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# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

## March 2013

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**Sales at constant 2012 prices: results for March 2013**

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

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Year-on-year % change, unadjusted	1,3	3,6	2,2	2,2	3,9	2,8
Month-on-month % change, seasonally adjusted	-1,3	0,9	0,5	-1,1	2,0	-0,9
3-month % change, seasonally adjusted 1/	2,0	0,4	-0,1	-0,2	0,6	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 increased by 2,8% year-on-year in March 2013. The highest annual growth rates were recorded for:

- retailers in hardware, paint and glass (4,4%);
- retailers in textiles, clothing, footwear and leather goods (3,8%);
- general dealers (3,6%); and
- all 'other' retailers (3,3%) – see Table 5.

The main contributors to the 2,8% increase were general dealers (contributing 1,4 percentage points), retailers in textiles, clothing, footwear and leather goods (contributing 0,7 of a percentage point) and all 'other' retailers (contributing 0,4 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,9% in March 2013 compared with February 2013. This followed month-on-month changes of 2,0% in February 2013 and -1,1% in January 2013.

Seasonally adjusted retail trade sales increased by 0,6% in the first quarter of 2013 compared with the previous quarter.

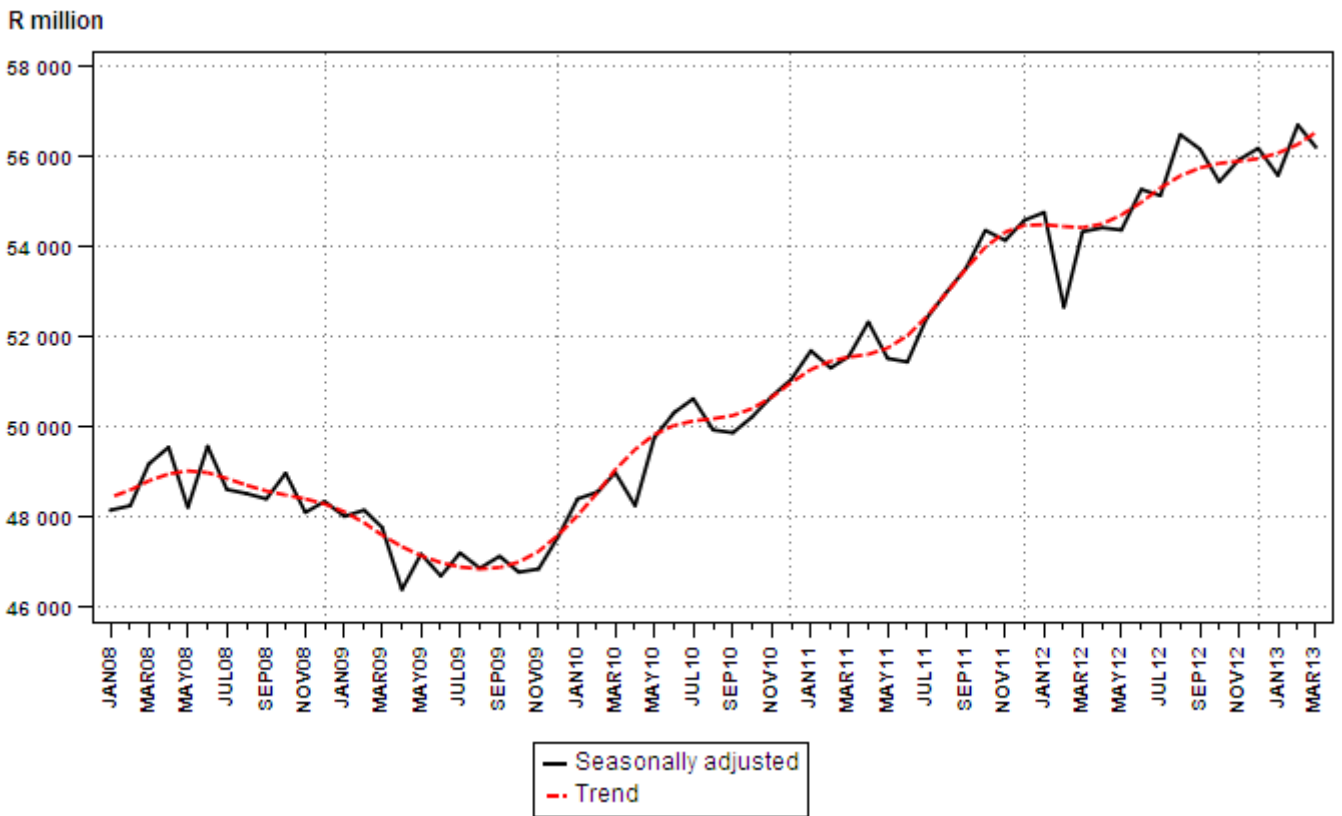
**Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer**

