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## Contents

<b>Sales at constant 2012 prices: results for October 2016</b> .....	<b>2</b>
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
<b>Sales at current prices: results for October 2016</b> .....	<b>4</b>
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
<b>Tables</b> .....	<b>5</b>
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
<b>Survey information</b> .....	<b>9</b>
<b>Technical notes</b> .....	<b>11</b>
<b>Glossary</b> .....	<b>13</b>
<b>Technical enquiries</b> .....	<b>13</b>
<b>General information</b> .....	<b>14</b>

## Sales at constant 2012 prices: results for October 2016

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

	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
Year-on-year % change, unadjusted	3,7	1,4	1,2	0,0	1,6	-0,2
Month-on-month % change, seasonally adjusted	2,9	-1,9	-0,2	0,2	0,7	-0,7
3-month % change, seasonally adjusted 1/	0,0	0,0	0,6	-0,6	-0,2	-0,4

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 decreased by 0,2% year-on-year in October 2016. Negative annual growth rates were recorded for:

- retailers in household furniture, appliances and equipment (-6,4%);
- general dealers (-2,7%); and
- all 'other' retailers (-1,0%) – see Table 5.

Negative contributors to the 0,2% decrease were:

- general dealers (contributing -1,1 percentage points);
- retailers in household furniture, appliances and equipment (contributing -0,3 of a percentage point); and
- all 'other' retailers (contributing -0,1 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,7% month-on-month in October 2016. This followed month-on-month changes of 0,7% in September 2016 and 0,2% in August 2016. In the three months ended October 2016, seasonally adjusted retail trade sales decreased by 0,4% 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 2015 (R million)	Weight	Aug – Oct 2016 (R million)	% change between Aug – Oct 2015 and Aug – Oct 2016	Contribution (% points) to the total % change
General dealers	80 334	43,7	79 751	-0,7	-0,3
Food, beverages and tobacco in specialised stores	12 937	7,0	13 730	6,1	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	15 068	8,2	15 875	5,4	0,4
Textiles, clothing, footwear and leather goods	31 978	17,4	31 870	-0,3	-0,1
Household furniture, appliances and equipment	9 602	5,2	9 062	-5,6	-0,3
Hardware, paint and glass	15 080	8,2	15 787	4,7	0,4
All other retailers	18 915	10,3	18 684	-1,2	-0,1
<b>Total</b>	<b>183 914</b>	<b>100,0</b>	<b>184 759</b>	<b>0,5</b>	<b>0,5</b>

Retail trade sales increased by 0,5% in the three months ended October 2016 compared with the three months ended October 2015. Positive contributors to this increase were retailers in:

- food, beverages and tobacco in specialised stores (6,1% and contributing 0,4 of a percentage point);
- pharmaceuticals and medical goods, cosmetics and toiletries (5,4% and contributing 0,4 of a percentage point); and
- hardware, paint and glass (4,7% and contributing 0,4 of a percentage point) – see Table B.

