



The South Africa I know, the home I understand

---

# Statistical release

## P6242.1

# Retail trade sales (Preliminary)

## March 2015

**Embargoed until:**  
**20 May 2015**  
**13:00**

**Enquiries:**

---

Keshnee Govender  
(012) 310 8423

**Forthcoming issue:**

---

April 2015

**Expected release date:**

---

17 June 2015

**Contents**

**Sales at constant 2012 prices: results for March 2015 .....2**

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 retailer .....2

Figure 1 – Retail trade sales at constant 2012 prices .....3

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

**Sales at current prices: results for March 2015 .....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 retailer .....4

**Tables.....5**

Table 1 – Retail trade sales at constant 2012 prices (R million) .....5

Table 2 – Year-on-year percentage change in retail trade sales at constant 2012 prices .....5

Table 3 – Seasonally adjusted retail trade sales at constant 2012 prices .....5

Table 4 – Retail trade sales at constant 2012 prices by type of retailer (R million) .....6

Table 5 – Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer .....6

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) .....6

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

Table 8 – Year-on-year percentage change in retail trade sales at current prices .....7

Table 9 – Seasonally adjusted retail trade sales at current prices .....7

Table 10 – Retail trade sales at current prices by type of retailer (R million) .....8

Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer.....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) .....8

**Survey information.....9**

**Technical notes .....11**

**Glossary.....13**

**Technical enquiries.....13**

**General information .....14**

## Sales at constant 2012 prices: results for March 2015

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

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
Year-on-year % change, unadjusted	3,2	2,2	2,0	1,9	3,7	2,0
Month-on-month % change, seasonally adjusted	0,3	1,2	-0,8	0,1	1,6	-0,5
3-month % change, seasonally adjusted 1/	0,8	0,8	0,7	0,8	0,7	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 2,0% year-on-year in March 2015. The highest annual growth rates were recorded for:

- retailers in hardware, paint and glass (9,9%);
- retailers in pharmaceuticals and medical goods, cosmetics and toiletries (6,8%); and
- all 'other' retailers (3,4%) – see Table 5.

The main contributors to the 2,0% increase were retailers in hardware, paint and glass (contributing 0,7 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 0,5% month-on-month in March 2015. This followed month-on-month changes of 1,6% in February 2015 and 0,1% in January 2015.

Seasonally adjusted retail trade sales increased by 0,9% in the first quarter of 2015 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 2014 (R million)	Weight	Jan – Mar 2015 (R million)	% change between Jan – Mar 2014 and Jan – Mar 2015	Contribution (% points) to the total % change
General dealers	70 021	42,5	70 609	0,8	0,3
Food, beverages and tobacco in specialised stores	13 819	8,4	14 403	4,2	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	11 804	7,2	12 199	3,3	0,2
Textiles, clothing, footwear and leather goods	32 043	19,5	33 107	3,3	0,6
Household furniture, appliances and equipment	7 865	4,8	7 673	-2,4	-0,1
Hardware, paint and glass	11 845	7,2	12 863	8,6	0,6
All other retailers	17 257	10,5	17 922	3,9	0,4
<b>Total</b>	<b>164 654</b>	<b>100,0</b>	<b>168 776</b>	<b>2,5</b>	<b>2,5</b>

Retail trade sales increased by 2,5% in the first quarter of 2015 compared with the first quarter of 2014. The main contributors to this increase were retailers in:

- hardware, paint and glass (8,6% and contributing 0,6 of a percentage point); and
- textiles, clothing, footwear and leather goods (3,3% and contributing 0,6 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