Type of retailer	Jan – Mar 2012 (R million)	Weight	Jan – Mar 2013 (R million)	% change between Jan – Mar 2012 and Jan – Mar 2013	Contribution (% points) to the total % change
General dealers	60 577	39,4	62 393	3,0	1,2
Food, beverages and tobacco in specialised stores	16 741	10,9	16 486	-1,5	-0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	11 164	7,3	11 322	1,4	0,1
Textiles, clothing, footwear and leather goods	28 389	18,5	30 465	7,3	1,4
Household furniture, appliances and equipment	7 087	4,6	6 786	-4,2	-0,2
Hardware, paint and glass	11 603	7,5	11 756	1,3	0,1
All other retailers	18 213	11,8	19 109	4,9	0,6
<b>Total</b>	<b>153 773</b>	<b>100,0</b>	<b>158 317</b>	<b>3,0</b>	<b>3,0</b>

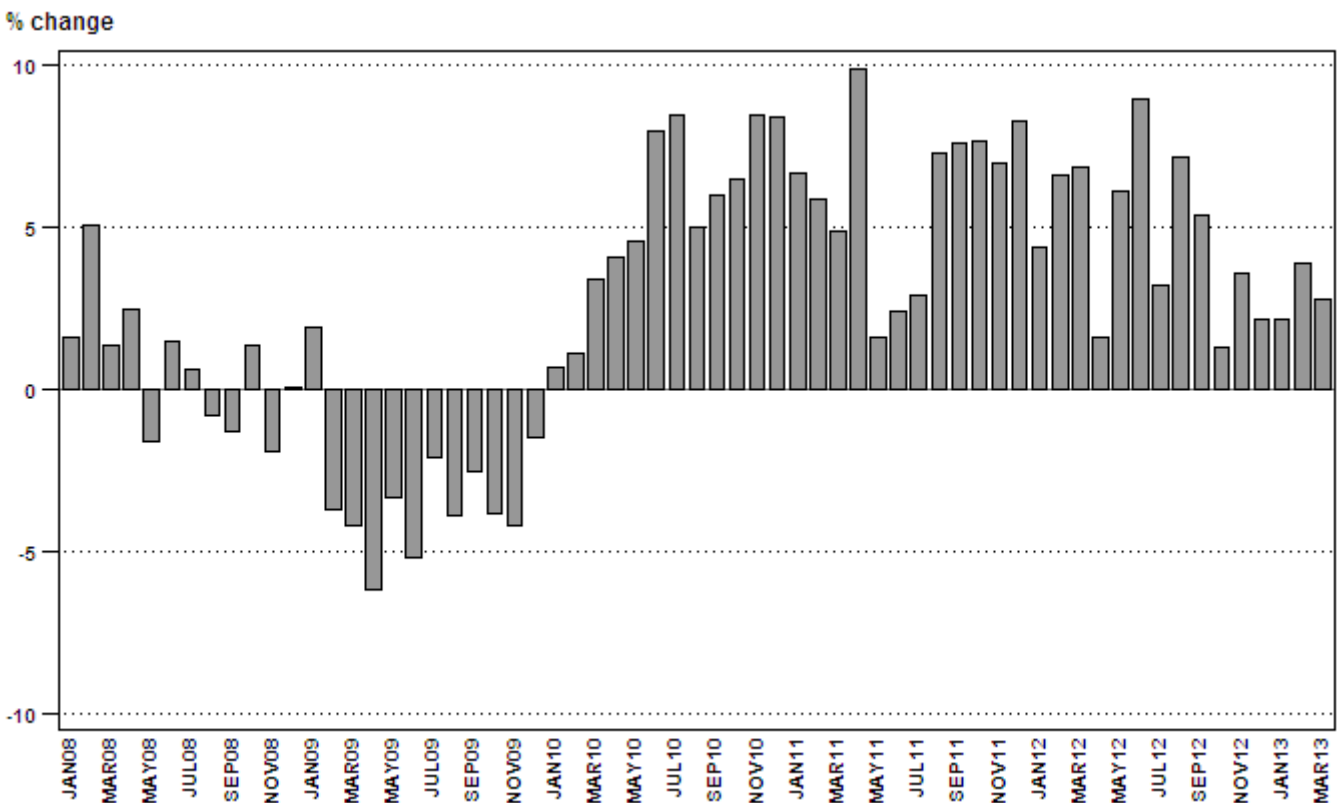
Retail trade sales increased by 3,0% in the first quarter of 2013 compared with the first quarter of 2012. The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (7,3% and contributing 1,4 percentage points); and
- general dealers (3,0% and contributing 1,2 percentage points) – see Table B.

