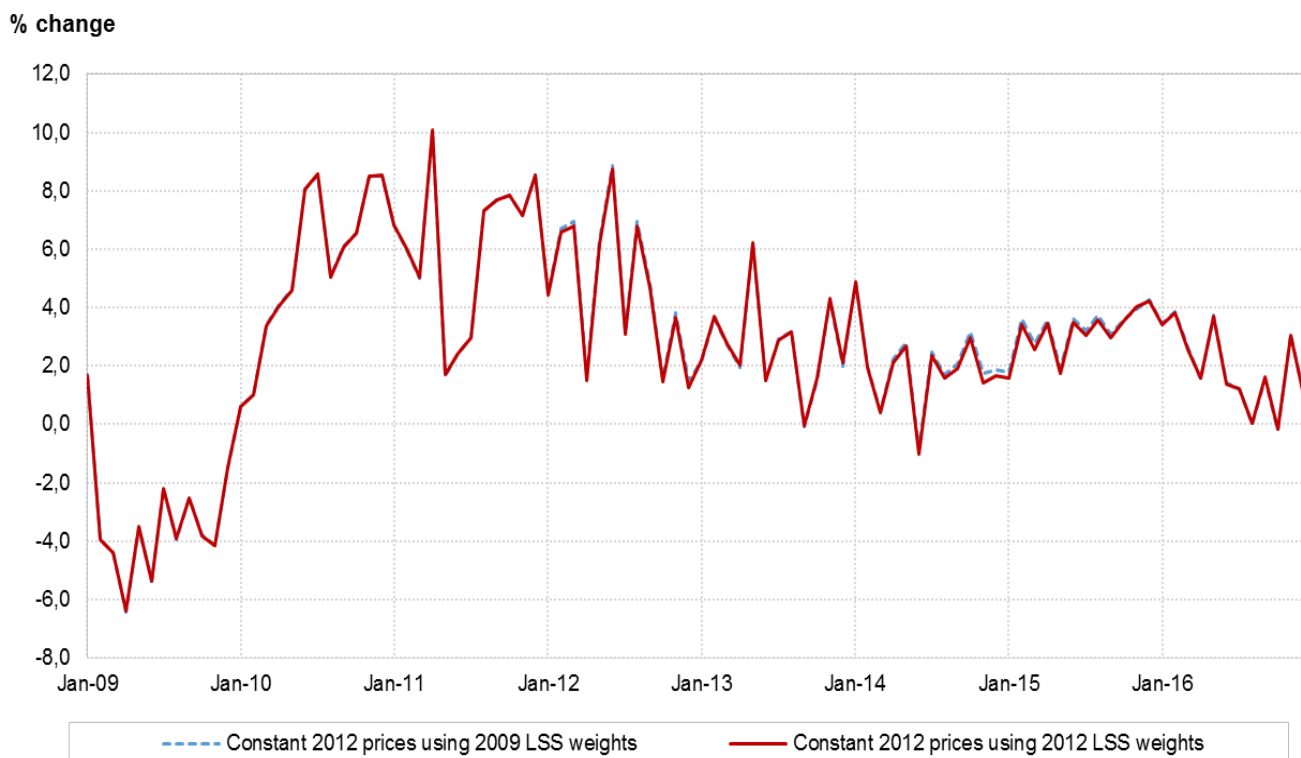
Figure 4 – Comparison of the year-on-year growth rates in total retail trade sales at constant 2012 prices using 2009 LSS weights and 2012 LSS weights, up to December 2016

% change

Tables

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

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	50 634	52 925	54 029	56 659	57 552	59 526	58 136
Feb	49 256	52 547	54 424	55 482	57 386	59 579	
Mar	52 235	55 831	57 318	57 548	59 030	60 533	
Apr	53 801	54 657	55 699	56 864	58 838	59 767	
May	51 321	54 553	57 879	59 426	60 457	62 691	
Jun	52 056	56 670	57 460	56 879	58 868	59 689	
Jul	53 351	55 065	56 597	57 939	59 707	60 442	
Aug	52 899	56 555	58 287	59 201	61 323	61 336	
Sep	54 551	57 155	57 069	58 150	59 876	60 842	
Oct	56 543	57 418	58 268	59 988	62 111	62 006	
Nov	58 680	60 889	63 442	64 330	66 917	68 970	
Dec	79 004	80 099	81 686	83 044	86 542	87 407	
Total	**664 331**	**694 364**	**712 158**	**725 510**	**748 607**	**762 788**	

1/ Figures for latest month are preliminary.

