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Statistical release

P6242.1

Retail trade sales (Preliminary)

September 2012

**Embargoed until:
14 November 2012
13:00**

Enquiries:

User Information Services
(012) 310 8600

Forthcoming issue:

October 2012

Expected release date:

12 December 2012

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Please note the new layout for this statistical release – see Annexure A.

Sales at constant 2008 prices: results for September 2012

Table A – Key growth rates in retail trade sales at constant 2008 prices

	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
Year-on-year % change, unadjusted	1,2	5,8	8,6	2,9	6,7	4,3
Month-on-month % change, seasonally adjusted	1,4	-1,0	1,7	-0,1	2,1	-0,5
3-month % change, seasonally adjusted 1/	-0,7	0,9	1,9	1,7	2,1	1,9

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

Measured in real terms (constant 2008 prices), retail trade sales increased by 4,3% year-on-year in September 2012. The highest annual growth rates were recorded for:

- retailers in textiles, clothing, footwear and leather goods (8,8%);
- general dealers (4,9%); and
- retailers in household furniture, appliances and equipment (4,0%) – see Table 5.

The main contributors to the 4,3% increase were general dealers (contributing 1,9 percentage points) and retailers in textiles, clothing, footwear and leather goods (contributing 1,7 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,5% in September 2012 compared with August 2012. This followed month-on-month changes of 2,1% in August 2012 and -0,1% in July 2012.

Seasonally adjusted retail trade sales increased by 1,9% in the third quarter of 2012 compared with the previous quarter.

Table B – Retail trade sales at constant 2008 prices for the latest three months by type of retailer

Type of retailer	Jul – Sep 2011 (R million)	Weight	Jul – Sep 2012 (R million)	% change between Jul – Sep 2011 and Jul – Sep 2012	Contribution (% points) to the total % change
General dealers	47 333	36,7	48 991	3,5	1,3
Food, beverages and tobacco in specialised stores	12 936	10,0	13 121	1,4	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	8 724	6,8	9 176	5,2	0,4
Textiles, clothing, footwear and leather goods	26 228	20,3	28 697	9,4	1,9
Household furniture, appliances and equipment	8 150	6,3	8 495	4,2	0,3
Hardware, paint and glass	9 610	7,4	9 987	3,9	0,3
All other retailers	16 127	12,5	16 614	3,0	0,4
Total	129 108	100,0	135 081	4,6	4,6

Retail trade sales increased by 4,6% in the third quarter of 2012 compared with the third quarter of 2011. The main contributors to this increase were:

- retailers in textiles, clothing, footwear and leather goods (9,4% and contributing 1,9 percentage points); and
- general dealers (3,5% and contributing 1,3 percentage points) – see Table B.

