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Sales at constant 2012 prices: results for July 2013

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

	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
Year-on-year % change, unadjusted	3,6	2,7	2,1	6,1	1,4	2,8
Month-on-month % change, seasonally adjusted	1,9	-0,8	-0,3	1,9	-0,5	-0,5
3-month % change, seasonally adjusted 1/	0,4	0,5	0,8	0,6	0,9	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 2,8% year-on-year in July 2013. The highest annual growth rates were recorded for retailers in:

- hardware, paint and glass (10,3%);
- textiles, clothing, footwear and leather goods (8,9%); and
- food, beverages and tobacco in specialised stores (4,3%) – see Table 5.

The main contributors to the 2,8% increase were retailers in textiles, clothing, footwear and leather goods (contributing 1,8 percentage points), retailers in hardware, paint and glass (contributing 0,8 of a percentage point) and retailers in food, beverages and tobacco in specialised stores (contributing 0,4 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,5% month-on-month in July 2013. This followed month-on-month changes of -0,5% in June 2013 and 1,9% in May 2013.

Seasonally adjusted retail trade sales increased by 0,9% in the three months ended July 2013 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	May – Jul 2012 (R million)	Weight	May – Jul 2013 (R million)	% change between May – Jul 2012 and May – Jul 2013	Contribution (% points) to the total % change
General dealers	61 576	39,3	62 657	1,8	0,7
Food, beverages and tobacco in specialised stores	14 103	9,0	14 414	2,2	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	12 227	7,8	12 135	-0,8	-0,1
Textiles, clothing, footwear and leather goods	32 163	20,5	35 000	8,8	1,8
Household furniture, appliances and equipment	8 368	5,3	8 208	-1,9	-0,1
Hardware, paint and glass	12 315	7,9	13 270	7,8	0,6
All other retailers	15 881	10,1	16 289	2,6	0,3
Total	156 633	100,0	161 973	3,4	3,4

Retail trade sales increased by 3,4% in the three months ended July 2013 compared with the three months ended July 2012. The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (8,8% and contributing 1,8 percentage points);
- general dealers (1,8% and contributing 0,7 of a percentage point); and
- retailers in hardware, paint and glass (7,8% and contributing 0,6 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