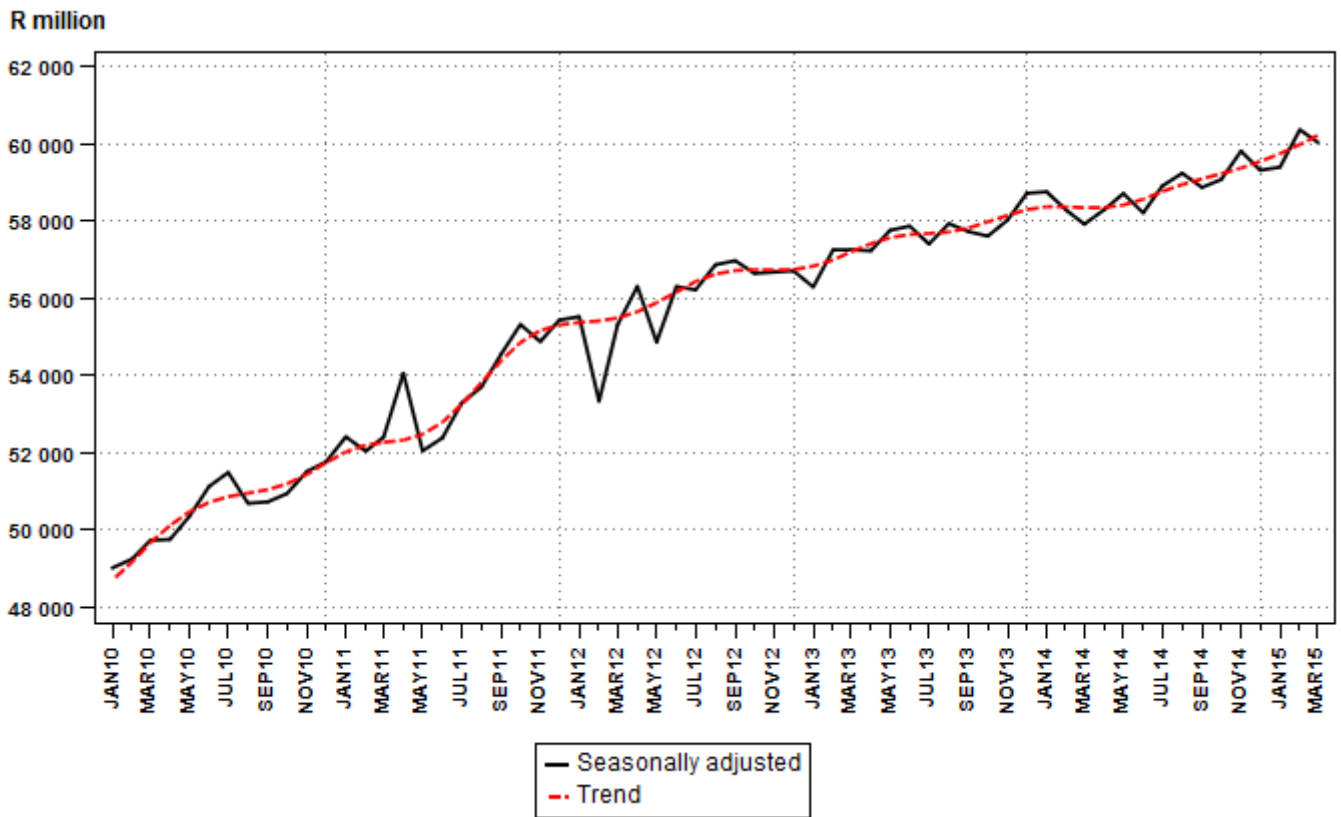
