



The South Africa I know, the home I understand

Statistical release

P6242.1

Retail trade sales (Preliminary)

July 2016

The results published today are based on a new sample. This is an annual procedure which typically affects the level of sales at both current and constant prices. To avoid breaks in time series and to minimise revisions to historical growth rates, historical sales levels were revised (i.e. they were linked to the estimates based on the new sample).

**Embargoed until:
14 September 2016
13:00**

Enquiries:

Keshnee Govender
(012) 310 8423

Forthcoming issue:

August 2016

Expected release date:

19 October 2016

Contents

Sales at constant 2012 prices: results for July 20162

Table A – Key growth rates in retail trade sales at constant 2012 prices.....2

Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer2

Figure 1 – Retail trade sales at constant 2012 prices3

Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change.....3

Sales at current prices: results for July 2016.....4

Table C – Key growth rates in retail trade sales at current prices.....4

Table D – Retail trade sales at current prices for the latest three months by type of retailer4

Note: Changes to the monthly current indicator survey and the impact on the statistical series.....5

Tables.....7

Table 1 – Retail trade sales at constant 2012 prices (R million)7

Table 2 – Year-on-year percentage change in retail trade sales at constant 2012 prices.....7

Table 3 – Seasonally adjusted retail trade sales at constant 2012 prices7

Table 4 – Retail trade sales at constant 2012 prices by type of retailer (R million)8

Table 5 – Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer8

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)8

Table 7 – Retail trade sales at current prices (R million).....9

Table 8 – Year-on-year percentage change in retail trade sales at current prices9

Table 9 – Seasonally adjusted retail trade sales at current prices9

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

Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer.....10

Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at current prices (percentage points)10

Survey information.....11

Technical notes13

Glossary.....15

Technical enquiries.....15

General information16

Sales at constant 2012 prices: results for July 2016

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

	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
Year-on-year % change, unadjusted	3,9	2,6	1,6	3,7	1,4	0,8
Month-on-month % change, seasonally adjusted	0,3	0,2	-1,4	2,9	-1,9	-0,4
3-month % change, seasonally adjusted 1/	0,6	-0,1	-0,6	0,1	0,1	0,5

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 0,8% year-on-year in July 2016. The highest positive annual growth rates were recorded for retailers in:

- pharmaceuticals and medical goods, cosmetics and toiletries (6,3%); and
- textiles, clothing, footwear and leather goods (4,3%) – see Table 5.

The main positive contributors to the 0,8% increase were:

- retailers in textiles, clothing, footwear and leather goods (contributing 0,8 of a percentage point);
- general dealers (contributing 0,5 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 decreased by 0,4% month-on-month in July 2016. This followed month-on-month changes of -1,9% in June 2016 and 2,9% in May 2016. In the three months ended July 2016, seasonally adjusted retail trade sales increased by 0,5% 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 2015 (R million)	Weight	May – Jul 2016 (R million)	% change between May – Jul 2015 and May – Jul 2016	Contribution (% points) to the total % change
General dealers	77 842	43,3	79 858	2,6	1,1
Food, beverages and tobacco in specialised stores	12 446	6,9	12 478	0,3	0,0
Pharmaceuticals and medical goods, cosmetics and toiletries	14 881	8,3	15 971	7,3	0,6
Textiles, clothing, footwear and leather goods	32 663	18,2	33 557	2,7	0,5
Household furniture, appliances and equipment	9 333	5,2	8 791	-5,8	-0,3
Hardware, paint and glass	14 471	8,1	14 809	2,3	0,2
All other retailers	18 015	10,0	17 734	-1,6	-0,2
Total	179 651	100,0	183 198	2,0	2,0

Retail trade sales increased by 2,0% in the three months ended July 2016 compared with the three months ended July 2015. The main contributors to this increase were:

- general dealers (2,6% and contributing 1,1 percentage points); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (7,3% and contributing 0,6 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