**Figure 1 – Retail trade sales at constant 2012 prices**



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



**Sales at current prices: results for March 2013**

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

	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
Year-on-year % change, unadjusted	5,6	8,2	6,8	6,8	8,5	7,0
Month-on-month % change, seasonally adjusted	-0,8	1,5	0,7	-1,2	3,4	-1,4
3-month % change, seasonally adjusted 1/	3,1	1,9	1,5	1,1	1,8	1,5

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	Jan – Mar 2012 (R million)	Weight	Jan – Mar 2013 (R million)	% change between Jan – Mar 2012 and Jan – Mar 2013	Contribution (% points) to the total % change
General dealers	59 612	39,4	64 393	8,0	3,2
Food, beverages and tobacco in specialised stores	16 426	10,8	17 187	4,6	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	10 998	7,3	11 510	4,7	0,3
Textiles, clothing, footwear and leather goods	28 072	18,5	31 064	10,7	2,0
Household furniture, appliances and equipment	7 079	4,7	6 810	-3,8	-0,2
Hardware, paint and glass	11 285	7,5	12 165	7,8	0,6
All other retailers	17 976	11,9	19 562	8,8	1,0
<b>Total</b>	<b>151 447</b>	<b>100,0</b>	<b>162 691</b>	<b>7,4</b>	<b>7,4</b>

**PJ Lehohla**  
**Statistician-General**

**Tables**

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

Month	2007	2008	2009	2010	2011	2012	2013 1/
Jan	43 439	44 120	44 959	45 257	48 310	50 439	51 549
Feb	43 383	45 593	43 888	44 352	46 983	50 101	52 068
Mar	47 278	47 930	45 901	47 484	49 803	53 233	54 700
Apr	46 636	47 797	44 835	46 664	51 283	52 115	
May	48 402	47 641	46 051	48 177	48 931	51 930	
Jun	46 684	47 364	44 893	48 493	49 641	54 113	
Jul	46 264	46 546	45 583	49 447	50 886	52 522	
Aug	46 940	46 587	44 793	47 030	50 441	54 086	
Sep	47 368	46 734	45 582	48 331	52 004	54 817	
Oct	48 136	48 832	46 980	50 028	53 896	54 611	
Nov	51 243	50 277	48 186	52 261	55 922	57 960	
Dec	64 924	65 015	64 057	69 457	75 249	76 877	
<b>Total</b>	<b>580 697</b>	<b>584 436</b>	<b>565 708</b>	<b>596 981</b>	<b>633 349</b>	<b>662 804</b>	

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	1,6	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	2,8	3,0
Apr	2,5	-6,2	4,1	9,9	1,6		
May	-1,6	-3,3	4,6	1,6	6,1		
Jun	1,5	-5,2	8,0	2,4	9,0		
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		
<b>Total</b>	<b>0,6</b>	<b>-3,2</b>	<b>5,5</b>	<b>6,1</b>	<b>4,7</b>		

**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	48 390	51 684	54 762	55 583	1,8	1,3	0,3	-1,1
Feb	48 542	51 302	52 651	56 709	0,3	-0,7	-3,9	2,0
Mar	48 972	51 555	54 333	56 215	0,9	0,5	3,2	-0,9
Apr	48 237	52 321	54 421		-1,5	1,5	0,2	
May	49 753	51 515	54 370		3,1	-1,5	-0,1	
Jun	50 309	51 435	55 274		1,1	-0,2	1,7	
Jul	50 617	52 406	55 135		0,6	1,9	-0,3	
Aug	49 922	52 982	56 493		-1,4	1,1	2,5	
Sep	49 862	53 526	56 169		-0,1	1,0	-0,6	
Oct	50 212	54 363	55 443		0,7	1,6	-1,3	
Nov	50 673	54 139	55 935		0,9	-0,4	0,9	
Dec	51 044	54 587	56 188		0,7	0,8	0,5	

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

Type of retailer	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13 1/
General dealers	19 787	20 477	29 022	20 043	20 237	22 113
Food, beverages and tobacco in specialised stores	6 101	6 281	8 790	5 231	5 328	5 927
Pharmaceuticals and medical goods, cosmetics and toiletries	3 920	3 761	4 156	3 839	3 619	3 864
Textiles, clothing, footwear and leather goods	11 257	12 726	18 564	10 324	10 080	10 061
Household furniture, appliances and equipment	2 813	3 246	4 163	2 414	2 106	2 266
Hardware, paint and glass	4 318	4 874	4 249	3 510	4 172	4 074
All other retailers	6 415	6 594	7 932	6 188	6 526	6 395
<b>Total</b>	<b>54 611</b>	<b>57 960</b>	<b>76 877</b>	<b>51 549</b>	<b>52 068</b>	<b>54 700</b>

1/ Preliminary.