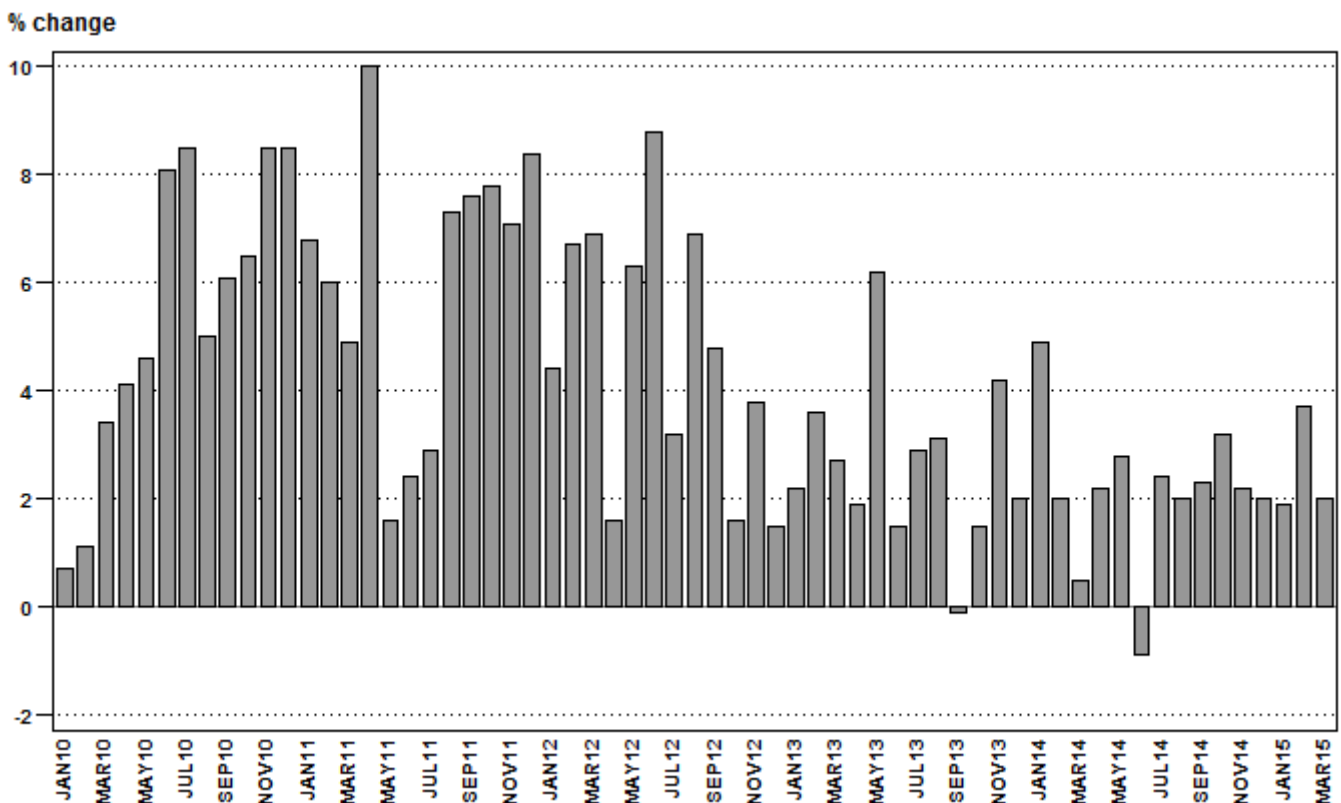