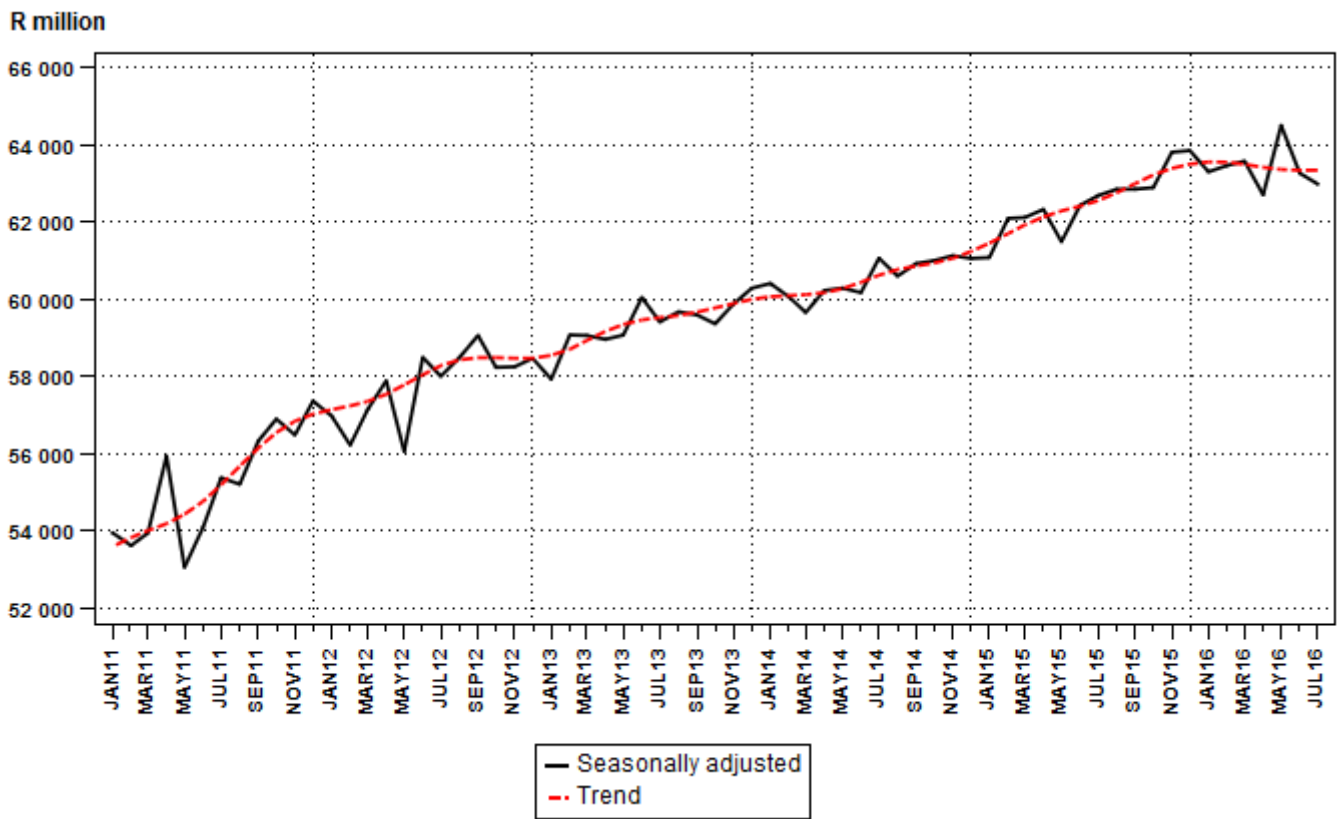
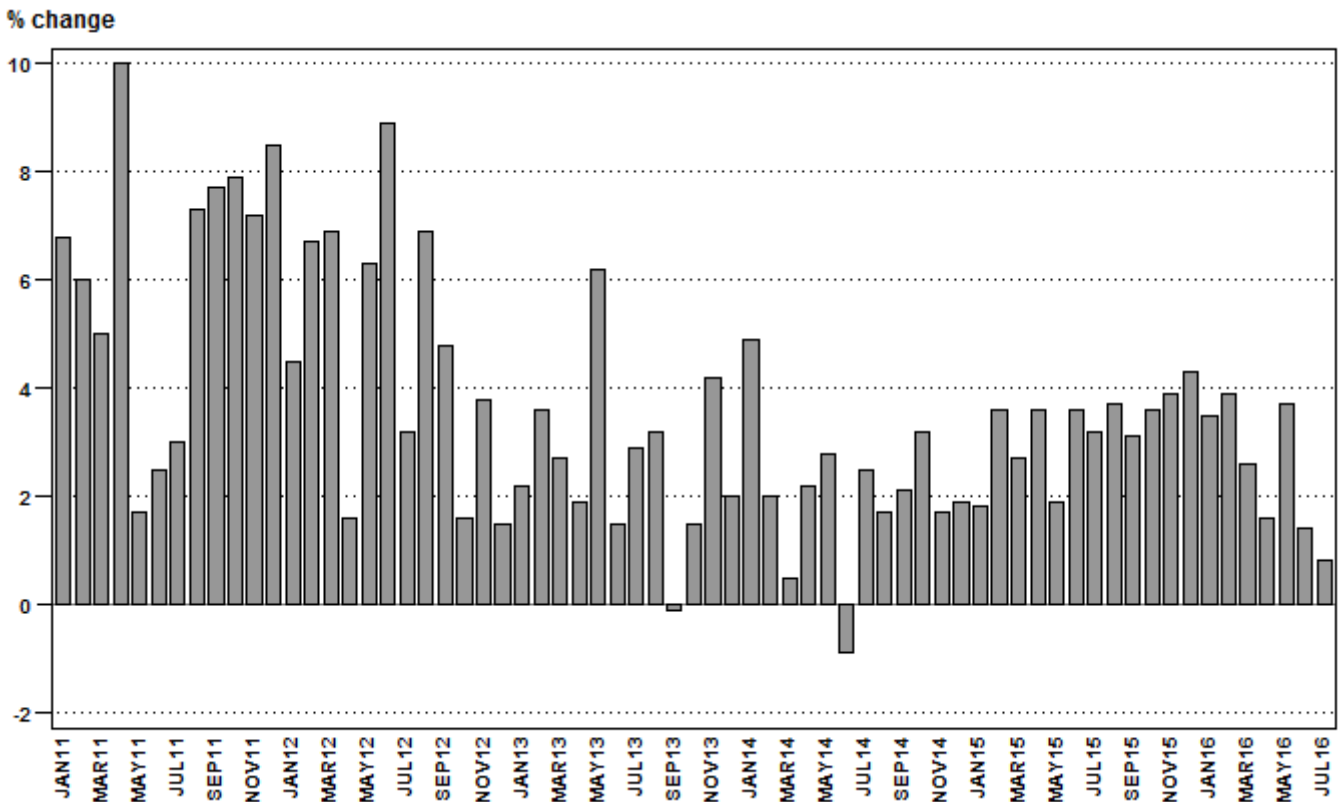