Figure 1 – Retail trade sales at constant 2008 prices

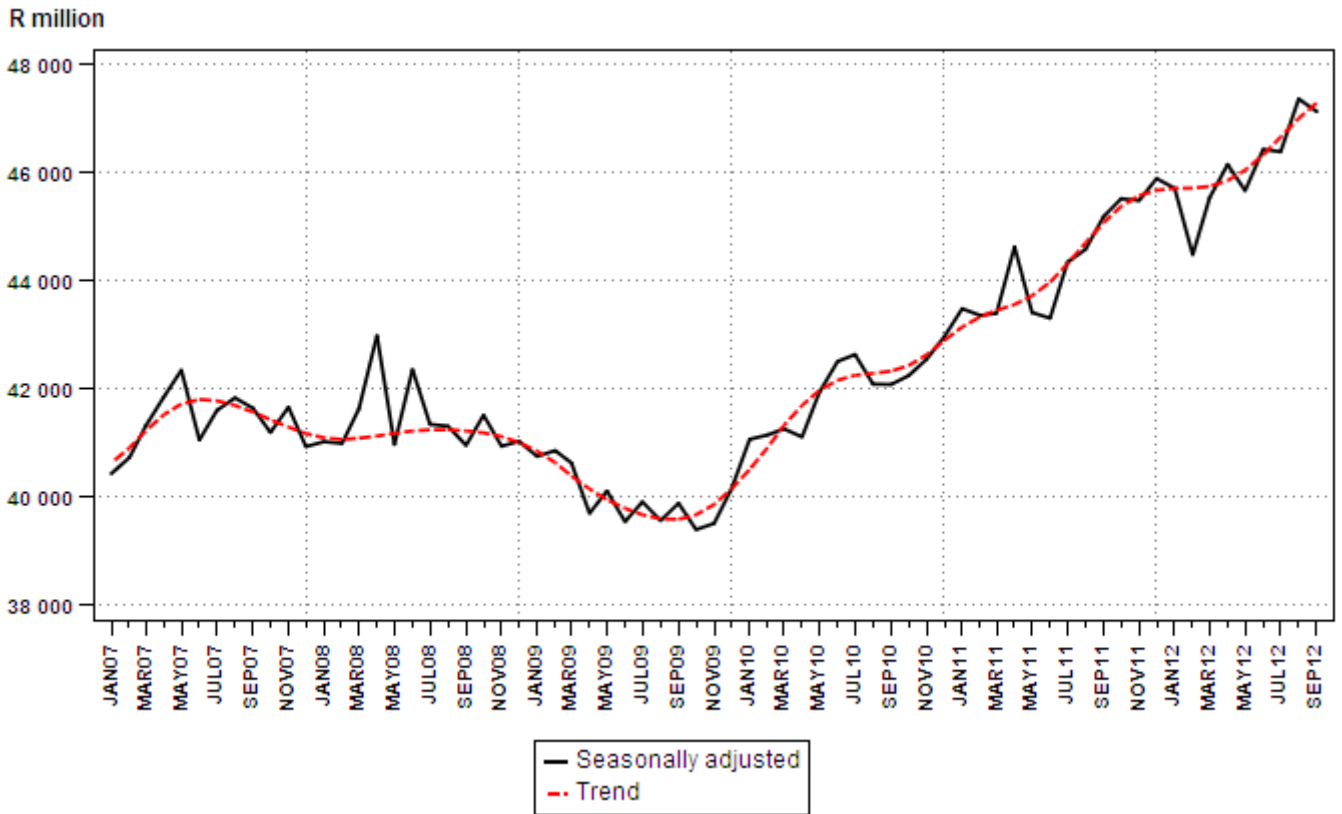
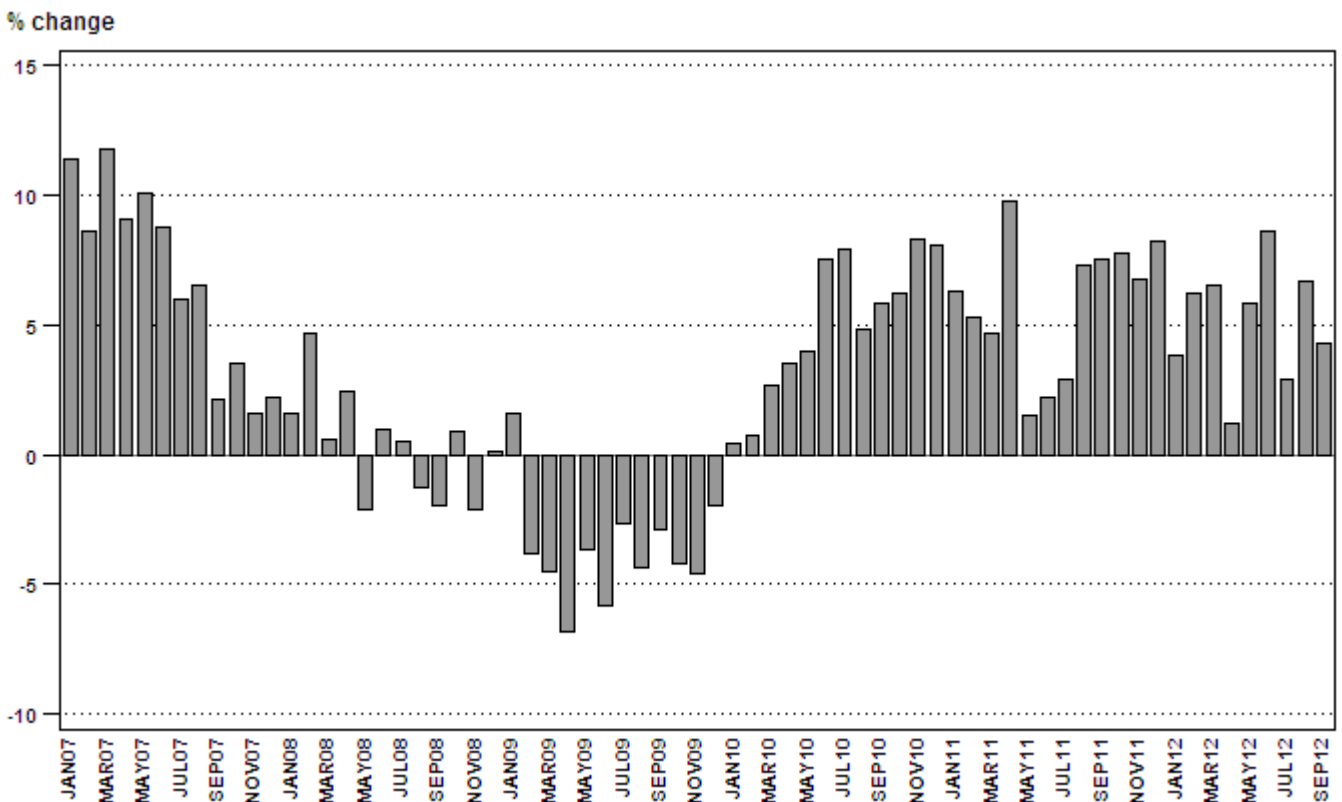