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



**Sales at current prices: results for March 2015**

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

	<b>Oct-14</b>	<b>Nov-14</b>	<b>Dec-14</b>	<b>Jan-15</b>	<b>Feb-15</b>	<b>Mar-15</b>
Year-on-year % change, unadjusted	8,6	7,7	7,5	7,0	8,8	6,6
Month-on-month % change, seasonally adjusted	0,4	1,6	-0,5	0,4	2,4	-0,5
3-month % change, seasonally adjusted 1/	1,8	1,5	1,3	1,5	1,8	2,0

1/ Percentage change between the previous 3 months and the 3 months ending in the month indicated.

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

<b>Type of retailer</b>	<b>Jan – Mar 2014 (R million)</b>	<b>Weight</b>	<b>Jan – Mar 2015 (R million)</b>	<b>% change between Jan – Mar 2014 and Jan – Mar 2015</b>	<b>Contribution (% points) to the total % change</b>
General dealers	75 819	43,0	80 551	6,2	2,7
Food, beverages and tobacco in specialised stores	15 169	8,6	16 911	11,5	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	12 448	7,1	13 590	9,2	0,7
Textiles, clothing, footwear and leather goods	34 004	19,3	36 943	8,6	1,7
Household furniture, appliances and equipment	7 962	4,5	7 737	-2,8	-0,1
Hardware, paint and glass	12 741	7,2	14 512	13,9	1,0
All other retailers	18 288	10,4	19 357	5,8	0,6
<b>Total</b>	<b>176 430</b>	<b>100,0</b>	<b>189 602</b>	<b>7,5</b>	<b>7,5</b>

**PJ Lehohla  
Statistician-General**

**Tables**

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

Month	2009	2010	2011	2012	2013	2014	2015 1/
Jan	45 690	45 993	49 116	51 296	52 405	54 969	56 012
Feb	44 601	45 076	47 767	50 947	52 790	53 838	55 815
Mar	46 660	48 266	50 650	54 136	55 595	55 847	56 949
Apr	45 564	47 427	52 160	53 003	54 032	55 242	
May	46 797	48 969	49 760	52 903	56 165	57 716	
Jun	45 620	49 296	50 479	54 945	55 762	55 256	
Jul	46 320	50 268	51 744	53 386	54 926	56 242	
Aug	45 514	47 812	51 291	54 842	56 565	57 688	
Sep	46 317	49 130	52 880	55 425	55 379	56 651	
Oct	47 739	50 857	54 805	55 673	56 504	58 320	
Nov	48 963	53 119	56 876	59 050	61 542	62 905	
Dec	65 080	70 597	76 540	77 683	79 220	80 776	
<b>Total</b>	<b>574 865</b>	<b>606 810</b>	<b>644 068</b>	<b>673 289</b>	<b>690 885</b>	<b>705 450</b>	

1/ Figures for latest month are preliminary.

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

Month	2010	2011	2012	2013	2014	2015	2015 year-to-date
Jan	0,7	6,8	4,4	2,2	4,9	1,9	1,9
Feb	1,1	6,0	6,7	3,6	2,0	3,7	2,8
Mar	3,4	4,9	6,9	2,7	0,5	2,0	2,5
Apr	4,1	10,0	1,6	1,9	2,2		
May	4,6	1,6	6,3	6,2	2,8		
Jun	8,1	2,4	8,8	1,5	-0,9		
Jul	8,5	2,9	3,2	2,9	2,4		
Aug	5,0	7,3	6,9	3,1	2,0		
Sep	6,1	7,6	4,8	-0,1	2,3		
Oct	6,5	7,8	1,6	1,5	3,2		
Nov	8,5	7,1	3,8	4,2	2,2		
Dec	8,5	8,4	1,5	2,0	2,0		
<b>Total</b>	<b>5,6</b>	<b>6,1</b>	<b>4,5</b>	<b>2,6</b>	<b>2,1</b>		

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

Month	R million				Month-on-month % change			
	2012	2013	2014	2015	2012	2013	2014	2015
Jan	55 528	56 296	58 763	59 402	0,2	-0,7	0,1	0,1
Feb	53 335	57 259	58 284	60 373	-3,9	1,7	-0,8	1,6
Mar	55 319	57 259	57 924	60 045	3,7	0,0	-0,6	-0,5
Apr	56 314	57 235	58 300		1,8	0,0	0,6	
May	54 866	57 764	58 719		-2,6	0,9	0,7	
Jun	56 307	57 874	58 216		2,6	0,2	-0,9	
Jul	56 222	57 410	58 916		-0,2	-0,8	1,2	
Aug	56 872	57 938	59 244		1,2	0,9	0,6	
Sep	56 978	57 731	58 877		0,2	-0,4	-0,6	
Oct	56 649	57 614	59 081		-0,6	-0,2	0,3	
Nov	56 682	58 033	59 817		0,1	0,7	1,2	
Dec	56 715	58 726	59 322		0,1	1,2	-0,8	