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

Month	2012	2013	2014	2015	2016	2017	*2017 year-to-date*
Jan	4,5	2,1	4,9	1,6	3,4	-2,3	*-2,3*
Feb	6,7	3,6	1,9	3,4	3,8		
Mar	6,9	2,7	0,4	2,6	2,5		
Apr	1,6	1,9	2,1	3,5	1,6		
May	6,3	6,1	2,7	1,7	3,7		
Jun	8,9	1,4	-1,0	3,5	1,4		
Jul	3,2	2,8	2,4	3,1	1,2		
Aug	6,9	3,1	1,6	3,6	0,0		
Sep	4,8	-0,2	1,9	3,0	1,6		
Oct	1,5	1,5	3,0	3,5	-0,2		
Nov	3,8	4,2	1,4	4,0	3,1		
Dec	1,4	2,0	1,7	4,2	1,0		
Total	**4,5**	**2,6**	**1,9**	**3,2**	**1,9**		

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

Month	R million				Month-on-month % change			
	2014	2015	2016	2017	2014	2015	2016	2017
Jan	60 360	60 964	63 219	62 588	0,2	0,3	-0,4	-1,2
Feb	59 994	61 909	63 297		-0,6	1,6	0,1	
Mar	59 653	62 016	63 401		-0,6	0,2	0,2	
Apr	60 085	62 198	62 561		0,7	0,3	-1,3	
May	60 197	61 286	64 333		0,2	-1,5	2,8	
Jun	60 163	62 299	63 108		-0,1	1,7	-1,9	
Jul	60 892	62 403	62 964		1,2	0,2	-0,2	
Aug	60 542	62 857	63 076		-0,6	0,7	0,2	
Sep	60 760	62 521	63 566		0,4	-0,5	0,8	
Oct	60 892	62 808	63 076		0,2	0,5	-0,8	
Nov	60 782	63 499	64 982		-0,2	1,1	3,0	
Dec	60 804	63 452	63 374		0,0	-0,1	-2,5	

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

Type of retailer	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17 1/
General dealers	26 971	26 906	25 043	29 212	35 739	24 307
Food, beverages and tobacco in specialised stores	4 318	4 639	4 780	4 777	6 882	4 176
Pharmaceuticals and medical goods, cosmetics and toiletries	5 201	5 186	5 513	5 296	5 827	5 434
Textiles, clothing, footwear and leather goods	10 674	9 763	11 325	13 136	20 994	10 278
Household furniture, appliances and equipment	2 987	3 005	3 190	3 674	4 950	2 900
Hardware, paint and glass	5 189	5 103	5 538	5 982	5 318	4 451
All other retailers	5 996	6 240	6 617	6 893	7 697	6 590
Total	**61 336**	**60 842**	**62 006**	**68 970**	**87 407**	**58 136**

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	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
General dealers	0,6	-0,4	-2,8	3,3	-3,5	-2,8
Food, beverages and tobacco in specialised stores	2,7	10,5	4,9	3,8	6,3	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	6,7	7,1	3,1	4,5	2,0	3,6
Textiles, clothing, footwear and leather goods	-1,2	-0,8	0,8	1,7	10,6	-5,3
Household furniture, appliances and equipment	-5,3	-3,6	-5,6	0,9	-2,9	-3,4
Hardware, paint and glass	2,2	5,2	7,3	2,7	3,0	1,9
All other retailers	-6,0	3,8	-1,0	4,6	-4,7	-4,3
Total	**0,0**	**1,6**	**-0,2**	**3,1**	**1,0**	**-2,3**

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-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
General dealers	0,3	-0,2	-1,2	1,4	-1,5	-1,2
Food, beverages and tobacco in specialised stores	0,2	0,7	0,4	0,3	0,5	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	0,5	0,6	0,3	0,3	0,1	0,3
Textiles, clothing, footwear and leather goods	-0,2	-0,1	0,1	0,3	2,3	-1,0
Household furniture, appliances and equipment	-0,3	-0,2	-0,3	0,0	-0,2	-0,2
Hardware, paint and glass	0,2	0,4	0,6	0,2	0,2	0,1
All other retailers	-0,6	0,4	-0,1	0,5	-0,4	-0,5
Total	**0,0**	**1,6**	**-0,2**	**3,1**	**1,0**	**-2,3**

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

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	47 857	51 961	55 444	60 356	64 484	69 619	72 678
Feb	46 496	51 639	55 870	59 387	64 549	70 374	
Mar	49 693	55 250	59 071	62 193	66 770	72 351	
Apr	51 173	54 219	57 656	61 851	66 827	71 995	
May	49 228	54 217	59 910	64 997	69 130	75 777	
Jun	49 921	56 367	59 553	62 411	67 282	72 447	
Jul	51 322	54 857	58 677	63 691	68 202	73 646	
Aug	51 019	56 417	60 681	65 453	70 477	75 202	
Sep	52 749	57 408	59 772	64 404	68 864	74 731	
Oct	55 035	58 224	61 281	66 518	71 591	76 428	
Nov	57 249	62 018	66 949	71 764	77 396	85 207	
Dec	77 064	81 779	86 170	92 494	100 307	108 784	
Total	**638 806**	**694 363**	**741 034**	**795 519**	**855 879**	**926 561**	

1/ Figures for latest month are preliminary.