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



Sales at current prices: results for July 2016

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

	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
Year-on-year % change, unadjusted	9,0	8,4	7,7	9,6	7,7	7,5
Month-on-month % change, seasonally adjusted	1,0	0,9	-0,4	2,8	-1,1	0,2
3-month % change, seasonally adjusted 1/	2,1	1,7	1,6	2,2	2,0	2,1

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 2015 (R million)	Weight	May – Jul 2016 (R million)	% change between May – Jul 2015 and May – Jul 2016	Contribution (% points) to the total % change
General dealers	90 168	44,1	99 724	10,6	4,7
Food, beverages and tobacco in specialised stores	14 910	7,3	16 056	7,7	0,6
Pharmaceuticals and medical goods, cosmetics and toiletries	17 059	8,3	19 130	12,1	1,0
Textiles, clothing, footwear and leather goods	36 920	18,0	40 143	8,7	1,6
Household furniture, appliances and equipment	9 432	4,6	9 169	-2,8	-0,1
Hardware, paint and glass	16 448	8,0	16 951	3,1	0,2
All other retailers	19 679	9,6	20 344	3,4	0,3
Total	204 614	100,0	221 516	8,3	8,3

**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 2016, which replaces the previous sample that was drawn in April 2015. The sample was drawn from a business register of enterprises with an annual turnover of at least R978 135 and that are required to register with the South African Revenue Service 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 total sales between the previous (revised) 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 2016 based on the new sample was 1,8% 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 2015 and was operational for the last half of 2015 and the first half of 2016.