Figure 1 – Retail trade sales at constant 2012 prices

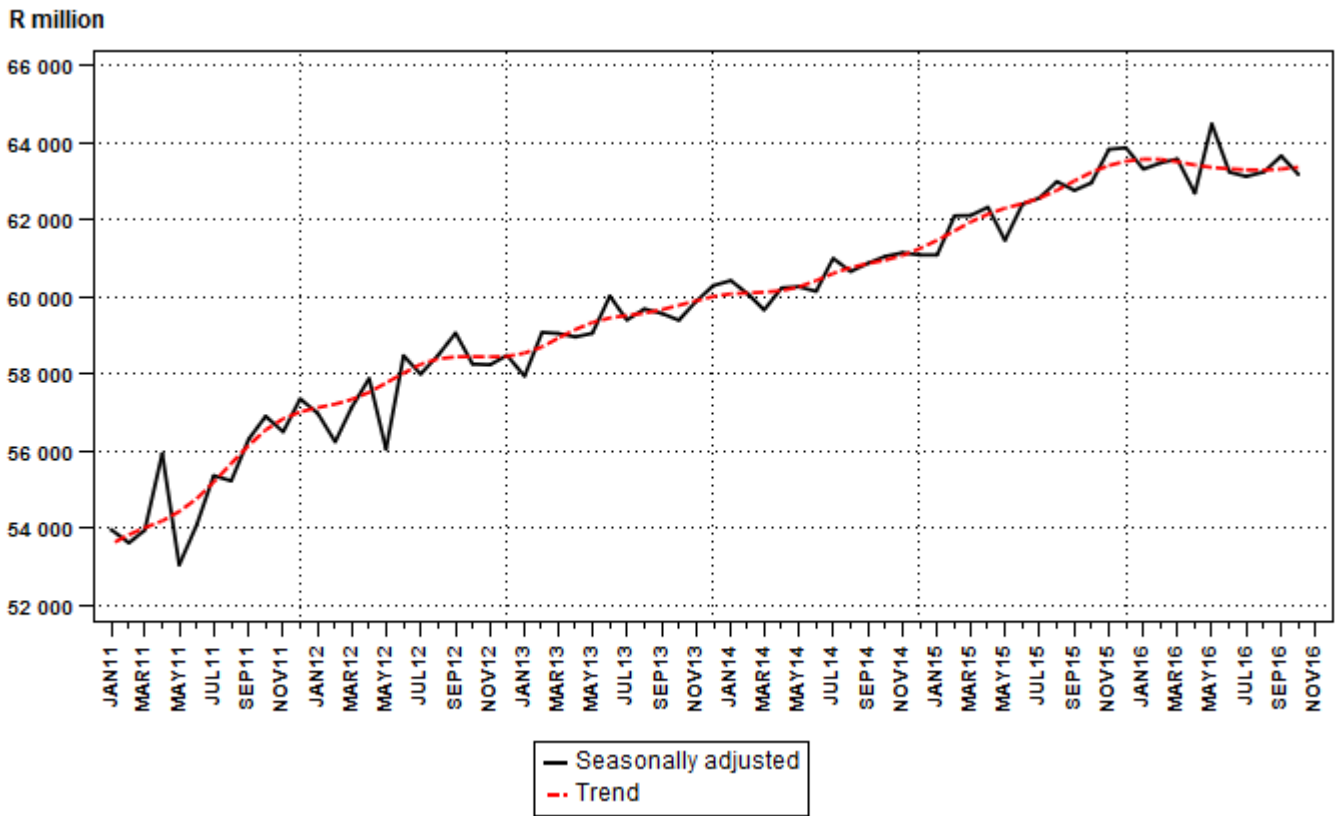
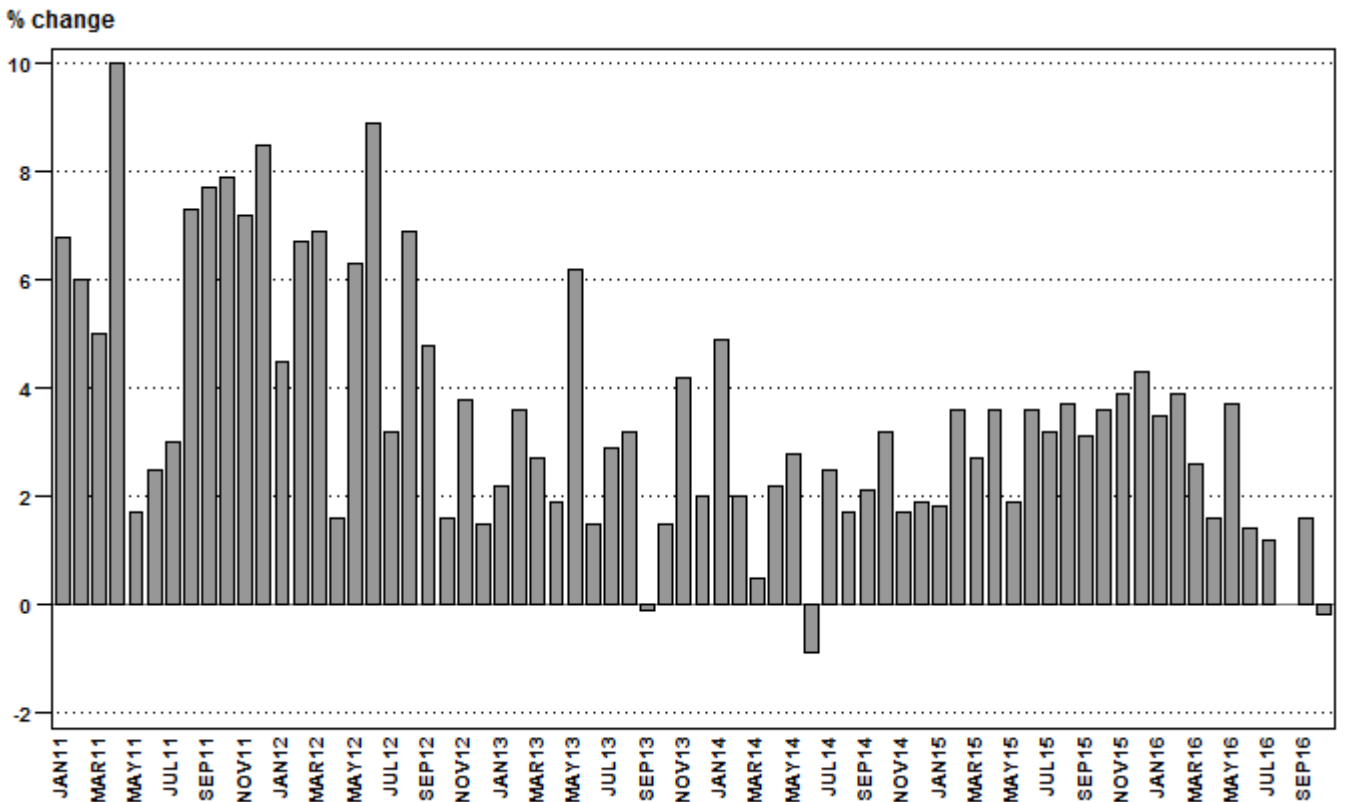


Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change



**Sales at current prices: results for October 2016****Table C – Key growth rates in retail trade sales at current prices**

	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
Year-on-year % change, unadjusted	9,6	7,7	8,0	6,7	8,5	6,8
Month-on-month % change, seasonally adjusted	2,7	-1,0	0,5	0,6	1,1	-0,2
3-month % change, seasonally adjusted 1/	2,1	2,0	2,3	1,2	1,5	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 2015 (R million)	Weight	Aug – Oct 2016 (R million)	% change between Aug – Oct 2015 and Aug – Oct 2016	Contribution (% points) to the total % change
General dealers	93 772	44,5	101 376	8,1	3,6
Food, beverages and tobacco in specialised stores	15 577	7,4	17 736	13,9	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	17 381	8,2	19 148	10,2	0,8
Textiles, clothing, footwear and leather goods	36 509	17,3	38 716	6,0	1,0
Household furniture, appliances and equipment	9 728	4,6	9 551	-1,8	-0,1
Hardware, paint and glass	17 150	8,1	18 160	5,9	0,5
All other retailers	20 814	9,9	21 712	4,3	0,4
<b>Total</b>	<b>210 932</b>	<b>100,0</b>	<b>226 397</b>	<b>7,3</b>	<b>7,3</b>

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

## Tables

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

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	47 392	50 625	52 910	54 052	56 691	57 703	59 699
Feb	46 448	49 230	52 540	54 444	55 535	57 547	59 771
Mar	49 733	52 214	55 835	57 348	57 612	59 196	60 752
Apr	48 873	53 780	54 665	55 726	56 976	59 023	59 941
May	50 461	51 298	54 550	57 925	59 538	60 668	62 933
Jun	50 800	52 045	56 658	57 511	57 013	59 079	59 910
Jul	51 803	53 345	55 042	56 643	58 046	59 904	60 636
Aug	49 269	52 880	56 548	58 335	59 318	61 528	61 534
Sep	50 624	54 524	57 158	57 111	58 301	60 099	61 035
Oct	52 401	56 520	57 422	58 278	60 134	62 287	62 190
Nov	54 730	58 656	60 907	63 480	64 587	67 120	
Dec	72 746	78 954	80 127	81 726	83 249	86 807	
<b>Total</b>	<b>625 280</b>	<b>664 071</b>	<b>694 362</b>	<b>712 579</b>	<b>727 000</b>	<b>750 961</b>	

1/ Figures for latest month are preliminary.

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

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

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

Month	R million				Month-on-month % change			
	2013	2014	2015	2016	2013	2014	2015	2016
Jan	57 949	60 427	61 093	63 320	-0,9	0,2	0,0	-0,9
Feb	59 083	60 071	62 109	63 484	2,0	-0,6	1,7	0,3
Mar	59 057	59 666	62 116	63 582	0,0	-0,7	0,0	0,2
Apr	58 965	60 239	62 331	62 696	-0,2	1,0	0,3	-1,4
May	59 060	60 268	61 473	64 492	0,2	0,0	-1,4	2,9
Jun	60 025	60 148	62 410	63 243	1,6	-0,2	1,5	-1,9
Jul	59 405	61 004	62 573	63 129	-1,0	1,4	0,3	-0,2
Aug	59 690	60 664	62 995	63 247	0,5	-0,6	0,7	0,2
Sep	59 575	60 878	62 770	63 660	-0,2	0,4	-0,4	0,7
Oct	59 399	61 055	62 964	63 186	-0,3	0,3	0,3	-0,7
Nov	59 894	61 149	63 834		0,8	0,2	1,4	
Dec	60 297	61 093	63 874		0,7	-0,1	0,1	

