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# Statistical release

## P6242.1

### Retail trade sales (Preliminary)

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

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

	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
Year-on-year % change, unadjusted	6,1	1,4	2,9	3,2	0,1	1,3
Month-on-month % change, seasonally adjusted	2,0	-0,5	-0,5	1,1	-0,8	-0,4
3-month % change, seasonally adjusted 1/	0,6	0,8	0,9	0,7	0,3	-0,1

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 1,3% year-on-year in October 2013. Positive annual growth rates were recorded for retailers in:

- textiles, clothing, footwear and leather goods (7,6%);
- hardware, paint and glass (3,3%); and
- pharmaceuticals and medical goods, cosmetics and toiletries (2,0%) – see Table 5.

Positive contributors to the 1,3% increase were retailers in textiles, clothing, footwear and leather goods (contributing 1,6 percentage points), retailers in hardware, paint and glass (contributing 0,3 of a percentage point) and retailers in pharmaceuticals and medical goods, cosmetics and toiletries (contributing 0,2 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,4% month-on-month in October 2013. This followed month-on-month changes of -0,8% in September 2013 and 1,1% in August 2013.

Seasonally adjusted retail trade sales decreased by 0,1% in the three months ended October 2013 compared with the previous three months.

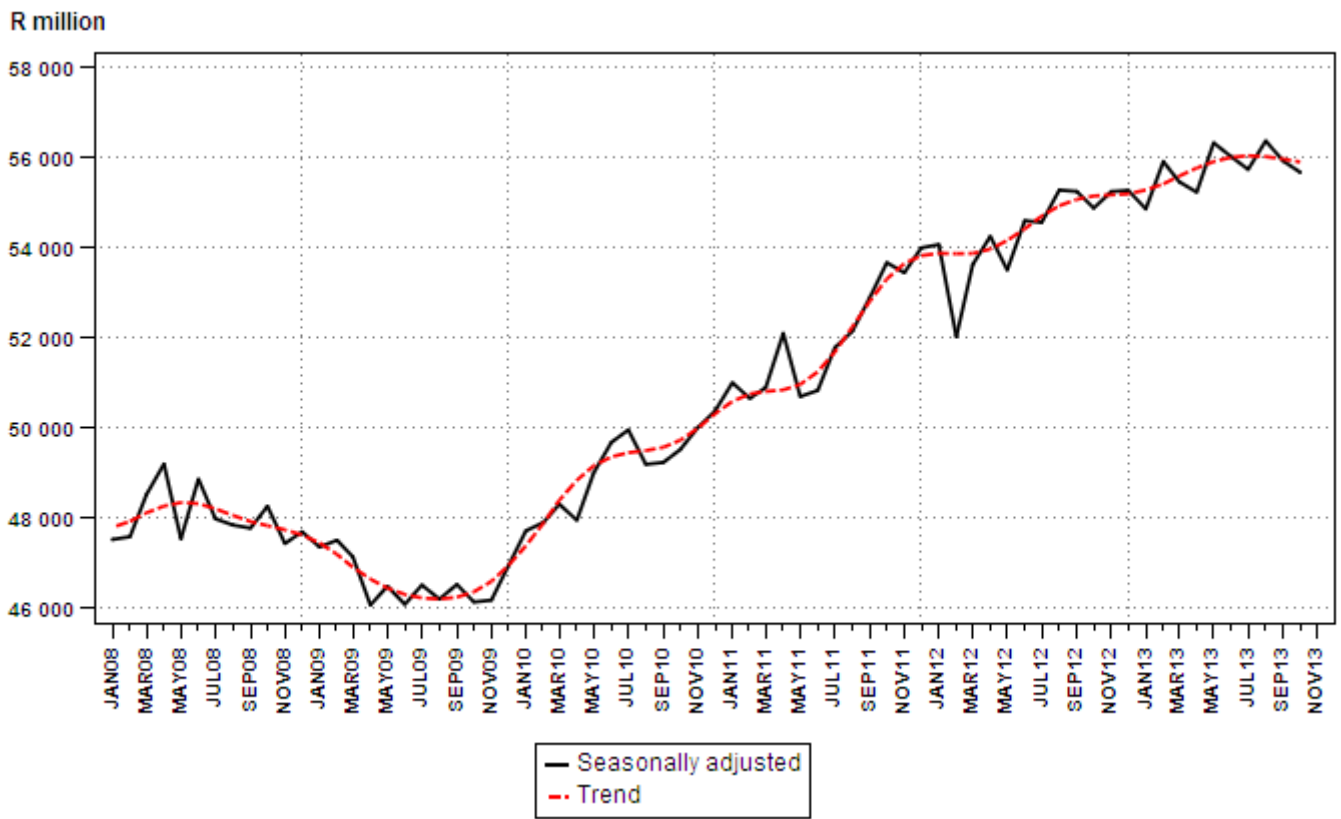
**Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer**