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

Type of retailer	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
General dealers	1,0	-0,8	2,7	3,5	1,8	3,6
Food, beverages and tobacco in specialised stores	1,6	6,4	2,5	-4,4	-2,0	1,6
Pharmaceuticals and medical goods, cosmetics and toiletries	3,3	0,3	-1,0	0,1	3,7	0,7
Textiles, clothing, footwear and leather goods	0,7	8,1	2,0	5,1	13,6	3,8
Household furniture, appliances and equipment	3,6	7,8	1,8	0,8	-6,6	-6,9
Hardware, paint and glass	-2,8	3,6	-0,1	-3,8	3,0	4,4
All other retailers	4,2	7,4	3,2	4,8	6,7	3,3
<b>Total</b>	<b>1,3</b>	<b>3,6</b>	<b>2,2</b>	<b>2,2</b>	<b>3,9</b>	<b>2,8</b>

**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	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
General dealers	0,4	-0,3	1,0	1,3	0,7	1,4
Food, beverages and tobacco in specialised stores	0,2	0,7	0,3	-0,5	-0,2	0,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,2	0,0	-0,1	0,0	0,3	0,1
Textiles, clothing, footwear and leather goods	0,1	1,7	0,5	1,0	2,4	0,7
Household furniture, appliances and equipment	0,2	0,4	0,1	0,0	-0,3	-0,3
Hardware, paint and glass	-0,2	0,3	0,0	-0,3	0,2	0,3
All other retailers	0,5	0,8	0,3	0,6	0,8	0,4
<b>Total</b>	<b>1,3</b>	<b>3,6</b>	<b>2,2</b>	<b>2,2</b>	<b>3,9</b>	<b>2,8</b>

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

Month	2007	2008	2009	2010	2011	2012	2013 1/
Jan	32 362	35 955	40 403	42 360	45 626	49 540	52 889
Feb	32 320	37 069	39 690	41 361	44 329	49 232	53 433
Mar	35 364	39 190	41 949	44 385	47 376	52 675	56 369
Apr	35 070	39 608	41 232	43 619	48 788	51 693	
May	36 592	39 855	42 586	45 049	46 934	51 605	
Jun	35 433	39 955	41 413	45 213	47 594	53 824	
Jul	35 577	39 638	42 199	46 141	48 930	52 327	
Aug	36 285	40 296	41 591	43 919	48 642	53 948	
Sep	36 852	40 686	42 311	45 130	50 291	55 059	
Oct	37 787	42 810	43 681	46 815	52 470	55 387	
Nov	40 431	44 579	44 920	49 106	54 580	59 030	
Dec	51 420	57 859	59 692	65 139	73 471	78 483	
<b>Total</b>	<b>445 493</b>	<b>497 500</b>	<b>521 667</b>	<b>558 237</b>	<b>609 031</b>	<b>662 804</b>	

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	6,8	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		
May	8,9	6,9	5,8	4,2	10,0		
Jun	12,8	3,6	9,2	5,3	13,1		
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		
<b>Total</b>	<b>11,7</b>	<b>4,9</b>	<b>7,0</b>	<b>9,1</b>	<b>8,8</b>		

**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	45 128	48 633	53 564	56 693	1,7	1,4	0,4	-1,2
Feb	45 388	48 621	52 034	58 609	0,6	0,0	-2,9	3,4
Mar	45 663	48 893	53 602	57 764	0,6	0,6	3,0	-1,4
Apr	45 085	49 662	53 863		-1,3	1,6	0,5	
May	46 292	49 233	53 862		2,7	-0,9	0,0	
Jun	47 092	49 520	55 161		1,7	0,6	2,4	
Jul	47 320	50 491	55 023		0,5	2,0	-0,3	
Aug	46 636	51 081	56 413		-1,4	1,2	2,5	
Sep	46 650	51 924	56 573		0,0	1,7	0,3	
Oct	46 966	52 887	56 145		0,7	1,9	-0,8	
Nov	47 542	52 744	56 981		1,2	-0,3	1,5	
Dec	47 948	53 335	57 368		0,9	1,1	0,7	



