# Statistical release 

# Retail trade sales (Preliminary) 

## June 2013

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## Sales at constant 2012 prices: results for June 2013

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

|  | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Year-on-year \% change, unadjusted | 2,2 | 3,9 | 2,7 | 2,0 | 6,0 | 1,9 |
| Month-on-month \% change, seasonally adjusted | $-1,0$ | 2,3 | $-1,1$ | $-0,4$ | 2,1 | 0,0 |
| 3-month \% change, seasonally adjusted 1/ | $-0,2$ | 0,6 | 0,7 | 0,9 | 0,5 | 1,0 |

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 1,9\% year-on-year in June 2013. The highest annual growth rates were recorded for:

- retailers in hardware, paint and glass (5,3\%);
- all 'other' retailers (4,9\%); and
- retailers in textiles, clothing, footwear and leather goods (4,0\%) - see Table 5.

The main contributors to the $1,9 \%$ increase were retailers in textiles, clothing, footwear and leather goods (contributing 0,8 of a percentage point); all 'other' retailers (contributing 0,5 of a percentage point); general dealers and retailers in hardware, paint and glass (both contributing 0,4 of a percentage point) - see Table 6.

Seasonally adjusted retail trade sales remained stable between May and June 2013. This followed month-on-month changes of 2,1\% in May 2013 and $-0,4 \%$ in April 2013.

Seasonally adjusted retail trade sales increased by $1,0 \%$ in the second quarter of 2013 compared with the previous quarter.

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

| Type of retailer | Apr - Jun <br> 2012 <br> (R million) | Weight | Apr - Jun 2013 <br> (R million) | \% change between Apr - Jun 2012 and <br> Apr - Jun 2013 | Contribution (\% points) to the total \% change |
| :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 60369 | 38,2 | 61246 | 1,5 | 0,6 |
| Food, beverages and tobacco in specialised stores | 16784 | 10,6 | 16761 | -0,1 | 0,0 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 11471 | 7,3 | 11656 | 1,6 | 0,1 |
| Textiles, clothing, footwear and leather goods | 33511 | 21,2 | 35950 | 7,3 | 1,5 |
| Household furniture, appliances and equipment | 7288 | 4,6 | 7119 | -2,3 | -0,1 |
| Hardware, paint and glass | 11837 | 7,5 | 12458 | 5,2 | 0,4 |
| All other retailers | 16898 | 10,7 | 18167 | 7,5 | 0,8 |
| Total | 158158 | 100,0 | 163357 | 3,3 | 3,3 |

Retail trade sales increased by $3,3 \%$ in the second quarter of 2013 compared with the second quarter of 2012. The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (7,3\% and contributing 1,5 percentage points);
- all 'other' retailers ( $7,5 \%$ and contributing 0,8 of a percentage point); and
- general dealers ( $1,5 \%$ 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 June 2013

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

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

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 | Apr - Jun <br> 2012 <br> (R million) | Weight | Apr - Jun <br> 2013 <br> (R million) | \% change between Apr - Jun 2012 and <br> Apr - Jun 2013 | Contribution (\% points) to the total \% change |
| :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 59880 | 38,1 | 63636 | 6,3 | 2,4 |
| Food, beverages and tobacco in specialised stores | 16615 | 10,6 | 17676 | 6,4 | 0,7 |
| Pharmaceuticals and medical goods, cosmetics and toiletries | 11441 | 7,3 | 12051 | 5,3 | 0,4 |
| Textiles, clothing, footwear and leather goods | 33258 | 21,2 | 36836 | 10,8 | 2,3 |
| Household furniture, appliances and equipment | 7291 | 4,6 | 7133 | -2,2 | -0,1 |
| Hardware, paint and glass | 11808 | 7,5 | 12996 | 10,1 | 0,8 |
| All other retailers | 16830 | 10,7 | 18767 | 11,5 | 1,2 |
| Total | 157122 | 100,0 | 169093 | 7,6 | 7,6 |