Type of retailer	Aug – Oct 2012 (R million)	Weight	Aug – Oct 2013 (R million)	% change between Aug – Oct 2012 and Aug – Oct 2013	Contribution (% points) to the total % change
General dealers	63 134	39,2	63 484	0,6	0,2
Food, beverages and tobacco in specialised stores	15 056	9,3	14 834	-1,5	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	11 843	7,3	11 885	0,4	0,0
Textiles, clothing, footwear and leather goods	32 115	19,9	34 398	7,1	1,4
Household furniture, appliances and equipment	9 004	5,6	8 456	-6,1	-0,3
Hardware, paint and glass	13 506	8,4	13 998	3,6	0,3
All other retailers	16 547	10,3	16 586	0,2	0,0
<b>Total</b>	<b>161 207</b>	<b>100,0</b>	<b>163 641</b>	<b>1,5</b>	<b>1,5</b>

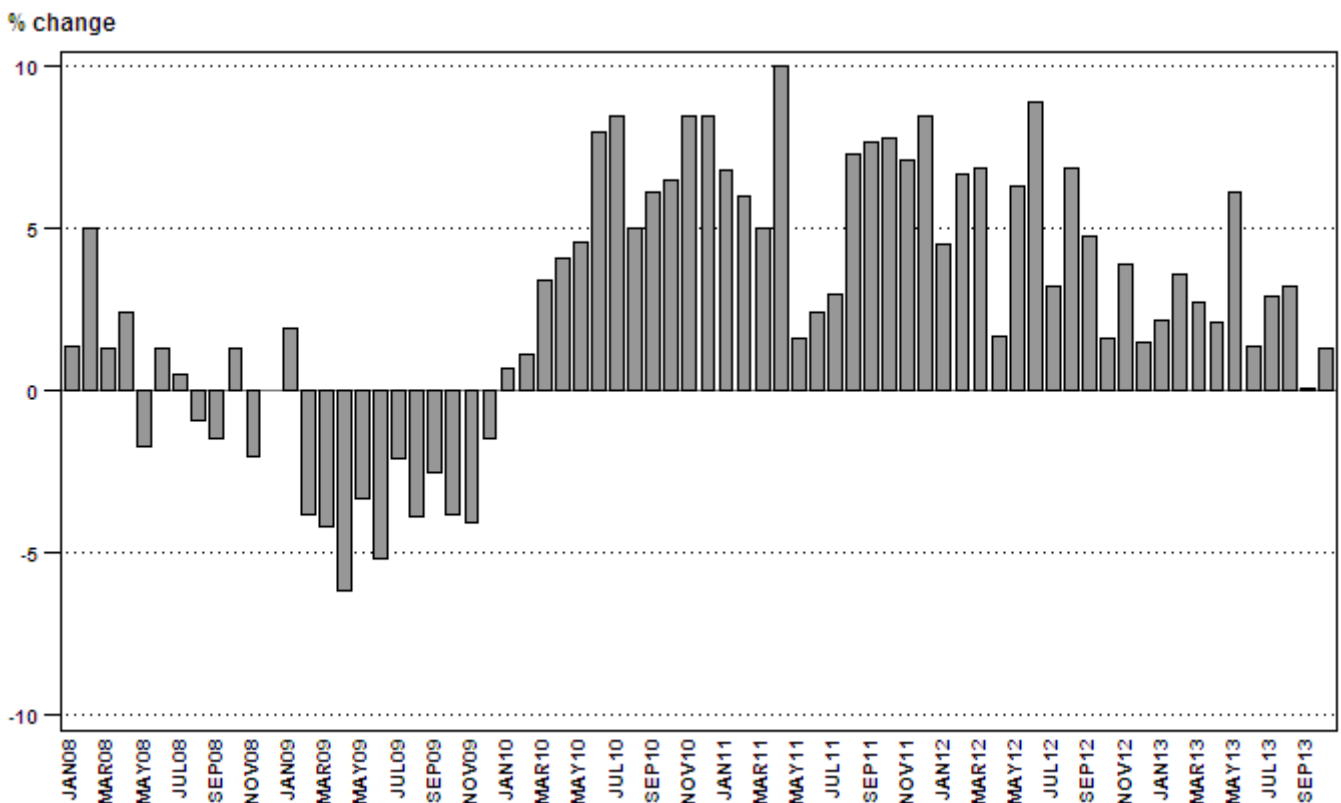
Retail trade sales increased by 1,5% in the three months ended October 2013 compared with the three months ended October 2012. Positive contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (7,1% and contributing 1,4 percentage points);
- retailers in hardware, paint and glass (3,6% and contributing 0,3 of a percentage point); and
- general dealers (0,6% and contributing 0,2 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 October 2013**