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

Type of retailer	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16 1/
General dealers	27 709	26 774	25 483	27 262	27 208	25 281
Food, beverages and tobacco in specialised stores	4 059	4 115	4 474	4 317	4 635	4 778
Pharmaceuticals and medical goods, cosmetics and toiletries	5 220	5 226	5 492	5 195	5 177	5 503
Textiles, clothing, footwear and leather goods	11 806	10 380	11 320	10 689	9 779	11 402
Household furniture, appliances and equipment	2 902	2 905	2 994	2 951	2 967	3 144
Hardware, paint and glass	5 032	4 754	4 985	5 176	5 088	5 523
All other retailers	6 205	5 756	5 888	5 944	6 181	6 559
<b>Total</b>	<b>62 933</b>	<b>59 910</b>	<b>60 636</b>	<b>61 534</b>	<b>61 035</b>	<b>62 190</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	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
General dealers	4,7	1,8	1,7	0,7	-0,2	-2,7
Food, beverages and tobacco in specialised stores	-5,5	4,2	6,5	2,8	10,5	5,1
Pharmaceuticals and medical goods, cosmetics and toiletries	5,6	10,3	5,6	6,6	6,9	2,8
Textiles, clothing, footwear and leather goods	3,8	0,0	3,8	-1,4	-1,0	1,2
Household furniture, appliances and equipment	-3,5	-5,8	-7,6	-6,0	-4,4	-6,4
Hardware, paint and glass	6,9	-0,4	0,0	1,9	4,9	7,2
All other retailers	5,8	-1,5	-6,6	-6,0	3,6	-1,0
<b>Total</b>	<b>3,7</b>	<b>1,4</b>	<b>1,2</b>	<b>0,0</b>	<b>1,6</b>	<b>-0,2</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-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
General dealers	2,0	0,8	0,7	0,3	-0,1	-1,1
Food, beverages and tobacco in specialised stores	-0,4	0,3	0,5	0,2	0,7	0,4
Pharmaceuticals and medical goods, cosmetics and toiletries	0,5	0,8	0,5	0,5	0,6	0,2
Textiles, clothing, footwear and leather goods	0,7	0,0	0,7	-0,2	-0,2	0,2
Household furniture, appliances and equipment	-0,2	-0,3	-0,4	-0,3	-0,2	-0,3
Hardware, paint and glass	0,5	0,0	0,0	0,2	0,4	0,6
All other retailers	0,6	-0,1	-0,7	-0,6	0,4	-0,1
<b>Total</b>	<b>3,7</b>	<b>1,4</b>	<b>1,2</b>	<b>0,0</b>	<b>1,6</b>	<b>-0,2</b>

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

Month	2010	2011	2012	2013	2014	2015	2016 1/
Jan	44 430	47 857	51 961	55 444	60 356	64 484	69 619
Feb	43 383	46 496	51 639	55 870	59 387	64 549	70 374
Mar	46 555	49 693	55 250	59 071	62 193	66 770	72 351
Apr	45 752	51 173	54 219	57 656	61 851	66 827	71 995
May	47 251	49 228	54 217	59 910	64 997	69 130	75 777
Jun	47 424	49 921	56 367	59 553	62 411	67 282	72 447
Jul	48 398	51 322	54 857	58 677	63 691	68 202	73 646
Aug	46 065	51 019	56 417	60 681	65 453	70 477	75 202
Sep	47 337	52 749	57 408	59 772	64 404	68 864	74 731
Oct	49 104	55 035	58 224	61 281	66 518	71 591	76 464
Nov	51 506	57 249	62 018	66 949	71 764	77 396	
Dec	68 324	77 064	81 779	86 170	92 494	100 307	
<b>Total</b>	<b>585 529</b>	<b>638 806</b>	<b>694 363</b>	<b>741 034</b>	<b>795 519</b>	<b>855 879</b>	

1/ Figures for latest month are preliminary.