Table E – Total retail trade sales at current prices for previous and new samples: April to June 2016

Retail trade industry	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%)
	224 299	220 219	-4 080	-1,8

Figure 3 – Total retail trade sales at current prices: monthly levels of previous and new samples for April to June 2016

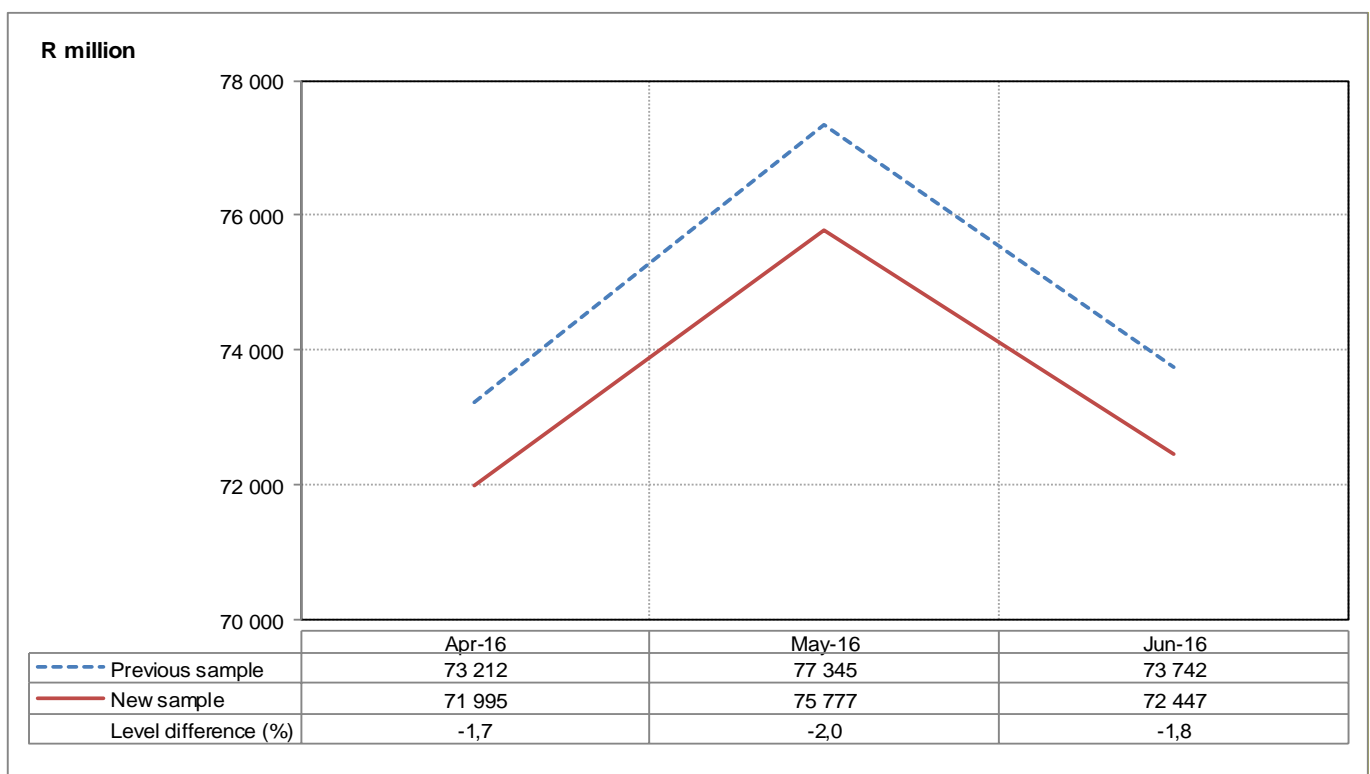


Table F – Retail trade sales for previous and new samples by type of retailer: April to June 2016