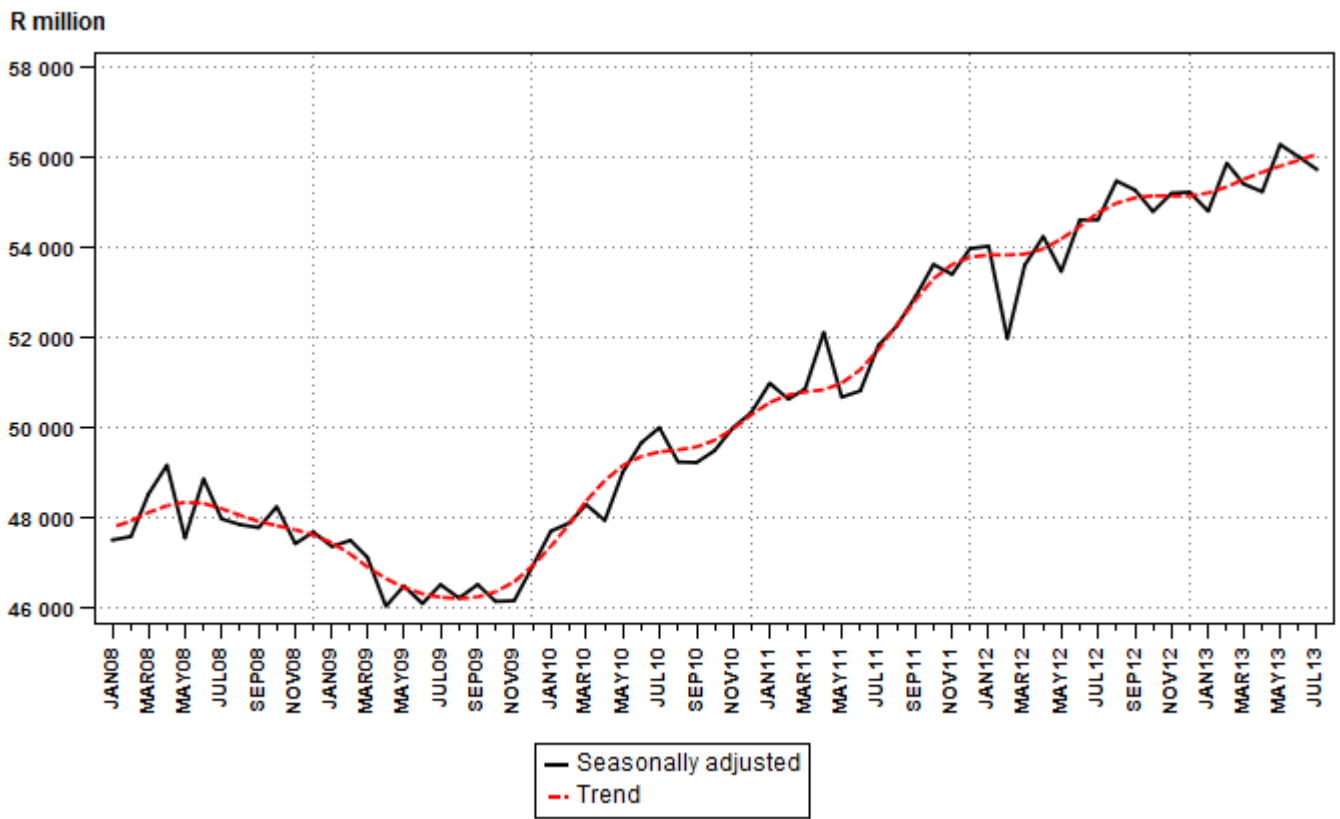
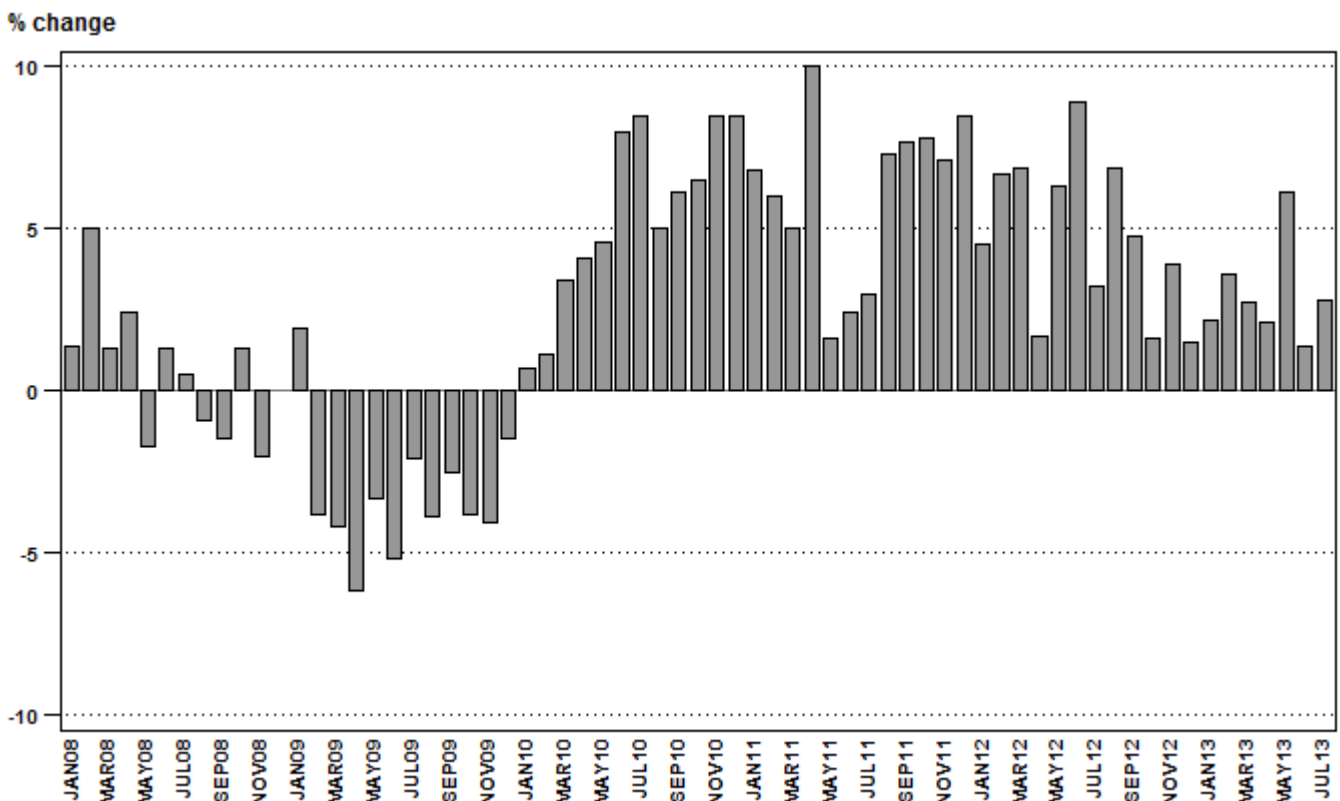