## PJ Lehohla

Statistician-General

## Tables

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

| Month | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 9}$ | $\mathbf{2 0 1 0}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 3} \mathbf{1 /}$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Jan | 43439 | 44120 | 44959 | 45257 | 48310 | 50439 | 51549 |
| Feb | 43383 | 45593 | 43888 | 44352 | 46983 | 50101 | 52068 |
| Mar | 47278 | 47930 | 45901 | 47484 | 49803 | 53233 | 54686 |
| Apr | 46636 | 47797 | 44835 | 46664 | 51283 | 52115 | 53158 |
| May | 48402 | 47641 | 46051 | 48177 | 48931 | 51930 | 55066 |
| Jun | 46684 | 47364 | 44893 | 48493 | 49641 | 54113 | 55133 |
| Jul | 46264 | 46546 | 45583 | 49447 | 50886 | 52522 |  |
| Aug | 46940 | 46587 | 44793 | 47030 | 50441 | 54086 |  |
| Sep | 47368 | 46734 | 45582 | 48331 | 52004 | 54817 |  |
| Oct | 48136 | 48832 | 46980 | 50028 | 53896 | 54611 |  |
| Nov | 51243 | 50277 | 48186 | 52261 | 55922 | 57960 |  |
| Dec | 64924 | 65015 | 64057 | 69457 | 75249 | 76877 |  |
| Total | 580697 | 584436 | 565708 | 596981 | $\mathbf{6 3 3} 349$ | $\mathbf{6 6 2 ~ 8 0 4}$ |  |

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 | $\begin{gathered} 2013 \\ \text { year-to-date } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Jan | 1,6 | 1,9 | 0,7 | 6,7 | 4,4 | 2,2 | 2,2 |
| Feb | 5,1 | -3,7 | 1,1 | 5,9 | 6,6 | 3,9 | 3,1 |
| Mar | 1,4 | -4,2 | 3,4 | 4,9 | 6,9 | 2,7 | 2,9 |
| Apr | 2,5 | -6,2 | 4,1 | 9,9 | 1,6 | 2,0 | 2,7 |
| May | -1,6 | -3,3 | 4,6 | 1,6 | 6,1 | 6,0 | 3,4 |
| Jun | 1,5 | -5,2 | 8,0 | 2,4 | 9,0 | 1,9 | 3,1 |
| Jul | 0,6 | -2,1 | 8,5 | 2,9 | 3,2 |  |  |
| Aug | -0,8 | -3,9 | 5,0 | 7,3 | 7,2 |  |  |
| Sep | -1,3 | -2,5 | 6,0 | 7,6 | 5,4 |  |  |
| Oct | 1,4 | -3,8 | 6,5 | 7,7 | 1,3 |  |  |
| Nov | -1,9 | -4,2 | 8,5 | 7,0 | 3,6 |  |  |
| Dec | 0,1 | -1,5 | 8,4 | 8,3 | 2,2 |  |  |
| Total | 0,6 | -3,2 | 5,5 | 6,1 | 4,7 |  |  |

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 | 48312 | 51612 | 54692 | 55503 | 1,7 | 1,3 | 0,3 | -1,0 |
| Feb | 48528 | 51319 | 52676 | 56802 | 0,4 | -0,6 | -3,7 | 2,3 |
| Mar | 48930 | 51531 | 54310 | 56158 | 0,8 | 0,4 | 3,1 | -1,1 |
| Apr | 48681 | 52850 | 54976 | 55914 | -0,5 | 2,6 | 1,2 | -0,4 |
| May | 49701 | 51425 | 54213 | 57101 | 2,1 | -2,7 | -1,4 | 2,1 |
| Jun | 50328 | 51481 | 55418 | 57093 | 1,3 | 0,1 | 2,2 | 0,0 |
| Jul | 50613 | 52366 | 55147 |  | 0,6 | 1,7 | -0,5 |  |
| Aug | 49858 | 52879 | 56308 |  | -1,5 | 1,0 | 2,1 |  |
| Sep | 49805 | 53485 | 56117 |  | -0,1 | 1,1 | -0,3 |  |
| Oct | 50137 | 54298 | 55383 |  | 0,7 | 1,5 | -1,3 |  |
| Nov | 50661 | 54066 | 55820 |  | 1,0 | -0,4 | 0,8 |  |
| Dec | 50944 | 54524 | 56090 |  | 0,6 | 0,8 | 0,5 |  |

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

| Type of retailer | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 1/ |
| :--- | ---: | ---: | ---: | ---: | :---: | :---: |
| General dealers | 20043 | 20237 | 22107 | 19099 | 20677 | 21470 |
| Food, beverages and tobacco in specialised stores | 5231 | 5328 | 5928 | 5421 | 5626 | 5714 |
| Pharmaceuticals and medical goods, cosmetics and <br> toiletries | 3839 | 3619 | 3816 | 4016 | 3833 | 3807 |
| Textiles, clothing, footwear and leather goods | 10324 | 10080 | 10071 | 12287 | 12202 | 11461 |
| Household furniture, appliances and equipment | 2414 | 2106 | 2277 | 2205 | 2419 | 2495 |
| Hardware, paint and glass | 3510 | 4172 | 4071 | 3943 | 4323 | 4192 |
| All other retailers | 6188 | 6526 | 6416 | 6187 | 5986 | 5994 |
| Total | 51549 | 52068 | 54686 | 53158 | 55066 | 55133 |

1/ Preliminary.