Type of retailer	Previous sample (R million)	New sample (R million)	Difference	
			(R million)	(%) 1/
General dealers	91 858	98 176	6 318	6,9
Food, beverages and tobacco in specialised stores	18 896	16 103	-2 793	-14,8
Pharmaceuticals and medical goods, cosmetics and toiletries	16 057	18 958	2 901	18,1
Textiles, clothing, footwear and leather goods	46 122	40 502	-5 620	-12,2
Household furniture, appliances and equipment	9 320	9 153	-167	-1,8
Hardware, paint and glass	16 278	16 508	230	1,4
All other retailers	25 765	20 821	-4 944	-19,2
Total retail trade sales	224 299	220 219	-4 080	-1,8

1/ The percentage difference is the new sample minus the previous sample, divided by the previous sample, multiplied by 100.

The largest percentage differences were in the following types of retailers:

- all ‘other’ retailers (19,2% or R4 944 million lower in the new sample);
- retailers in food, beverages and tobacco in specialised stores (14,8% or R2 793 million lower in the new sample);
- retailers in textiles, clothing, footwear and leather goods (12,2% or R5 620 million lower in the new sample); and
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (18,1% or R2 901 million higher in the new sample).

Backcasting

To avoid breaks in the time series and to minimise revisions to historical growth rates, historical sales levels were revised (i.e. they were linked to the estimates based on the new sample).

Tables

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

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	47 392	50 625	52 910	54 052	56 691	57 703	59 699
Feb	46 448	49 230	52 540	54 444	55 535	57 547	59 771
Mar	49 733	52 214	55 835	57 348	57 612	59 196	60 752
Apr	48 873	53 780	54 665	55 726	56 976	59 023	59 941
May	50 461	51 298	54 550	57 925	59 538	60 668	62 933
Jun	50 800	52 045	56 658	57 511	57 013	59 079	59 910
Jul	51 803	53 345	55 042	56 643	58 046	59 904	60 355
Aug	49 269	52 880	56 548	58 335	59 318	61 528	
Sep	50 624	54 524	57 158	57 111	58 301	60 099	
Oct	52 401	56 520	57 422	58 278	60 134	62 287	
Nov	54 730	58 656	60 907	63 480	64 587	67 120	
Dec	72 746	78 954	80 127	81 726	83 249	86 807	
Total	625 280	664 071	694 362	712 579	727 000	750 961	

1/ Figures for latest month are preliminary.

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

Month	2011	2012	2013	2014	2015	2016	2016 year-to-date
Jan	6,8	4,5	2,2	4,9	1,8	3,5	3,5
Feb	6,0	6,7	3,6	2,0	3,6	3,9	3,7
Mar	5,0	6,9	2,7	0,5	2,7	2,6	3,3
Apr	10,0	1,6	1,9	2,2	3,6	1,6	2,9
May	1,7	6,3	6,2	2,8	1,9	3,7	3,0
Jun	2,5	8,9	1,5	-0,9	3,6	1,4	2,8
Jul	3,0	3,2	2,9	2,5	3,2	0,8	2,5
Aug	7,3	6,9	3,2	1,7	3,7		
Sep	7,7	4,8	-0,1	2,1	3,1		
Oct	7,9	1,6	1,5	3,2	3,6		
Nov	7,2	3,8	4,2	1,7	3,9		
Dec	8,5	1,5	2,0	1,9	4,3		
Total	6,2	4,6	2,6	2,0	3,3		

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

Month	R million				Month-on-month % change			
	2013	2014	2015	2016	2013	2014	2015	2016
Jan	57 932	60 414	61 085	63 307	-0,9	0,2	0,0	-0,9
Feb	59 079	60 065	62 101	63 471	2,0	-0,6	1,7	0,3
Mar	59 065	59 662	62 123	63 584	0,0	-0,7	0,0	0,2
Apr	58 964	60 231	62 334	62 712	-0,2	1,0	0,3	-1,4
May	59 075	60 293	61 496	64 509	0,2	0,1	-1,3	2,9
Jun	60 049	60 177	62 438	63 272	1,6	-0,2	1,5	-1,9
Jul	59 417	61 069	62 692	62 990	-1,1	1,5	0,4	-0,4
Aug	59 679	60 604	62 855		0,4	-0,8	0,3	
Sep	59 597	60 930	62 858		-0,1	0,5	0,0	
Oct	59 367	61 006	62 898		-0,4	0,1	0,1	
Nov	59 886	61 134	63 816		0,9	0,2	1,5	
Dec	60 290	61 063	63 858		0,7	-0,1	0,1	