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



Sales at current prices: results for July 2013

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

	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
Year-on-year % change, unadjusted	8,2	6,9	6,5	10,4	5,6	6,8
Month-on-month % change, seasonally adjusted	3,2	-1,4	0,6	1,5	-0,1	-0,5
3-month % change, seasonally adjusted 1/	1,6	1,5	2,0	1,4	1,7	1,2

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	May – Jul 2012 (R million)	Weight	May – Jul 2013 (R million)	% change between May – Jul 2012 and May – Jul 2013	Contribution (% points) to the total % change
General dealers	61 159	39,2	65 141	6,5	2,5
Food, beverages and tobacco in specialised stores	13 928	8,9	15 182	9,0	0,8
Pharmaceuticals and medical goods, cosmetics and toiletries	12 216	7,8	12 564	2,8	0,2
Textiles, clothing, footwear and leather goods	31 964	20,5	35 896	12,3	2,5
Household furniture, appliances and equipment	8 385	5,4	8 203	-2,2	-0,1
Hardware, paint and glass	12 361	7,9	13 831	11,9	0,9
All other retailers	15 848	10,2	16 843	6,3	0,6
Total	155 858	100,0	167 661	7,6	7,6

**PJ Lehohla
Statistician-General**

Note: Changes to the monthly current indicator survey and the impact on the statistical series

Business register and samples

Today Statistics South Africa (Stats SA) publishes results for the monthly survey of retail trade sales from a new sample drawn in April 2013, which replaces the previous sample that was drawn in April 2012. The sample was drawn from a business register of enterprises with an annual turnover of at least R1 000 000 and that are required to register with the South African Revenue Service (SARS) for value added tax.

Owing to the evolving nature of business, the business register is maintained on a continuous basis. The maintenance process is aimed, amongst other things, at capturing changes related to new businesses, ceased businesses, merged businesses and classification changes. In addition, Stats SA undertakes quality improvement surveys related to the business register, the primary objective of which is to capture up-to-date information about the structures and activities of large and complex businesses. This process enables Stats SA to review classification codes for these businesses. These changes are an essential part of the statistical architecture.

Comparison of sales between the previous and new samples for the retail trade industry

The reported level of total sales for the monthly survey of the retail trade industry for the months April to June 2013 based on the new sample was 1,3% lower than the level of total sales recorded for the previous sample (see Table E and Figure 3). The previous sample was drawn in April 2012 and was operational for the last half of 2012 and the first half of 2013.

Table E – Total sales at current prices for previous and new samples for the retail trade industry: April to June 2013

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	169 002	166 856	-2 146	-1,3

Figure 3 – Total value of retail trade sales: monthly levels of previous and new samples for April to June 2013