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

| Type of retailer | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 3,5 | 1,8 | 3,6 | $-2,0$ | 5,5 | 0,9 |
| Food, beverages and tobacco in specialised stores | $-4,4$ | $-2,0$ | 1,6 | $-3,7$ | 3,4 | 0,1 |
| Pharmaceuticals and medical goods, cosmetics and <br> toiletries | 0,1 | 3,7 | $-0,6$ | 5,1 | 1,0 | $-1,3$ |
| Textiles, clothing, footwear and leather goods | 5,1 | 13,6 | 3,9 | 5,3 | 12,8 | 4,0 |
| Household furniture, appliances and equipment | 0,8 | $-6,6$ | $-6,5$ | $-2,9$ | $-2,1$ | $-2,0$ |
| Hardware, paint and glass | $-3,8$ | 3,0 | 4,3 | 5,1 | 5,3 | 5,3 |
| All other retailers | $\mathbf{4 , 8}$ | 6,7 | $\mathbf{3 , 6}$ | $\mathbf{1 2 , 8}$ | 5,1 | $\mathbf{4 , 9}$ |
| Total | $\mathbf{2 , 2}$ | $\mathbf{3 , 9}$ | $\mathbf{2 , 7}$ | $\mathbf{2 , 0}$ | $\mathbf{6 , 0}$ | $\mathbf{1 , 9}$ |

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 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 1,3 | 0,7 | 1,4 | $-0,7$ | 2,1 | 0,4 |
| Food, beverages and tobacco in specialised stores | $-0,5$ | $-0,2$ | 0,2 | $-0,4$ | 0,4 | 0,0 |
| Pharmaceuticals and medical goods, cosmetics and <br> toiletries | 0,0 | 0,3 | 0,0 | 0,4 | 0,1 | $-0,1$ |
| Textiles, clothing, footwear and leather goods | 1,0 | 2,4 | 0,7 | 1,2 | 2,7 | 0,8 |
| Household furniture, appliances and equipment | 0,0 | $-0,3$ | $-0,3$ | $-0,1$ | $-0,1$ | $-0,1$ |
| Hardware, paint and glass | $-0,3$ | 0,2 | 0,3 | 0,4 | 0,4 | 0,4 |
| All other retailers | 0,6 | 0,8 | 0,4 | $\mathbf{1 , 3}$ | $\mathbf{0 , 6}$ | 0,5 |
| Total | $\mathbf{2 , 2}$ | $\mathbf{3 , 9}$ | $\mathbf{2 , 7}$ | $\mathbf{2 , 0}$ | $\mathbf{6 , 0}$ | $\mathbf{1 , 9}$ |

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

| Month | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 1/ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Jan | 32362 | 35955 | 40403 | 42360 | 45626 | 49540 | 52889 |
| Feb | 32320 | 37069 | 39690 | 41361 | 44329 | 49232 | 53433 |
| Mar | 35364 | 39190 | 41949 | 44385 | 47376 | 52675 | 56355 |
| Apr | 35070 | 39608 | 41232 | 43619 | 48788 | 51693 | 55014 |
| May | 36592 | 39855 | 42586 | 45049 | 46934 | 51605 | 56973 |
| Jun | 35433 | 39955 | 41413 | 45213 | 47594 | 53824 | 57106 |
| Jul | 35577 | 39638 | 42199 | 46141 | 48930 | 52327 |  |
| Aug | 36285 | 40296 | 41591 | 43919 | 48642 | 53948 |  |
| Sep | 36852 | 40686 | 42311 | 45130 | 50291 | 55059 |  |
| Oct | 37787 | 42810 | 43681 | 46815 | 52470 | 55387 |  |
| Nov | 40431 | 44579 | 44920 | 49106 | 54580 | 59030 |  |
| Dec | 51420 | 57859 | 59692 | 65139 | 73471 | 78483 |  |
| Total | 445493 | 497500 | 521667 | 558237 | 609031 | 662804 |  |