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

	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
Year-on-year % change, unadjusted	10,4	5,6	7,0	7,6	4,3	5,0
Month-on-month % change, seasonally adjusted	1,6	-0,1	-0,4	1,7	-0,2	-0,3
3-month % change, seasonally adjusted 1/	1,3	1,6	1,2	1,4	1,1	1,2

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

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

Type of retailer	Aug – Oct 2012 (R million)	Weight	Aug – Oct 2013 (R million)	% change between Aug – Oct 2012 and Aug – Oct 2013	Contribution (% points) to the total % change
General dealers	63 458	39,2	66 843	5,3	2,1
Food, beverages and tobacco in specialised stores	15 118	9,3	15 699	3,8	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	11 924	7,4	12 377	3,8	0,3
Textiles, clothing, footwear and leather goods	32 272	19,9	35 729	10,7	2,1
Household furniture, appliances and equipment	9 020	5,6	8 484	-5,9	-0,3
Hardware, paint and glass	13 656	8,4	14 758	8,1	0,7
All other retailers	16 632	10,3	17 270	3,8	0,4
<b>Total</b>	<b>162 079</b>	<b>100,0</b>	<b>171 161</b>	<b>5,6</b>	<b>5,6</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	42 921	43 538	44 369	44 662	47 699	49 837	50 924
Feb	42 867	45 006	43 315	43 771	46 387	49 495	51 297
Mar	46 717	47 310	45 313	46 868	49 188	52 599	54 020
Apr	46 081	47 178	44 246	46 054	50 652	51 496	52 594
May	47 828	47 019	45 449	47 550	48 328	51 395	54 527
Jun	46 128	46 739	44 303	47 858	49 030	53 377	54 138
Jul	45 715	45 936	44 979	48 807	50 259	51 861	53 374
Aug	46 383	45 970	44 197	46 422	49 819	53 275	54 964
Sep	46 805	46 116	44 979	47 704	51 366	53 842	53 908
Oct	47 564	48 176	46 361	49 377	53 240	54 090	54 769
Nov	50 635	49 600	47 546	51 578	55 249	57 383	
Dec	64 153	64 134	63 188	68 547	74 348	75 487	
<b>Total</b>	<b>573 797</b>	<b>576 722</b>	<b>558 245</b>	<b>589 198</b>	<b>625 565</b>	<b>654 137</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	1,4	1,9	0,7	6,8	4,5	2,2	2,2
Feb	5,0	-3,8	1,1	6,0	6,7	3,6	2,9
Mar	1,3	-4,2	3,4	5,0	6,9	2,7	2,8
Apr	2,4	-6,2	4,1	10,0	1,7	2,1	2,7
May	-1,7	-3,3	4,6	1,6	6,3	6,1	3,4
Jun	1,3	-5,2	8,0	2,4	8,9	1,4	3,0
Jul	0,5	-2,1	8,5	3,0	3,2	2,9	3,0
Aug	-0,9	-3,9	5,0	7,3	6,9	3,2	3,0
Sep	-1,5	-2,5	6,1	7,7	4,8	0,1	2,7
Oct	1,3	-3,8	6,5	7,8	1,6	1,3	2,5
Nov	-2,0	-4,1	8,5	7,1	3,9		
Dec	0,0	-1,5	8,5	8,5	1,5		
<b>Total</b>	<b>0,5</b>	<b>-3,2</b>	<b>5,5</b>	<b>6,2</b>	<b>4,6</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	47 703	50 996	54 069	54 862	1,7	1,3	0,1	-0,7
Feb	47 888	50 648	52 019	55 915	0,4	-0,7	-3,8	1,9
Mar	48 295	50 890	53 625	55 466	0,8	0,5	3,1	-0,8
Apr	47 937	52 095	54 251	55 234	-0,7	2,4	1,2	-0,4
May	48 996	50 689	53 504	56 332	2,2	-2,7	-1,4	2,0
Jun	49 669	50 825	54 600	56 023	1,4	0,3	2,0	-0,5
Jul	49 946	51 771	54 562	55 741	0,6	1,9	-0,1	-0,5
Aug	49 181	52 139	55 281	56 375	-1,5	0,7	1,3	1,1
Sep	49 223	52 889	55 251	55 927	0,1	1,4	-0,1	-0,8
Oct	49 511	53 667	54 880	55 676	0,6	1,5	-0,7	-0,4
Nov	50 001	53 444	55 248		1,0	-0,4	0,7	
Dec	50 361	53 996	55 274		0,7	1,0	0,0	