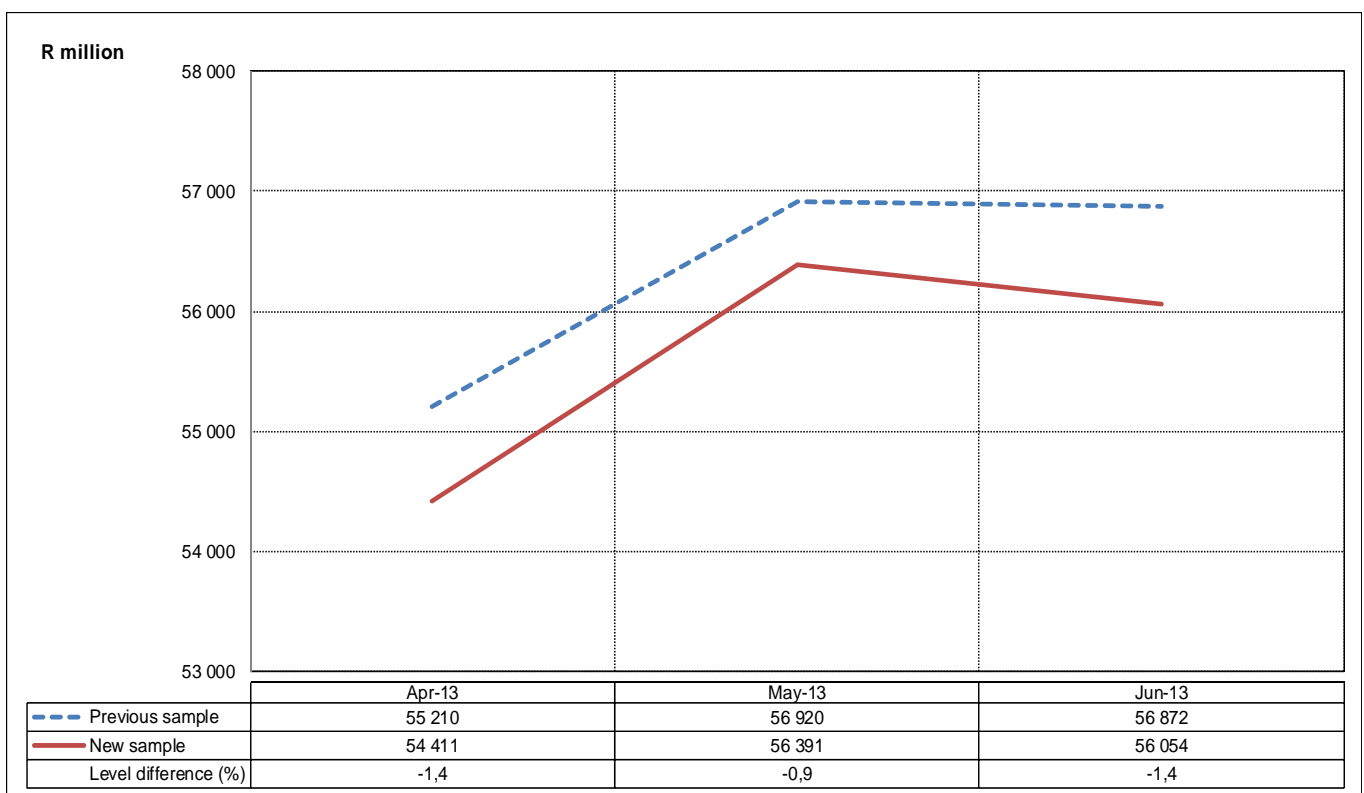


Table F – Retail trade sales for previous and new samples by type of retailer: April to June 2013

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) 1/
General dealers	63 401	64 784	1 383	2,2
Food, beverages and tobacco in specialised stores	17 585	14 873	-2 712	-15,4
Pharmaceuticals and medical goods, cosmetics and toiletries	12 001	12 442	441	3,7
Textiles, clothing, footwear and leather goods	36 977	36 684	-293	-0,8
Household furniture, appliances and equipment	7 156	7 923	767	10,7
Hardware, paint and glass	13 004	13 274	270	2,1
All other retailers	18 878	16 877	-2 001	-10,6
Total retail trade sales	169 002	166 856	-2 146	-1,3

1/ The percentage difference is the difference between April to June 2013 sales as recorded in the new sample divided by the April to June 2013 sales as recorded in the previous sample, expressed as a percentage.

The largest percentage differences between the previous and new samples were in the following types of retailers:

- retailers in food, beverages and tobacco in specialised stores (-15,4% or -R2 712 million);
- all 'other' retailers (-10,6% or -R2 001 million); and
- retailers in household furniture, appliances and equipment (10,7% or R767 million).

Various data quality improvements account for these differences, for example the reclassification of enterprises from one industry to another.

Backcasting

In order to assist users of time series, the levels of the previous sample have been adjusted from January 2002 up to March 2013, using the ratio between the new and previous sample estimates for April to June 2013.