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

Type of retailer	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15 1/
General dealers	22 918	25 450	32 716	22 706	23 546	24 357
Food, beverages and tobacco in specialised stores	5 301	5 340	7 683	4 915	4 540	4 948
Pharmaceuticals and medical goods, cosmetics and toiletries	4 267	3 973	4 581	4 171	3 825	4 203
Textiles, clothing, footwear and leather goods	12 035	13 649	19 729	11 755	10 979	10 373
Household furniture, appliances and equipment	3 217	3 448	4 316	2 578	2 516	2 579
Hardware, paint and glass	4 669	5 172	4 480	3 905	4 528	4 430
All other retailers	5 913	5 873	7 271	5 982	5 881	6 059
<b>Total</b>	<b>58 320</b>	<b>62 905</b>	<b>80 776</b>	<b>56 012</b>	<b>55 815</b>	<b>56 949</b>

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	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
General dealers	2,4	4,5	1,1	-2,1	4,0	0,6
Food, beverages and tobacco in specialised stores	6,0	0,2	2,0	6,4	5,5	1,1
Pharmaceuticals and medical goods, cosmetics and toiletries	4,0	1,1	4,6	2,2	1,0	6,8
Textiles, clothing, footwear and leather goods	2,8	1,1	5,4	6,8	2,2	0,7
Household furniture, appliances and equipment	4,3	1,5	3,2	-3,4	-2,2	-1,6
Hardware, paint and glass	4,4	5,0	-5,2	6,1	9,5	9,9
All other retailers	2,8	-3,6	-0,6	4,5	3,7	3,4
<b>Total</b>	<b>3,2</b>	<b>2,2</b>	<b>2,0</b>	<b>1,9</b>	<b>3,7</b>	<b>2,0</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-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
General dealers	1,0	1,8	0,4	-0,9	1,7	0,3
Food, beverages and tobacco in specialised stores	0,5	0,0	0,2	0,5	0,4	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,1	0,3	0,2	0,1	0,5
Textiles, clothing, footwear and leather goods	0,6	0,2	1,3	1,4	0,4	0,1
Household furniture, appliances and equipment	0,2	0,1	0,2	-0,2	-0,1	-0,1
Hardware, paint and glass	0,3	0,4	-0,3	0,4	0,7	0,7
All other retailers	0,3	-0,4	-0,1	0,5	0,4	0,4
<b>Total</b>	<b>3,2</b>	<b>2,2</b>	<b>2,0</b>	<b>1,9</b>	<b>3,7</b>	<b>2,0</b>

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

Month	2009	2010	2011	2012	2013	2014	2015 1/
Jan	41 091	43 082	46 404	50 384	53 762	58 540	62 644
Feb	40 366	42 066	45 085	50 072	54 173	57 584	62 655
Mar	42 665	45 142	48 184	53 573	57 278	60 306	64 303
Apr	41 935	44 363	49 619	52 574	55 906	59 988	
May	43 312	45 817	47 734	52 572	58 091	63 026	
Jun	42 119	45 985	48 406	54 656	57 745	60 500	
Jul	42 919	46 929	49 764	53 193	56 895	61 719	
Aug	42 301	44 667	49 471	54 705	58 839	63 670	
Sep	43 032	45 900	51 148	55 665	57 958	62 596	
Oct	44 425	47 614	53 365	56 456	59 420	64 555	
Nov	45 686	49 943	55 511	60 135	64 912	69 928	
Dec	60 711	66 250	74 725	79 296	83 544	89 817	
<b>Total</b>	<b>530 562</b>	<b>567 758</b>	<b>619 416</b>	<b>673 289</b>	<b>718 523</b>	<b>772 229</b>	

1/ Figures for latest month are preliminary.