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

Type of retailer	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13 1/
General dealers	21 083	21 663	19 914	21 164	22 049	20 271
Food, beverages and tobacco in specialised stores	4 711	4 796	4 933	5 003	4 840	4 991
Pharmaceuticals and medical goods, cosmetics and toiletries	3 990	3 915	4 239	3 956	3 801	4 128
Textiles, clothing, footwear and leather goods	12 216	11 397	11 369	11 700	10 696	12 002
Household furniture, appliances and equipment	2 715	2 748	2 771	2 791	2 693	2 972
Hardware, paint and glass	4 432	4 306	4 539	4 705	4 532	4 761
All other retailers	5 380	5 313	5 609	5 645	5 297	5 644
<b>Total</b>	<b>54 527</b>	<b>54 138</b>	<b>53 374</b>	<b>54 964</b>	<b>53 908</b>	<b>54 769</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	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
General dealers	5,5	0,4	-0,6	2,8	-0,7	-0,4
Food, beverages and tobacco in specialised stores	2,2	0,2	4,8	2,0	-5,1	-1,2
Pharmaceuticals and medical goods, cosmetics and toiletries	0,9	-2,4	-0,6	-0,3	-0,7	2,0
Textiles, clothing, footwear and leather goods	13,6	4,1	8,7	7,7	6,0	7,6
Household furniture, appliances and equipment	-0,7	-2,7	-1,3	-6,9	-5,4	-5,9
Hardware, paint and glass	6,2	6,7	10,5	4,5	3,2	3,3
All other retailers	3,6	2,3	2,1	3,5	-1,4	-1,3
<b>Total</b>	<b>6,1</b>	<b>1,4</b>	<b>2,9</b>	<b>3,2</b>	<b>0,1</b>	<b>1,3</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	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
General dealers	2,1	0,2	-0,2	1,1	-0,3	-0,2
Food, beverages and tobacco in specialised stores	0,2	0,0	0,4	0,2	-0,5	-0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	-0,2	0,0	0,0	0,0	0,2
Textiles, clothing, footwear and leather goods	2,8	0,8	1,8	1,6	1,1	1,6
Household furniture, appliances and equipment	0,0	-0,1	-0,1	-0,4	-0,3	-0,3
Hardware, paint and glass	0,5	0,5	0,8	0,4	0,3	0,3
All other retailers	0,4	0,2	0,2	0,4	-0,1	-0,1
<b>Total</b>	<b>6,1</b>	<b>1,4</b>	<b>2,9</b>	<b>3,2</b>	<b>0,1</b>	<b>1,3</b>