Tables

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

Month	2007	2008	2009	2010	2011	2012	2013 1/
Jan	42 921	43 538	44 369	44 662	47 699	49 837	50 924
Feb	42 867	45 006	43 315	43 771	46 387	49 495	51 297
Mar	46 717	47 310	45 313	46 868	49 188	52 599	54 020
Apr	46 081	47 178	44 246	46 054	50 652	51 496	52 594
May	47 828	47 019	45 449	47 550	48 328	51 395	54 527
Jun	46 128	46 739	44 303	47 858	49 030	53 377	54 138
Jul	45 715	45 936	44 979	48 807	50 259	51 861	53 308
Aug	46 383	45 970	44 197	46 422	49 819	53 275	
Sep	46 805	46 116	44 979	47 704	51 366	53 842	
Oct	47 564	48 176	46 361	49 377	53 240	54 090	
Nov	50 635	49 600	47 546	51 578	55 249	57 383	
Dec	64 153	64 134	63 188	68 547	74 348	75 487	
Total	573 797	576 722	558 245	589 198	625 565	654 137	

1/ Latest month is preliminary.

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

Month	2008	2009	2010	2011	2012	2013	2013 year-to-date
Jan	1,4	1,9	0,7	6,8	4,5	2,2	2,2
Feb	5,0	-3,8	1,1	6,0	6,7	3,6	2,9
Mar	1,3	-4,2	3,4	5,0	6,9	2,7	2,8
Apr	2,4	-6,2	4,1	10,0	1,7	2,1	2,7
May	-1,7	-3,3	4,6	1,6	6,3	6,1	3,4
Jun	1,3	-5,2	8,0	2,4	8,9	1,4	3,0
Jul	0,5	-2,1	8,5	3,0	3,2	2,8	3,0
Aug	-0,9	-3,9	5,0	7,3	6,9		
Sep	-1,5	-2,5	6,1	7,7	4,8		
Oct	1,3	-3,8	6,5	7,8	1,6		
Nov	-2,0	-4,1	8,5	7,1	3,9		
Dec	0,0	-1,5	8,5	8,5	1,5		
Total	0,5	-3,2	5,5	6,2	4,6		

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

Month	R million				Month-on-month % change			
	2010	2011	2012	2013	2010	2011	2012	2013
Jan	47 693	50 985	54 033	54 812	1,7	1,3	0,1	-0,8
Feb	47 878	50 630	51 981	55 879	0,4	-0,7	-3,8	1,9
Mar	48 284	50 858	53 608	55 419	0,8	0,5	3,1	-0,8
Apr	47 933	52 114	54 248	55 244	-0,7	2,5	1,2	-0,3
May	49 007	50 676	53 473	56 293	2,2	-2,8	-1,4	1,9
Jun	49 662	50 815	54 617	56 019	1,3	0,3	2,1	-0,5
Jul	49 996	51 822	54 619	55 741	0,7	2,0	0,0	-0,5
Aug	49 234	52 262	55 484		-1,5	0,8	1,6	
Sep	49 221	52 909	55 282		0,0	1,2	-0,4	
Oct	49 485	53 626	54 802		0,5	1,4	-0,9	
Nov	49 998	53 407	55 211		1,0	-0,4	0,7	
Dec	50 331	53 980	55 234		0,7	1,1	0,0	

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

Type of retailer	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13 1/
General dealers	20 579	22 518	19 605	21 083	21 663	19 911
Food, beverages and tobacco in specialised stores	4 501	5 015	4 596	4 711	4 796	4 907
Pharmaceuticals and medical goods, cosmetics and toiletries	3 744	3 929	4 128	3 990	3 915	4 230
Textiles, clothing, footwear and leather goods	10 023	10 036	12 189	12 216	11 397	11 387
Household furniture, appliances and equipment	2 361	2 538	2 445	2 715	2 748	2 745
Hardware, paint and glass	4 271	4 182	3 986	4 432	4 306	4 532
All other retailers	5 818	5 802	5 645	5 380	5 313	5 596
Total	51 297	54 020	52 594	54 527	54 138	53 308

1/ Preliminary.