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 | $\begin{gathered} 2013 \\ \text { year-to-date } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Jan | 11,1 | 12,4 | 4,8 | 7,7 | 8,6 | 6,8 | 6,8 |
| Feb | 14,7 | 7,1 | 4,2 | 7,2 | 11,1 | 8,5 | 7,6 |
| Mar | 10,8 | 7,0 | 5,8 | 6,7 | 11,2 | 7,0 | 7,4 |
| Apr | 12,9 | 4,1 | 5,8 | 11,9 | 6,0 | 6,4 | 7,2 |
| May | 8,9 | 6,9 | 5,8 | 4,2 | 10,0 | 10,4 | 7,8 |
| Jun | 12,8 | 3,6 | 9,2 | 5,3 | 13,1 | 6,1 | 7,5 |
| Jul | 11,4 | 6,5 | 9,3 | 6,0 | 6,9 |  |  |
| Aug | 11,1 | 3,2 | 5,6 | 10,8 | 10,9 |  |  |
| Sep | 10,4 | 4,0 | 6,7 | 11,4 | 9,5 |  |  |
| Oct | 13,3 | 2,0 | 7,2 | 12,1 | 5,6 |  |  |
| Nov | 10,3 | 0,8 | 9,3 | 11,1 | 8,2 |  |  |
| Dec | 12,5 | 3,2 | 9,1 | 12,8 | 6,8 |  |  |
| Total | 11,7 | 4,9 | 7,0 | 9,1 | 8,8 |  |  |

Table 9 - Seasonally adjusted retail trade sales at current prices

| Month | R million |  |  |  | Month-on-month \% change |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\mathbf{2 0 1 0}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 0}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 3}$ |
| Jan | 45060 | 48553 | 53520 | 56598 | $\mathbf{1 , 6}$ | $\mathbf{1 , 5}$ | 0,5 | $-1,2$ |
| Feb | 45351 | 48583 | 51959 | 58583 | 0,6 | 0,1 | $-2,9$ | 3,5 |
| Mar | 45620 | 48857 | 53549 | 57687 | 0,6 | 0,6 | 3,1 | $-1,5$ |
| Apr | 45659 | 50354 | 54666 | 57932 | 0,1 | 3,1 | 2,1 | 0,4 |
| May | 46159 | 49096 | 53650 | 58937 | 1,1 | $-2,5$ | $-1,9$ | 1,7 |
| Jun | 47069 | 49480 | 55169 | 59186 | 2,0 | 0,8 | 2,8 | 0,4 |
| Jul | 47301 | 50456 | 55080 |  | 0,5 | 2,0 | $-0,2$ |  |
| Aug | 46655 | 51070 | 56333 |  | $-1,4$ | 1,2 | 2,3 |  |
| Sep | 46582 | 51889 | 56501 |  | $-0,2$ | 1,6 | 0,3 |  |
| Oct | 46884 | 52788 | 56061 |  | 0,6 | 1,7 | $-0,8$ |  |
| Nov | 47518 | 52638 | 56836 |  | 1,4 | $-0,3$ | 1,4 |  |
| Dec | 47846 | 53257 | 57262 |  | 0,7 | 1,2 | 0,7 |  |

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

| Type of retailer | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 1/ |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 20664 | 20864 | 22859 | 19844 | 21463 | 22329 |
| Food, beverages and tobacco in specialised stores | 5451 | 5525 | 6213 | 5730 | 5935 | 6011 |
| Pharmaceuticals and medical goods, cosmetics and <br> toiletries | 3904 | 3684 | 3873 | 4144 | 3967 | 3940 |
| Textiles, clothing, footwear and leather goods | 10520 | 10272 | 10283 | 12582 | 12495 | 11759 |
| Household furniture, appliances and equipment | 2419 | 2114 | 2288 | 2216 | 2429 | 2488 |
| Hardware, paint and glass | 3619 | 4305 | 4238 | 4120 | 4500 | 4376 |
| All other retailers | 6312 | 6670 | 6602 | 6379 | 6184 | 6204 |
| Total | 52889 | 53433 | 56355 | 55014 | 56973 | 57106 |

1/ Preliminary.