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

Month	2007	2008	2009	2010	2011	2012	2013 1/
Jan	31 976	35 528	39 922	41 856	45 084	48 951	52 232
Feb	31 936	36 628	39 218	40 869	43 802	48 647	52 632
Mar	34 944	38 725	41 451	43 858	46 814	52 049	55 648
Apr	34 653	39 137	40 742	43 100	48 208	51 078	54 411
May	36 158	39 381	42 080	44 513	46 376	51 076	56 391
Jun	35 011	39 480	40 921	44 676	47 029	53 102	56 054
Jul	35 155	39 167	41 698	45 593	48 348	51 680	55 287
Aug	35 854	39 817	41 097	43 397	48 064	53 148	57 167
Sep	36 414	40 203	41 808	44 594	49 694	54 081	56 411
Oct	37 338	42 302	43 162	46 259	51 847	54 850	57 583
Nov	39 951	44 049	44 387	48 523	53 932	58 425	
Dec	50 809	57 172	58 983	64 365	72 598	77 040	
<b>Total</b>	<b>440 199</b>	<b>491 589</b>	<b>515 469</b>	<b>551 603</b>	<b>601 796</b>	<b>654 135</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	6,7	6,7
Feb	14,7	7,1	4,2	7,2	11,1	8,2	7,4
Mar	10,8	7,0	5,8	6,7	11,2	6,9	7,3
Apr	12,9	4,1	5,8	11,9	6,0	6,5	7,1
May	8,9	6,9	5,8	4,2	10,1	10,4	7,7
Jun	12,8	3,6	9,2	5,3	12,9	5,6	7,4
Jul	11,4	6,5	9,3	6,0	6,9	7,0	7,3
Aug	11,1	3,2	5,6	10,8	10,6	7,6	7,3
Sep	10,4	4,0	6,7	11,4	8,8	4,3	7,0
Oct	13,3	2,0	7,2	12,1	5,8	5,0	6,8
Nov	10,3	0,8	9,3	11,1	8,3		
Dec	12,5	3,2	9,1	12,8	6,1		
<b>Total</b>	<b>11,7</b>	<b>4,9</b>	<b>7,0</b>	<b>9,1</b>	<b>8,7</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	44 549	48 036	52 978	56 013	1,6	1,5	0,5	-0,6
Feb	44 815	48 011	51 370	57 720	0,6	-0,1	-3,0	3,0
Mar	45 069	48 259	52 846	56 918	0,6	0,5	2,9	-1,4
Apr	45 079	49 709	53 977	57 228	0,0	3,0	2,1	0,5
May	45 570	48 436	52 973	58 132	1,1	-2,6	-1,9	1,6
Jun	46 503	48 862	54 350	58 045	2,0	0,9	2,6	-0,1
Jul	46 722	49 895	54 523	57 804	0,5	2,1	0,3	-0,4
Aug	46 083	50 404	55 341	58 813	-1,4	1,0	1,5	1,7
Sep	46 063	51 285	55 553	58 681	0,0	1,7	0,4	-0,2
Oct	46 336	52 198	55 593	58 504	0,6	1,8	0,1	-0,3
Nov	46 934	51 999	56 165		1,3	-0,4	1,0	
Dec	47 332	52 700	56 358		0,8	1,3	0,3	



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

Type of retailer	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13 1/
General dealers	21 884	22 530	20 730	22 138	23 218	21 487
Food, beverages and tobacco in specialised stores	4 970	5 045	5 194	5 258	5 116	5 325
Pharmaceuticals and medical goods, cosmetics and toiletries	4 130	4 052	4 392	4 098	3 957	4 322
Textiles, clothing, footwear and leather goods	12 509	11 693	11 676	12 086	11 113	12 530
Household furniture, appliances and equipment	2 726	2 740	2 763	2 788	2 706	2 990
Hardware, paint and glass	4 614	4 495	4 730	4 940	4 781	5 037
All other retailers	5 558	5 499	5 800	5 859	5 519	5 892
<b>Total</b>	<b>56 391</b>	<b>56 054</b>	<b>55 287</b>	<b>57 167</b>	<b>56 411</b>	<b>57 583</b>

1/ Preliminary.