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

Type of retailer	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
General dealers	1,6	3,7	-1,2	5,5	0,4	-0,6
Food, beverages and tobacco in specialised stores	-2,0	1,8	-3,6	2,2	0,2	4,3
Pharmaceuticals and medical goods, cosmetics and toiletries	2,9	-1,8	3,7	0,9	-2,4	-0,8
Textiles, clothing, footwear and leather goods	13,5	4,0	5,0	13,6	4,1	8,9
Household furniture, appliances and equipment	-5,7	-6,0	-2,8	-0,7	-2,7	-2,2
Hardware, paint and glass	3,7	5,6	4,9	6,2	6,7	10,3
All other retailers	4,5	2,9	13,4	3,6	2,3	1,8
Total	3,6	2,7	2,1	6,1	1,4	2,8

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	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
General dealers	0,7	1,5	-0,5	2,1	0,2	-0,2
Food, beverages and tobacco in specialised stores	-0,2	0,2	-0,3	0,2	0,0	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	0,2	-0,1	0,3	0,1	-0,2	-0,1
Textiles, clothing, footwear and leather goods	2,4	0,7	1,1	2,8	0,8	1,8
Household furniture, appliances and equipment	-0,3	-0,3	-0,1	0,0	-0,1	-0,1
Hardware, paint and glass	0,3	0,4	0,4	0,5	0,5	0,8
All other retailers	0,5	0,3	1,3	0,4	0,2	0,2
Total	3,6	2,7	2,1	6,1	1,4	2,8

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

Month	2007	2008	2009	2010	2011	2012	2013 1/
Jan	31 976	35 528	39 922	41 856	45 084	48 951	52 232
Feb	31 936	36 628	39 218	40 869	43 802	48 647	52 632
Mar	34 944	38 725	41 451	43 858	46 814	52 049	55 648
Apr	34 653	39 137	40 742	43 100	48 208	51 078	54 411
May	36 158	39 381	42 080	44 513	46 376	51 076	56 391
Jun	35 011	39 480	40 921	44 676	47 029	53 102	56 054
Jul	35 155	39 167	41 698	45 593	48 348	51 680	55 216
Aug	35 854	39 817	41 097	43 397	48 064	53 148	
Sep	36 414	40 203	41 808	44 594	49 694	54 081	
Oct	37 338	42 302	43 162	46 259	51 847	54 850	
Nov	39 951	44 049	44 387	48 523	53 932	58 425	
Dec	50 809	57 172	58 983	64 365	72 598	77 040	
Total	440 199	491 589	515 469	551 603	601 796	654 135	

1/ Latest month is preliminary.

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

Month	2008	2009	2010	2011	2012	2013	2013 year-to-date
Jan	11,1	12,4	4,8	7,7	8,6	6,7	6,7
Feb	14,7	7,1	4,2	7,2	11,1	8,2	7,4
Mar	10,8	7,0	5,8	6,7	11,2	6,9	7,3
Apr	12,9	4,1	5,8	11,9	6,0	6,5	7,1
May	8,9	6,9	5,8	4,2	10,1	10,4	7,7
Jun	12,8	3,6	9,2	5,3	12,9	5,6	7,4
Jul	11,4	6,5	9,3	6,0	6,9	6,8	7,3
Aug	11,1	3,2	5,6	10,8	10,6		
Sep	10,4	4,0	6,7	11,4	8,8		
Oct	13,3	2,0	7,2	12,1	5,8		
Nov	10,3	0,8	9,3	11,1	8,3		
Dec	12,5	3,2	9,1	12,8	6,1		
Total	11,7	4,9	7,0	9,1	8,7		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2010	2011	2012	2013	2010	2011	2012	2013
Jan	44 519	47 997	52 882	55 882	1,6	1,4	0,3	-0,8
Feb	44 803	47 997	51 340	57 691	0,6	0,0	-2,9	3,2
Mar	45 063	48 227	52 852	56 896	0,6	0,5	2,9	-1,4
Apr	45 082	49 740	53 970	57 236	0,0	3,1	2,1	0,6
May	45 575	48 409	52 935	58 102	1,1	-2,7	-1,9	1,5
Jun	46 506	48 865	54 397	58 061	2,0	0,9	2,8	-0,1
Jul	46 773	49 941	54 556	57 785	0,6	2,2	0,3	-0,5
Aug	46 119	50 508	55 513		-1,4	1,1	1,8	
Sep	46 067	51 319	55 611		-0,1	1,6	0,2	
Oct	46 306	52 142	55 473		0,5	1,6	-0,2	
Nov	46 942	51 986	56 175		1,4	-0,3	1,3	
Dec	47 314	52 706	56 349		0,8	1,4	0,3	