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

| Type of retailer | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 8,8 | 7,0 | 8,2 | 2,8 | 10,4 | 5,7 |
| Food, beverages and tobacco in specialised stores | 1,5 | 4,6 | 7,6 | 2,5 | 10,2 | 6,7 |
| Pharmaceuticals and medical goods, cosmetics and <br> toiletries | 3,8 | 7,2 | 1,9 | 8,9 | 4,6 | 2,5 |
| Textiles, clothing, footwear and leather goods | 8,4 | 17,1 | 7,1 | $\mathbf{8 , 8}$ | $\mathbf{1 6 , 4}$ | 7,4 |
| Household furniture, appliances and equipment | 0,9 | $-6,3$ | $-5,6$ | $-2,1$ | $\mathbf{- 1 , 9}$ | $-2,5$ |
| Hardware, paint and glass | 3,1 | 9,2 | 10,6 | $\mathbf{1 1 , 2}$ | $\mathbf{9 , 9}$ | 9,2 |
| All other retailers | 8,6 | 10,3 | 7,9 | $\mathbf{1 7 , 1}$ | $\mathbf{9 , 0}$ | $\mathbf{8 , 7}$ |
| Total | $\mathbf{6 , 8}$ | $\mathbf{8 , 5}$ | $\mathbf{7 , 0}$ | $\mathbf{6 , 4}$ | $\mathbf{1 0 , 4}$ | $\mathbf{6 , 1}$ |

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 | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| General dealers | 3,4 | 2,8 | 3,3 | 1,0 | 3,9 | 2,2 |
| Food, beverages and tobacco in specialised stores | 0,2 | 0,5 | 0,8 | 0,3 | 1,1 | 0,7 |
| Pharmaceuticals and medical goods, cosmetics and <br> toiletries | 0,3 | 0,5 | 0,1 | 0,7 | 0,3 | 0,2 |
| Textiles, clothing, footwear and leather goods | 1,6 | 3,0 | 1,3 | 2,0 | 3,4 | 1,5 |
| Household furniture, appliances and equipment | 0,0 | $-0,3$ | $-0,3$ | $-0,1$ | $-0,1$ | $-0,1$ |
| Hardware, paint and glass | 0,2 | 0,7 | 0,8 | 0,8 | 0,8 | 0,7 |
| All other retailers | 1,0 | 1,3 | 0,9 | $\mathbf{1 , 8}$ | $\mathbf{1 , 0}$ | 0,9 |
| Total | $\mathbf{6 , 8}$ | $\mathbf{8 , 5}$ | $\mathbf{7 , 0}$ | $\mathbf{6 , 4}$ | $\mathbf{1 0 , 4}$ | $\mathbf{6 , 1}$ |

## Survey information

Introduction

Purpose of the survey

## Scope of the survey

Collection rate
6 The preliminary collection rate for the survey on retail trade sales for June 2013 was $81,0 \%$. The improved collection rate for the survey on retail trade sales for May 2013 was 86,1\%.

| 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 <br> - SA Statistics, 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: <br> 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: <br> http://www.statssa.gov.za/publications/statspastfuture.asp?PPN=P6242.1\&SCH=5 157 |
| Changes in the next publication | 13 | The results published in the next publication (July 2013) will be 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 from which surveys are conducted. |

## Technical notes

Survey methodology and design

## Class limits

## Sample weighting

## Seasonal adjustment

The survey is conducted on a monthly basis. Questionnaires are sent to a sample of about 2500 enterprises from a population of about 28000 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 2012 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 3,8\%.

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 | 8000000 |
| Small | 3 | 8000001 | 38000000 |
| Medium | 2 | 38000001 | 78000000 |
| Large | 1 | 78000001 |  |

For those strata not completely enumerated, the weights to produce estimates are the inverse ratio of the sampling fraction, modified to take account of nonresponse 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.

Seasonally adjusted estimates are generated each month using the $\mathrm{X}-12$ 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

## Constant prices

Reliability of estimates

## Month-on-month percentage change

## Year-on-year percentage change

Contribution (percentage points)

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.

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.

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.

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.

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.

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 inclu controls all functions necessary to carry out its sales activities. |
| :---: | :---: |
| Industry | An industry is made up of enterprises engaged in the same or similar kin activity. Industries are defined in the System of National Accounts (SNA) way as in the Standard Industrial Classification of all Economic Activities Report No. 09-90-02 of January 1993 (SIC). |
| Retail trade | Retail trade includes the resale (sale without transformation) of new and products to the general public for household use. |
| Retailer | A retailer is an enterprise deriving more than $50 \%$ of its turnover from s 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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