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

Type of retailer	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16 1/
General dealers	26 630	27 784	24 454	27 709	26 774	25 375
Food, beverages and tobacco in specialised stores	3 906	4 146	4 307	4 059	4 115	4 304
Pharmaceuticals and medical goods, cosmetics and toiletries	4 878	5 131	5 418	5 220	5 226	5 525
Textiles, clothing, footwear and leather goods	10 160	9 719	11 778	11 806	10 380	11 371
Household furniture, appliances and equipment	2 907	2 945	3 012	2 902	2 905	2 984
Hardware, paint and glass	4 929	4 630	4 682	5 032	4 754	5 023
All other retailers	6 361	6 397	6 290	6 205	5 756	5 773
Total	59 771	60 752	59 941	62 933	59 910	60 355

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	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
General dealers	4,6	5,0	-1,2	4,7	1,8	1,2
Food, beverages and tobacco in specialised stores	2,4	0,1	3,0	-5,5	4,2	2,5
Pharmaceuticals and medical goods, cosmetics and toiletries	7,7	2,8	5,6	5,6	10,3	6,3
Textiles, clothing, footwear and leather goods	3,4	4,4	2,8	3,8	0,0	4,3
Household furniture, appliances and equipment	2,7	1,1	0,0	-3,5	-5,8	-8,0
Hardware, paint and glass	1,5	-3,4	6,4	6,9	-0,4	0,7
All other retailers	1,8	-2,9	3,0	5,8	-1,5	-8,5
Total	3,9	2,6	1,6	3,7	1,4	0,8

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-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
General dealers	2,0	2,2	-0,5	2,0	0,8	0,5
Food, beverages and tobacco in specialised stores	0,2	0,0	0,2	-0,4	0,3	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,6	0,2	0,5	0,5	0,8	0,5
Textiles, clothing, footwear and leather goods	0,6	0,7	0,5	0,7	0,0	0,8
Household furniture, appliances and equipment	0,1	0,1	0,0	-0,2	-0,3	-0,4
Hardware, paint and glass	0,1	-0,3	0,5	0,5	0,0	0,1
All other retailers	0,2	-0,3	0,3	0,6	-0,1	-0,9
Total	3,9	2,6	1,6	3,7	1,4	0,8

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

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	44 430	47 857	51 961	55 444	60 356	64 484	69 619
Feb	43 383	46 496	51 639	55 870	59 387	64 549	70 374
Mar	46 555	49 693	55 250	59 071	62 193	66 770	72 351
Apr	45 752	51 173	54 219	57 656	61 851	66 827	71 995
May	47 251	49 228	54 217	59 910	64 997	69 130	75 777
Jun	47 424	49 921	56 367	59 553	62 411	67 282	72 447
Jul	48 398	51 322	54 857	58 677	63 691	68 202	73 292
Aug	46 065	51 019	56 417	60 681	65 453	70 477	
Sep	47 337	52 749	57 408	59 772	64 404	68 864	
Oct	49 104	55 035	58 224	61 281	66 518	71 591	
Nov	51 506	57 249	62 018	66 949	71 764	77 396	
Dec	68 324	77 064	81 779	86 170	92 494	100 307	
Total	585 529	638 806	694 363	741 034	795 519	855 879	

1/ Figures for latest month are preliminary.