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

Type of retailer	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
General dealers	10,5	5,2	4,0	8,0	4,1	4,0
Food, beverages and tobacco in specialised stores	8,9	6,8	12,0	8,6	0,0	3,2
Pharmaceuticals and medical goods, cosmetics and toiletries	4,5	1,4	3,0	3,1	2,6	5,6
Textiles, clothing, footwear and leather goods	17,2	7,5	12,2	11,4	9,6	11,0
Household furniture, appliances and equipment	-0,5	-3,2	-1,7	-7,0	-5,0	-5,7
Hardware, paint and glass	10,9	10,7	14,3	8,8	7,5	7,9
All other retailers	7,5	6,1	5,6	7,5	2,6	1,6
<b>Total</b>	<b>10,4</b>	<b>5,6</b>	<b>7,0</b>	<b>7,6</b>	<b>4,3</b>	<b>5,0</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	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
General dealers	4,1	2,1	1,5	3,1	1,7	1,5
Food, beverages and tobacco in specialised stores	0,8	0,6	1,1	0,8	0,0	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,1	0,2	0,2	0,2	0,4
Textiles, clothing, footwear and leather goods	3,6	1,5	2,5	2,3	1,8	2,3
Household furniture, appliances and equipment	0,0	-0,2	-0,1	-0,4	-0,3	-0,3
Hardware, paint and glass	0,9	0,8	1,1	0,7	0,6	0,7
All other retailers	0,8	0,6	0,6	0,8	0,3	0,2
<b>Total</b>	<b>10,4</b>	<b>5,6</b>	<b>7,0</b>	<b>7,6</b>	<b>4,3</b>	<b>5,0</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 2013 business sampling frame (BSF) that contains businesses registered for value added tax (VAT).
- 2 In order to improve timeliness, some information for the latest month had to be estimated due to late response. These estimates will be revised in future statistical releases as soon as information becomes available. Published retail trade sales estimates include value added tax (VAT).
- Purpose of the survey** 3 The results of the monthly retail trade sales survey are used to compile estimates of the gross domestic product (GDP) and its components, which are used in monitoring the state of the economy and formulation of economic policy. These statistics are also used in the analysis of comparative business and industry performance.
- Scope of the survey** 4 This survey covers retail enterprises according to the following types of retailers:
- General dealers:
    - Retail trade in non-specialised stores with food, beverages and tobacco predominating; and
    - 'Other' retail trade in non-specialised stores.
  - Retailers in food, beverages and tobacco in specialised stores:
    - Retailers in fresh fruit and vegetables;
    - Retailers in meat and meat products;
    - Retailers in bakery products;
    - Retailers in beverages;
    - Retailers in tobacco; and
    - Retailers in 'other' food in specialised stores.
  - Retailers in pharmaceutical and medical goods, cosmetic and toiletries;
  - Retailers in textiles, clothing, footwear and leather goods:
    - Retailers in men's and boys' clothing;
    - Retailers in ladies', girls' and infants' clothing;
    - General outfitters; and
    - Retailers in footwear.
  - Retailers in household furniture, appliances and equipment;
  - Retailers in hardware, paint and glass; and
  - All 'other' retailers:
    - Retailers in reading matter and stationery;
    - Retailers in jewellery, watches and clocks;
    - Retailers in sport goods and entertainment requisites;
    - Retailers in 'other' specialised stores;
    - Repair of personal and household goods;
    - Retail trade in second-hand goods in stores; and
    - Retail trade not in stores.
- Classification** 5 The 1993 edition of the *Standard Industrial Classification of all Economic Activities (SIC)*, Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 *International Standard Industrial Classification of all Economic Activities (ISIC)* with suitable adaptations for local conditions. Each enterprise is classified to the industry which reflects its predominant activity. Statistics in this publication are presented at SIC group (four digit) level.
- Collection rate** 6 The preliminary collection rate for the survey on retail trade sales for October 2013 was 75,2%, accounting for 79,6% of the total estimate. The improved collection rate for September 2013 was 83,2%.

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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 26 700 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax, email and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn at the SIC four-digit level in April 2013 from Stats SA’s business sampling frame (BSF). Strata were formed using a combination of the Standard Industrial Classification and the measure of size classes for enterprises (see point 3 below).

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

$$n_h = \frac{N_h S_h}{\sum N_h S_h}$$

$N_h$  and  $S_h$  are the stratum population size and the stratum variance respectively. Neyman allocation formula not only allocates sample sizes to each stratum, but also calculates the relative precision for each stratum as well as the relative precision for all strata. The relative precision for these strata did not exceed 4,2%.

**Class limits**

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

**Measure of size classes (Rand)**

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	8 000 000
Small	3	8 000 001	38 000 000
Medium	2	38 000 001	78 000 000
Large	1	78 000 001	

**Sample weighting**

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

**Seasonal adjustment**

- 5 Seasonally adjusted estimates are generated each month using the X-12 Seasonal Adjustment Program developed by the US Bureau of the Census, 1968. Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the series so that the effects of other influences on the series can be recognised more clearly. Seasonal adjustment does not aim to remove irregular or non-seasonal influences which may be present in any particular month. Influences that are volatile or unsystematic can still make it difficult to interpret the movement of the series, even after adjustment for seasonal variations. Therefore, the month-to-month movements of seasonally adjusted estimates may not be reliable indicators of trend behaviour.

<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

## 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

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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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## 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 8358 Email address: <a href="mailto:magdaj@statssa.gov.za">magdaj@statssa.gov.za</a>
Postal address	Private Bag X44, Pretoria, 0001

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