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

Month	2012	2013	2014	2015	2016	2017	*2017 year-to-date*
Jan	8,6	6,7	8,9	6,8	8,0	4,4	*4,4*
Feb	11,1	8,2	6,3	8,7	9,0		
Mar	11,2	6,9	5,3	7,4	8,4		
Apr	6,0	6,3	7,3	8,0	7,7		
May	10,1	10,5	8,5	6,4	9,6		
Jun	12,9	5,7	4,8	7,8	7,7		
Jul	6,9	7,0	8,5	7,1	8,0		
Aug	10,6	7,6	7,9	7,7	6,7		
Sep	8,8	4,1	7,7	6,9	8,5		
Oct	5,8	5,3	8,5	7,6	6,8		
Nov	8,3	8,0	7,2	7,8	10,1		
Dec	6,1	5,4	7,3	8,4	8,5		
Total	**8,7**	**6,7**	**7,4**	**7,6**	**8,3**		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2014	2015	2016	2017	2014	2015	2016	2017
Jan	64 387	68 488	74 087	78 153	1,1	0,7	0,3	-1,6
Feb	64 271	69 695	74 743		-0,2	1,8	0,9	
Mar	64 278	69 764	75 409		0,0	0,1	0,9	
Apr	65 050	70 324	75 131		1,2	0,8	-0,4	
May	65 677	69 821	77 240		1,0	-0,7	2,8	
Jun	65 815	70 969	76 398		0,2	1,6	-1,1	
Jul	66 979	71 378	76 811		1,8	0,6	0,5	
Aug	67 005	72 248	77 241		0,0	1,2	0,6	
Sep	67 348	71 969	78 194		0,5	-0,4	1,2	
Oct	67 666	72 674	77 989		0,5	1,0	-0,3	
Nov	67 928	73 560	80 522		0,4	1,2	3,2	
Dec	67 992	73 850	79 434		0,1	0,4	-1,4	

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

Type of retailer	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17 1/
General dealers	34 514	34 527	32 367	37 850	46 542	32 004
Food, beverages and tobacco in specialised stores	5 560	5 974	6 201	6 251	9 084	5 580
Pharmaceuticals and medical goods, cosmetics and toiletries	6 234	6 217	6 700	6 440	7 129	6 679
Textiles, clothing, footwear and leather goods	12 934	11 872	13 834	16 085	25 821	12 676
Household furniture, appliances and equipment	3 101	3 127	3 331	3 793	5 162	3 019
Hardware, paint and glass	5 952	5 851	6 355	6 843	6 087	5 118
All other retailers	6 907	7 164	7 640	7 945	8 959	7 602
Total	**75 202**	**74 731**	**76 428**	**85 207**	**108 784**	**72 678**

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

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-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
General dealers	4,2	4,0	2,7	5,6	2,5	2,7
Food, beverages and tobacco in specialised stores	0,7	1,4	1,0	0,9	1,2	0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	0,9	0,9	0,7	0,8	0,5	0,9
Textiles, clothing, footwear and leather goods	0,8	0,9	1,3	1,6	3,9	0,1
Household furniture, appliances and equipment	-0,1	0,0	-0,1	0,1	0,0	0,0
Hardware, paint and glass	0,3	0,5	0,7	0,3	0,2	0,2
All other retailers	-0,1	0,9	0,5	0,9	0,1	0,0
Total	**6,7**	**8,5**	**6,8**	**10,1**	**8,5**	**4,4**

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 January 2017 was 80,9%. The improved collection rate for December 2016 was 83,9%.

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 publication available from Stats SA: • *Stats in Brief* issued annually*.
Rounding-off of figures	**10**	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Historical data	**11**	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: Click to download historical data
Past publications	**12**	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: Click to download past releases

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:

$$nh = n * (Nh * Sh) / [\Sigma (Ni * Si)].$$

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](#)

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

Glossary

Enterprise An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.

Industry An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the *System of National Accounts* (SNA) in the same way as in the *Standard Industrial Classification of all Economic Activities* (SIC)*, Fifth Edition, Report No. 09-90-02 of January 1993.

Retail trade Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.

Retailer A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.

Symbols and abbreviations

BSF	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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