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

Type of retailer	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13 1/
General dealers	20 101	20 965	29 773	20 664	20 864	22 865
Food, beverages and tobacco in specialised stores	6 234	6 481	9 079	5 451	5 525	6 211
Pharmaceuticals and medical goods, cosmetics and toiletries	3 962	3 813	4 221	3 904	3 684	3 922
Textiles, clothing, footwear and leather goods	11 386	12 898	18 851	10 520	10 272	10 272
Household furniture, appliances and equipment	2 825	3 244	4 152	2 419	2 114	2 277
Hardware, paint and glass	4 373	4 947	4 346	3 619	4 305	4 241
All other retailers	6 506	6 681	8 061	6 312	6 670	6 580
<b>Total</b>	<b>55 387</b>	<b>59 030</b>	<b>78 483</b>	<b>52 889</b>	<b>53 433</b>	<b>56 369</b>

1/ Preliminary.

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

Type of retailer	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
General dealers	6,0	4,7	8,6	8,8	7,0	8,2
Food, beverages and tobacco in specialised stores	8,2	13,6	9,1	1,5	4,6	7,5
Pharmaceuticals and medical goods, cosmetics and toiletries	6,9	3,9	2,8	3,8	7,2	3,2
Textiles, clothing, footwear and leather goods	3,7	11,4	5,2	8,4	17,1	7,0
Household furniture, appliances and equipment	2,9	7,1	1,7	0,9	-6,3	-6,1
Hardware, paint and glass	2,8	9,6	6,5	3,1	9,2	10,7
All other retailers	7,5	10,2	6,8	8,6	10,3	7,5
<b>Total</b>	<b>5,6</b>	<b>8,2</b>	<b>6,8</b>	<b>6,8</b>	<b>8,5</b>	<b>7,0</b>

**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	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13
General dealers	2,2	1,7	3,2	3,4	2,8	3,3
Food, beverages and tobacco in specialised stores	0,9	1,4	1,0	0,2	0,5	0,8
Pharmaceuticals and medical goods, cosmetics and toiletries	0,5	0,3	0,2	0,3	0,5	0,2
Textiles, clothing, footwear and leather goods	0,8	2,4	1,3	1,6	3,0	1,3
Household furniture, appliances and equipment	0,2	0,4	0,1	0,0	-0,3	-0,3
Hardware, paint and glass	0,2	0,8	0,4	0,2	0,7	0,8
All other retailers	0,9	1,1	0,7	1,0	1,3	0,9
<b>Total</b>	<b>5,6</b>	<b>8,2</b>	<b>6,8</b>	<b>6,8</b>	<b>8,5</b>	<b>7,0</b>

## 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 2012 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 March 2013 was 78,9%, accounting for 79,4% of the total estimate. The improved collection rate for the survey on retail trade sales for February 2013 was 83,6%.

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<b>Statistical unit</b>	<b>7</b>	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.
<b>Revised figures</b>	<b>8</b>	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.
<b>Related publications</b>	<b>9</b>	Users may also refer to the following publications available from Stats SA: <ul style="list-style-type: none"><li>• <i>Bulletin of Statistics</i>, issued quarterly; and</li><li>• <i>SA Statistics</i>, issued annually.</li></ul>
<b>Rounding-off of figures</b>	<b>10</b>	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	<b>11</b>	Historical retail trade sales data are available on the Stats SA webpage. To access the data electronically, use the following link: <a href="http://www.statssa.gov.za/timeseriesdata/timeseriesdata.asp">http://www.statssa.gov.za/timeseriesdata/timeseriesdata.asp</a>
<b>Past publications</b>	<b>12</b>	Past retail trade sales releases are available on the Stats SA webpage. To access the releases electronically, use the following link: <a href="http://www.statssa.gov.za/publications/statspastfuture.asp?PPN=P6242.1&amp;SCH=5157">http://www.statssa.gov.za/publications/statspastfuture.asp?PPN=P6242.1&amp;SCH=5157</a>

**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 28 000 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%.

**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.

<b>Trend cycle</b>	<b>6</b>	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.
<b>Constant prices</b>	<b>7</b>	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.
	<b>8</b>	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.
<b>Reliability of estimates</b>	<b>9</b>	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.
	<b>10</b>	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.
<b>Month-on-month percentage change</b>	<b>11</b>	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.
<b>Year-on-year percentage change</b>	<b>12</b>	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.
<b>Contribution (percentage points)</b>	<b>13</b>	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

<b>Enterprise</b>	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.	
<b>Industry</b>	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> .	
<b>Retail trade</b>	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.	
<b>Retailer</b>	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.	
<b>Symbols and abbreviations</b>	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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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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