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

Month	2010	2011	2012	2013	2014	2015	2015 year-to-date
Jan	4,8	7,7	8,6	6,7	8,9	7,0	7,0
Feb	4,2	7,2	11,1	8,2	6,3	8,8	7,9
Mar	5,8	6,7	11,2	6,9	5,3	6,6	7,5
Apr	5,8	11,8	6,0	6,3	7,3		
May	5,8	4,2	10,1	10,5	8,5		
Jun	9,2	5,3	12,9	5,7	4,8		
Jul	9,3	6,0	6,9	7,0	8,5		
Aug	5,6	10,8	10,6	7,6	8,2		
Sep	6,7	11,4	8,8	4,1	8,0		
Oct	7,2	12,1	5,8	5,3	8,6		
Nov	9,3	11,1	8,3	7,9	7,7		
Dec	9,1	12,8	6,1	5,4	7,5		
<b>Total</b>	<b>7,0</b>	<b>9,1</b>	<b>8,7</b>	<b>6,7</b>	<b>7,5</b>		

**Table 9 – Seasonally adjusted retail trade sales at current prices**

Month	R million				Month-on-month % change			
	2012	2013	2014	2015	2012	2013	2014	2015
Jan	54 487	57 702	62 557	66 391	0,5	-0,6	0,9	0,4
Feb	52 591	58 929	62 518	67 954	-3,5	2,1	-0,1	2,4
Mar	54 600	58 798	62 425	67 617	3,8	-0,2	-0,1	-0,5
Apr	55 718	59 056	63 110		2,0	0,4	1,1	
May	54 266	59 531	63 913		-2,6	0,8	1,3	
Jun	56 070	59 944	63 754		3,3	0,7	-0,2	
Jul	56 100	59 604	64 767		0,1	-0,6	1,6	
Aug	56 891	60 407	65 463		1,4	1,3	1,1	
Sep	57 301	60 519	65 122		0,7	0,2	-0,5	
Oct	57 397	60 526	65 398		0,2	0,0	0,4	
Nov	57 681	61 188	66 456		0,5	1,1	1,6	
Dec	58 031	62 000	66 098		0,6	1,3	-0,5	



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

Type of retailer	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15 1/
General dealers	25 737	28 733	36 871	25 771	26 842	27 938
Food, beverages and tobacco in specialised stores	6 075	6 189	8 905	5 736	5 307	5 868
Pharmaceuticals and medical goods, cosmetics and toiletries	4 715	4 390	5 030	4 630	4 257	4 703
Textiles, clothing, footwear and leather goods	13 238	15 041	21 840	13 072	12 253	11 618
Household furniture, appliances and equipment	3 240	3 476	4 346	2 591	2 541	2 605
Hardware, paint and glass	5 187	5 756	4 995	4 389	5 108	5 015
All other retailers	6 362	6 343	7 831	6 455	6 346	6 556
<b>Total</b>	<b>64 555</b>	<b>69 928</b>	<b>89 817</b>	<b>62 644</b>	<b>62 655</b>	<b>64 303</b>