Figure 2 – Retail trade sales at constant 2008 prices: year-on-year percentage change



Sales at current prices: results for September 2012

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

	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
Year-on-year % change, unadjusted	6,0	10,0	13,1	6,9	10,9	8,9
Month-on-month % change, seasonally adjusted	0,9	-1,1	3,5	-0,7	2,7	0,2
3-month % change, seasonally adjusted 1/	0,6	1,7	2,7	2,6	3,5	3,2

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	Jul – Sep 2011 (R million)	Weight	Jul – Sep 2012 (R million)	% change between Jul – Sep 2011 and Jul – Sep 2012	Contribution (% points) to the total % change
General dealers	56 603	38,3	61 843	9,3	3,6
Food, beverages and tobacco in specialised stores	15 802	10,7	17 068	8,0	0,9
Pharmaceuticals and medical goods, cosmetics and toiletries	10 775	7,3	11 702	8,6	0,6
Textiles, clothing, footwear and leather goods	28 174	19,1	31 631	12,3	2,3
Household furniture, appliances and equipment	7 641	5,2	7 821	2,4	0,1
Hardware, paint and glass	11 609	7,9	12 850	10,7	0,8
All other retailers	17 260	11,7	18 153	5,2	0,6
Total	147 863	100,0	161 067	8,9	8,9

PJ Lehohla
Statistician-General

Tables

Table 1 – Retail trade sales at constant 2008 prices (R million)

Month	2006	2007	2008	2009	2010	2011	2012 1/
Jan	33 321	37 112	37 694	38 280	38 417	40 852	42 424
Feb	34 129	37 064	38 790	37 309	37 565	39 558	41 994
Mar	36 163	40 416	40 653	38 830	39 880	41 770	44 490
Apr	36 489	39 807	40 759	38 002	39 347	43 205	43 712
May	37 582	41 394	40 541	39 048	40 598	41 196	43 576
Jun	36 688	39 902	40 318	37 968	40 812	41 729	45 338
Jul	37 234	39 486	39 693	38 613	41 676	42 876	44 116
Aug	37 641	40 094	39 556	37 823	39 638	42 514	45 372
Sep	39 558	40 408	39 594	38 446	40 662	43 718	45 593
Oct	39 723	41 118	41 470	39 724	42 184	45 484	
Nov	43 066	43 756	42 828	40 841	44 212	47 209	
Dec	54 332	55 529	55 607	54 487	58 894	63 743	
Total	465 926	496 086	497 503	479 371	503 885	533 854	

1/ Latest month is preliminary.

Table 2 – Year-on-year percentage change in retail trade sales at constant 2008 prices

Month	2007	2008	2009	2010	2011	2012	2012 year-to-date
Jan	11,4	1,6	1,6	0,4	6,3	3,8	3,8
Feb	8,6	4,7	-3,8	0,7	5,3	6,2	5,0
Mar	11,8	0,6	-4,5	2,7	4,7	6,5	5,5
Apr	9,1	2,4	-6,8	3,5	9,8	1,2	4,4
May	10,1	-2,1	-3,7	4,0	1,5	5,8	4,7
Jun	8,8	1,0	-5,8	7,5	2,2	8,6	5,3
Jul	6,0	0,5	-2,7	7,9	2,9	2,9	5,0
Aug	6,5	-1,3	-4,4	4,8	7,3	6,7	5,2
Sep	2,1	-2,0	-2,9	5,8	7,5	4,3	5,1
Oct	3,5	0,9	-4,2	6,2	7,8		
Nov	1,6	-2,1	-4,6	8,3	6,8		
Dec	2,2	0,1	-2,0	8,1	8,2		
Total	6,5	0,3	-3,6	5,1	5,9		