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

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

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

Month	R million				Month-on-month % change			
	2013	2014	2015	2016	2013	2014	2015	2016
Jan	59 405	64 406	68 467	74 002	-0,8	1,1	0,5	-0,2
Feb	60 680	64 286	69 724	74 746	2,1	-0,2	1,8	1,0
Mar	60 666	64 245	69 663	75 373	0,0	-0,1	-0,1	0,8
Apr	60 751	65 091	70 283	75 094	0,1	1,3	0,9	-0,4
May	60 936	65 672	69 823	77 156	0,3	0,9	-0,7	2,7
Jun	62 129	65 697	70 887	76 356	2,0	0,0	1,5	-1,0
Jul	61 607	66 970	71 339	76 770	-0,8	1,9	0,6	0,5
Aug	62 239	66 992	72 178	77 196	1,0	0,0	1,2	0,6
Sep	62 397	67 276	71 965	78 045	0,3	0,4	-0,3	1,1
Oct	62 455	67 631	72 591	77 860	0,1	0,5	0,9	-0,2
Nov	63 283	68 056	73 662		1,3	0,6	1,5	
Dec	63 678	68 147	74 116		0,6	0,1	0,6	



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

Type of retailer	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16 1/
General dealers	34 414	33 414	32 032	34 514	34 527	32 335
Food, beverages and tobacco in specialised stores	5 232	5 280	5 763	5 560	5 974	6 202
Pharmaceuticals and medical goods, cosmetics and toiletries	6 227	6 256	6 607	6 234	6 217	6 697
Textiles, clothing, footwear and leather goods	14 084	12 414	13 584	12 934	11 872	13 910
Household furniture, appliances and equipment	3 012	3 030	3 138	3 101	3 127	3 323
Hardware, paint and glass	5 741	5 439	5 728	5 952	5 851	6 357
All other retailers	7 068	6 614	6 795	6 907	7 164	7 641
<b>Total</b>	<b>75 777</b>	<b>72 447</b>	<b>73 646</b>	<b>75 202</b>	<b>74 731</b>	<b>76 464</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	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
General dealers	12,2	9,7	10,4	9,3	8,7	6,3
Food, beverages and tobacco in specialised stores	1,5	11,6	14,7	10,1	18,5	13,0
Pharmaceuticals and medical goods, cosmetics and toiletries	9,6	15,4	10,9	11,2	11,6	7,9
Textiles, clothing, footwear and leather goods	9,7	5,8	10,0	4,8	5,4	7,8
Household furniture, appliances and equipment	-1,1	-2,7	-4,1	-2,5	-0,3	-2,6
Hardware, paint and glass	7,3	0,1	1,1	3,2	5,9	8,5
All other retailers	10,7	3,6	-1,6	-0,7	9,3	4,7
<b>Total</b>	<b>9,6</b>	<b>7,7</b>	<b>8,0</b>	<b>6,7</b>	<b>8,5</b>	<b>6,8</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-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
General dealers	5,4	4,4	4,4	4,2	4,0	2,7
Food, beverages and tobacco in specialised stores	0,1	0,8	1,1	0,7	1,4	1,0
Pharmaceuticals and medical goods, cosmetics and toiletries	0,8	1,2	0,9	0,9	0,9	0,7
Textiles, clothing, footwear and leather goods	1,8	1,0	1,8	0,8	0,9	1,4
Household furniture, appliances and equipment	0,0	-0,1	-0,2	-0,1	0,0	-0,1
Hardware, paint and glass	0,6	0,0	0,1	0,3	0,5	0,7
All other retailers	1,0	0,3	-0,2	-0,1	0,9	0,5
<b>Total</b>	<b>9,6</b>	<b>7,7</b>	<b>8,0</b>	<b>6,7</b>	<b>8,5</b>	<b>6,8</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 2016 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 October 2016 was 80,0%. The improved collection rate for September 2016 was 88,2%.

<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 publication available from Stats SA: <ul style="list-style-type: none"><li>• <i>Stats in Brief</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 website. To access the data electronically, use the following link: <a href="#">Click to download historical data</a>
<b>Past publications</b>	<b>12</b>	Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: <a href="#">Click to download past releases</a>

**Technical notes**

**Survey methodology and design**

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

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

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

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

**Class limits**

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

**Measure of size classes (Rand)**

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

**Sample weighting**

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

**Seasonal adjustment**

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

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

<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</i> (SNA) in the same way as in the <i>Standard Industrial Classification of all Economic Activities</i> (SIC), 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

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