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	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
General dealers	8,5	10,8	7,1	3,3	9,8	5,7
Food, beverages and tobacco in specialised stores	13,8	8,2	10,1	13,8	12,9	8,1
Pharmaceuticals and medical goods, cosmetics and toiletries	9,7	6,7	9,8	8,1	6,6	12,8
Textiles, clothing, footwear and leather goods	8,3	6,4	11,3	12,6	7,5	5,6
Household furniture, appliances and equipment	4,4	1,3	3,6	-3,6	-2,5	-2,3
Hardware, paint and glass	9,6	10,4	0,1	11,9	14,9	14,7
All other retailers	6,0	-0,4	2,6	6,8	5,7	5,1
<b>Total</b>	<b>8,6</b>	<b>7,7</b>	<b>7,5</b>	<b>7,0</b>	<b>8,8</b>	<b>6,6</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-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15
General dealers	3,4	4,3	2,9	1,4	4,2	2,5
Food, beverages and tobacco in specialised stores	1,2	0,7	1,0	1,2	1,1	0,7
Pharmaceuticals and medical goods, cosmetics and toiletries	0,7	0,4	0,5	0,6	0,5	0,9
Textiles, clothing, footwear and leather goods	1,7	1,4	2,7	2,5	1,5	1,0
Household furniture, appliances and equipment	0,2	0,1	0,2	-0,2	-0,1	-0,1
Hardware, paint and glass	0,8	0,8	0,0	0,8	1,1	1,1
All other retailers	0,6	0,0	0,2	0,7	0,6	0,5
<b>Total</b>	<b>8,6</b>	<b>7,7</b>	<b>7,5</b>	<b>7,0</b>	<b>8,8</b>	<b>6,6</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 2014 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
- 2 In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available. Published retail trade sales estimates include value added tax (VAT).
- Purpose of the survey** 3 The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.
- Scope of the survey** 4 This survey covers retail enterprises according to the following types of retailers:
- General dealers:
    - Retail trade in non-specialised stores with food, beverages and tobacco predominating; and
    - 'Other' retail trade in non-specialised stores.
  - Retailers in food, beverages and tobacco in specialised stores:
    - Retailers in fresh fruit and vegetables;
    - Retailers in meat and meat products;
    - Retailers in bakery products;
    - Retailers in beverages;
    - Retailers in tobacco; and
    - Retailers in 'other' food in specialised stores.
  - Retailers in pharmaceutical and medical goods, cosmetics and toiletries;
  - Retailers in textiles, clothing, footwear and leather goods:
    - Retailers in men's and boys' clothing;
    - Retailers in ladies', girls' and infants' clothing;
    - General outfitters; and
    - Retailers in footwear.
  - Retailers in household furniture, appliances and equipment;
  - Retailers in hardware, paint and glass; and
  - All 'other' retailers:
    - Retailers in reading matter and stationery;
    - Retailers in jewellery, watches and clocks;
    - Retailers in sport goods and entertainment requisites;
    - Retailers in 'other' specialised stores;
    - Repair of personal and household goods;
    - Retail trade in second-hand goods in stores; and
    - Retail trade not in stores.
- Classification** 5 The 1993 edition of the *Standard Industrial Classification of all Economic Activities* (SIC), Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 *International Standard Industrial Classification of all Economic Activities* (ISIC) with suitable adaptations for local conditions. Each enterprise is classified to the industry which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
- Collection rate** 6 The preliminary collection rate for the survey on retail trade sales for March 2015 was 82,5%. The improved collection rate for February 2015 was 90,7%.

---

<b>Statistical unit</b>	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.
<b>Revised figures</b>	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.
<b>Related publications</b>	9	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;</li><li>• <i>Stats in Brief</i> issued annually; and</li><li>• <i>South African Statistics</i>, issued annually.</li></ul>
<b>Rounding-off of figures</b>	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
<b>Historical data</b>	11	Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: <a href="http://beta2.statssa.gov.za/?page_id=1849">http://beta2.statssa.gov.za/?page_id=1849</a>
<b>Past publications</b>	12	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713">http://beta2.statssa.gov.za/?page_id=1866&amp;PPN=P6242.1&amp;SCH=5713</a>

**Technical notes**

**Survey methodology and design**

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 514 enterprises from a population of 25 414 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 2014 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 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	808 528	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. 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 March 2014](#)

<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 (SIC)</i> , Fifth Edition, Report No. 09-90-02 of January 1993.	
<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

## Technical enquiries

<b>Raquel Floris</b>	Telephone number: (012) 337 6488 Email: raquelf@statssa.gov.za
<b>Keshnee Govender</b>	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](http://www.statssa.gov.za)

## General enquiries

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

*Produced by Stats SA*