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

Month	2011	2012	2013	2014	2015	2016	2016 year-to-date
Jan	7,7	8,6	6,7	8,9	6,8	8,0	8,0
Feb	7,2	11,1	8,2	6,3	8,7	9,0	8,5
Mar	6,7	11,2	6,9	5,3	7,4	8,4	8,4
Apr	11,8	6,0	6,3	7,3	8,0	7,7	8,3
May	4,2	10,1	10,5	8,5	6,4	9,6	8,5
Jun	5,3	12,9	5,7	4,8	7,8	7,7	8,4
Jul	6,0	6,9	7,0	8,5	7,1	7,5	8,3
Aug	10,8	10,6	7,6	7,9	7,7		
Sep	11,4	8,8	4,1	7,7	6,9		
Oct	12,1	5,8	5,3	8,5	7,6		
Nov	11,2	8,3	8,0	7,2	7,8		
Dec	12,8	6,1	5,4	7,3	8,4		
Total	9,1	8,7	6,7	7,4	7,6		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2013	2014	2015	2016	2013	2014	2015	2016
Jan	59 397	64 403	68 465	73 996	-0,8	1,1	0,5	-0,1
Feb	60 675	64 281	69 719	74 731	2,2	-0,2	1,8	1,0
Mar	60 679	64 232	69 676	75 379	0,0	-0,1	-0,1	0,9
Apr	60 744	65 079	70 284	75 108	0,1	1,3	0,9	-0,4
May	60 951	65 694	69 849	77 177	0,3	0,9	-0,6	2,8
Jun	62 145	65 715	70 891	76 356	2,0	0,0	1,5	-1,1
Jul	61 604	67 022	71 436	76 525	-0,9	2,0	0,8	0,2
Aug	62 241	66 958	72 060		1,0	-0,1	0,9	
Sep	62 418	67 324	72 054		0,3	0,5	0,0	
Oct	62 423	67 584	72 523		0,0	0,4	0,7	
Nov	63 275	68 047	73 657		1,4	0,7	1,6	
Dec	63 677	68 106	74 103		0,6	0,1	0,6	

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

Type of retailer	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16 1/
General dealers	32 142	33 980	30 348	34 414	33 414	31 896
Food, beverages and tobacco in specialised stores	4 929	5 295	5 591	5 232	5 280	5 544
Pharmaceuticals and medical goods, cosmetics and toiletries	5 693	6 111	6 475	6 227	6 256	6 647
Textiles, clothing, footwear and leather goods	11 887	11 478	14 004	14 084	12 414	13 645
Household furniture, appliances and equipment	2 980	3 039	3 111	3 012	3 030	3 127
Hardware, paint and glass	5 619	5 241	5 328	5 741	5 439	5 771
All other retailers	7 124	7 209	7 139	7 068	6 614	6 662
Total	70 374	72 351	71 995	75 777	72 447	73 292

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	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
General dealers	10,8	11,9	6,4	12,2	9,7	9,9
Food, beverages and tobacco in specialised stores	10,6	7,8	11,6	1,5	11,6	10,4
Pharmaceuticals and medical goods, cosmetics and toiletries	13,0	9,4	11,9	9,6	15,4	11,5
Textiles, clothing, footwear and leather goods	8,4	10,1	8,9	9,7	5,8	10,5
Household furniture, appliances and equipment	4,3	3,3	2,1	-1,1	-2,7	-4,4
Hardware, paint and glass	2,6	-3,4	7,1	7,3	0,1	1,9
All other retailers	5,7	1,1	7,9	10,7	3,6	-3,5
Total	9,0	8,4	7,7	9,6	7,7	7,5

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-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16
General dealers	4,8	5,4	2,7	5,4	4,4	4,2
Food, beverages and tobacco in specialised stores	0,7	0,6	0,9	0,1	0,8	0,8
Pharmaceuticals and medical goods, cosmetics and toiletries	1,0	0,8	1,0	0,8	1,2	1,0
Textiles, clothing, footwear and leather goods	1,4	1,6	1,7	1,8	1,0	1,9
Household furniture, appliances and equipment	0,2	0,1	0,1	0,0	-0,1	-0,2
Hardware, paint and glass	0,2	-0,3	0,5	0,6	0,0	0,2
All other retailers	0,6	0,1	0,8	1,0	0,3	-0,4
Total	9,0	8,4	7,7	9,6	7,7	7,5