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

Type of retailer	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13 1/
General dealers	21 217	23 284	20 370	21 884	22 530	20 727
Food, beverages and tobacco in specialised stores	4 668	5 256	4 858	4 970	5 045	5 167
Pharmaceuticals and medical goods, cosmetics and toiletries	3 811	3 988	4 260	4 130	4 052	4 382
Textiles, clothing, footwear and leather goods	10 213	10 247	12 482	12 509	11 693	11 694
Household furniture, appliances and equipment	2 370	2 551	2 457	2 726	2 740	2 737
Hardware, paint and glass	4 408	4 353	4 165	4 614	4 495	4 722
All other retailers	5 946	5 970	5 820	5 558	5 499	5 786
Total	52 632	55 648	54 411	56 391	56 054	55 216

1/ Preliminary.

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

Type of retailer	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
General dealers	6,8	8,3	3,6	10,5	5,2	4,0
Food, beverages and tobacco in specialised stores	4,5	7,7	2,7	8,9	6,8	11,4
Pharmaceuticals and medical goods, cosmetics and toiletries	6,4	0,7	7,5	4,5	1,4	2,7
Textiles, clothing, footwear and leather goods	17,0	7,3	8,5	17,2	7,5	12,3
Household furniture, appliances and equipment	-5,3	-5,2	-2,0	-0,5	-3,2	-2,7
Hardware, paint and glass	10,1	11,9	10,9	10,9	10,7	14,1
All other retailers	8,0	7,2	17,7	7,5	6,1	5,4
Total	8,2	6,9	6,5	10,4	5,6	6,8

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	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
General dealers	2,8	3,4	1,4	4,1	2,1	1,5
Food, beverages and tobacco in specialised stores	0,4	0,7	0,3	0,8	0,6	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	0,5	0,1	0,6	0,3	0,1	0,2
Textiles, clothing, footwear and leather goods	3,0	1,3	1,9	3,6	1,5	2,5
Household furniture, appliances and equipment	-0,3	-0,3	-0,1	0,0	-0,2	-0,1
Hardware, paint and glass	0,8	0,9	0,8	0,9	0,8	1,1
All other retailers	0,9	0,8	1,7	0,8	0,6	0,6
Total	8,2	6,9	6,5	10,4	5,6	6,8

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).
 - 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, 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**
- 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 July 2013 was 77,8%, accounting for 83,5% of the total estimate.

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: <ul style="list-style-type: none">• <i>Bulletin of Statistics</i>, issued quarterly; and• <i>SA Statistics</i>, 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 webpage. To access the data electronically, use the following link: http://www.statssa.gov.za/timeseriesdata/timeseriesdata.asp
Past publications	12	Past retail trade sales releases are available on the Stats SA webpage. To access the releases electronically, use the following link: http://www.statssa.gov.za/publications/statspastfuture.asp?PPN=P6242.1&SCH=5157
Changes in this publication	13	<p>The results published today are based on a new sample drawn in April 2013. The periodic introduction of a new sample is part of Stats SA's strategic approach in improving the basis on which surveys are conducted.</p> <p>The new sample was conducted in parallel with the previous sample for April to June 2013. A comparison of total sales estimates between the new and previous samples shows a 1,3% lower level of sales for the new sample.</p>

Technical notes

Survey methodology and design

- 1 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.
- 2 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

- 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	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

- 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.

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 <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)</i> .																		
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	<table><tr><td>BSF</td><td>Business sampling frame</td></tr><tr><td>CPI</td><td>Consumer price index</td></tr><tr><td>GDP</td><td>Gross domestic product</td></tr><tr><td>ISIC</td><td>International Standard Industrial Classification</td></tr><tr><td>SARS</td><td>South African Revenue Service</td></tr><tr><td>SIC</td><td>Standard Industrial Classification of all Economic Activities</td></tr><tr><td>SNA</td><td>System of National Accounts</td></tr><tr><td>Stats SA</td><td>Statistics South Africa</td></tr><tr><td>VAT</td><td>Value added tax</td></tr></table>	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
BSF	Business sampling frame																		
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General information

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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