Survey information

Introduction	1	<p>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).</p> <p>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).</p>
Purpose of the survey	3	<p>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.</p>
Scope of the survey	4	<p>This survey covers retail enterprises according to the following types of retailers:</p> <ul style="list-style-type: none"> • General dealers: <ul style="list-style-type: none"> ➢ 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: <ul style="list-style-type: none"> ➢ 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: <ul style="list-style-type: none"> ➢ 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: <ul style="list-style-type: none"> ➢ 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	<p>The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities</i> (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 <i>International Standard Industrial Classification of all Economic Activities</i> (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.</p>
Collection rate	6	<p>The preliminary collection rate for the survey on retail trade sales for July 2016 was 78,0%, accounting for 81,6% of the total estimate. The collection rate for June 2016 for the new sample was 81,1%.</p>

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: <ul style="list-style-type: none">• <i>Stats in Brief</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 website. To access the data electronically, use the following link: http://www.statssa.gov.za/?page_id=1849
Past publications	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: http://www.statssa.gov.za/?page_id=1866&PPN=P6242.1&SCH=5713

Technical notes

Survey methodology and design

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 636 enterprises from a population of 23 726 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax, email and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn at the SIC four-digit level in April 2016 from Stats SA’s business sampling frame (BSF). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point 3 below).

The Neyman optimal allocation formula given below was used to allocate samples to each stratum:

$$n_h = n * (N_h * S_h) / [\sum (N_i * S_i)].$$

Neyman allocation formula not only allocates sample sizes to each stratum, but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 10,0%.

Class limits

- 3 The retail sampling frame is divided into four size groups. All large and medium enterprises (size group one and two) are completely enumerated. Simple random sampling is applied to size group three and four (small and very small) enterprises. The total value of sales of the large and medium enterprises (size group one and two) is added to the weighted totals of size group three and four to reflect the total value of sales.

Measure of size classes (Rand)

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	978 135	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

Sample weighting

- 4 For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of non-response in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form group estimates. These procedures are consistent with international best practice.

Seasonal adjustment

- 5 Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the US Bureau of the Census. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be recognised more clearly. Seasonal adjustment does not aim to remove irregular or non-seasonal influences which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series, even after adjustment for seasonal variations. Therefore, the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour. The X-12-ARIMA procedure for retail trade sales is described in more detail on the Stats SA website:

[Click to Download Seasonal adjustment Retail Trade Sales February 2016](#)

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 (SIC)</i> , 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	<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																		
CPI	Consumer price index																		
GDP	Gross domestic product																		
ISIC	International Standard Industrial Classification																		
SARS	South African Revenue Service																		
SIC	Standard Industrial Classification of all Economic Activities																		
SNA	System of National Accounts																		
Stats SA	Statistics South Africa																		
VAT	Value added tax																		

Technical enquiries

Raquel Floris	Telephone number: (012) 337 6488 Email: raquelf@statssa.gov.za
Keshnee Govender	Telephone number: (012) 310 8423 Email: keshneeg@statssa.gov.za

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.

Stats SA has copyright on this publication. Users may apply the information as they wish, provided that they acknowledge Stats SA as the source of the basic data wherever they process, apply, utilise, publish or distribute the data; and also that they specify that the relevant application and analysis (where applicable) result from their own processing of the data.

Stats SA products

A complete set of Stats SA publications is available at the Stats SA Library and the following libraries:

National Library of South Africa, Pretoria Division
National Library of South Africa, Cape Town Division
Natal Society Library, Pietermaritzburg
Library of Parliament, Cape Town
Bloemfontein Public Library
Johannesburg Public Library
Eastern Cape Library Services, King William's Town
Central Regional Library, Polokwane
Central Reference Library, Mbombela
Central Reference Collection, Kimberley
Central Reference Library, Mmabatho

Stats SA also provides a subscription service.

Electronic services

A large range of data is available via online services. For more detail about our electronic services, contact Stats SA's user information service at (012) 310 8600.

You can also visit us on the internet at: www.statssa.gov.za

General enquiries

User information services	Telephone number: (012) 310 8600 Email address: info@statssa.gov.za
Orders/subscription services	Telephone number: (012) 310 8044 Email address: magdaj@statssa.gov.za
Postal address	Private Bag X44, Pretoria, 0001

Produced by Stats SA