Table 3 – Seasonally adjusted retail trade sales at constant 2008 prices

Month	R million				Month-on-month % change			
	2009	2010	2011	2012	2009	2010	2011	2012
Jan	40 743	41 059	43 480	45 711	-0,7	2,3	1,2	-0,4
Feb	40 850	41 140	43 356	44 479	0,3	0,2	-0,3	-2,7
Mar	40 621	41 253	43 394	45 536	-0,6	0,3	0,1	2,4
Apr	39 688	41 103	44 627	46 152	-2,3	-0,4	2,8	1,4
May	40 100	41 935	43 410	45 668	1,0	2,0	-2,7	-1,0
Jun	39 534	42 502	43 304	46 433	-1,4	1,4	-0,2	1,7
Jul	39 900	42 630	44 342	46 389	0,9	0,3	2,4	-0,1
Aug	39 553	42 082	44 581	47 368	-0,9	-1,3	0,5	2,1
Sep	39 873	42 075	45 188	47 134	0,8	0,0	1,4	-0,5
Oct	39 385	42 238	45 519		-1,2	0,4	0,7	
Nov	39 500	42 544	45 486		0,3	0,7	-0,1	
Dec	40 145	42 956	45 893		1,6	1,0	0,9	

Table 4 – Retail trade sales at constant 2008 prices by type of retailer (R million)

Type of retailer	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12 1/
General dealers	15 413	15 490	16 822	15 579	16 080	17 332
Food, beverages and tobacco in specialised stores	4 311	4 164	4 358	4 254	4 430	4 437
Pharmaceuticals and medical goods, cosmetics and toiletries	3 005	2 985	3 033	3 245	3 017	2 914
Textiles, clothing, footwear and leather goods	10 563	9 816	10 002	9 549	9 931	9 217
Household furniture, appliances and equipment	2 452	2 675	2 761	2 753	2 941	2 801
Hardware, paint and glass	2 946	3 220	3 127	3 148	3 478	3 361
All other retailers	5 022	5 226	5 235	5 588	5 495	5 531
Total	43 712	43 576	45 338	44 116	45 372	45 593

1/ Preliminary.

Table 5 – Year-on-year percentage change in retail trade sales at constant 2008 prices by type of retailer

Type of retailer	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
General dealers	1,3	2,3	5,8	1,9	3,6	4,9
Food, beverages and tobacco in specialised stores	-4,1	3,1	5,9	-2,1	3,4	3,0
Pharmaceuticals and medical goods, cosmetics and toiletries	2,3	6,0	6,7	7,6	6,6	1,2
Textiles, clothing, footwear and leather goods	1,7	11,0	18,0	2,4	17,7	8,8
Household furniture, appliances and equipment	-3,4	5,3	6,4	1,6	7,0	4,0
Hardware, paint and glass	7,0	10,0	4,4	-1,3	9,9	3,2
All other retailers	2,9	6,7	8,9	11,6	-0,7	-1,0
Total	1,2	5,8	8,6	2,9	6,7	4,3

Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2008 prices (percentage points)

Type of retailer	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
General dealers	0,5	0,8	2,2	0,7	1,3	1,9
Food, beverages and tobacco in specialised stores	-0,4	0,3	0,6	-0,2	0,3	0,3
Pharmaceuticals and medical goods, cosmetics and toiletries	0,2	0,4	0,5	0,5	0,4	0,1
Textiles, clothing, footwear and leather goods	0,4	2,4	3,7	0,5	3,5	1,7
Household furniture, appliances and equipment	-0,2	0,3	0,4	0,1	0,5	0,2
Hardware, paint and glass	0,4	0,7	0,3	-0,1	0,7	0,2
All other retailers	0,3	0,8	1,0	1,4	-0,1	-0,1
Total	1,2	5,8	8,6	2,9	6,7	4,3

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

Month	2006	2007	2008	2009	2010	2011	2012 1/
Jan	27 890	32 362	35 955	40 403	42 360	45 626	49 540
Feb	28 566	32 320	37 069	39 690	41 361	44 329	49 232
Mar	30 377	35 364	39 190	41 949	44 385	47 376	52 675
Apr	30 687	35 070	39 608	41 232	43 619	48 788	51 693
May	31 682	36 592	39 855	42 586	45 049	46 934	51 605
Jun	31 001	35 433	39 955	41 413	45 213	47 594	53 824
Jul	31 723	35 577	39 638	42 199	46 141	48 930	52 327
Aug	32 108	36 285	40 296	41 591	43 919	48 642	53 948
Sep	33 901	36 852	40 686	42 311	45 130	50 291	54 792
Oct	34 281	37 787	42 810	43 681	46 815	52 470	
Nov	37 209	40 431	44 579	44 920	49 106	54 580	
Dec	46 997	51 420	57 859	59 692	65 139	73 471	
Total	396 422	445 493	497 504	521 667	558 237	609 031	

1/ Latest month is preliminary.

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

Month	2007	2008	2009	2010	2011	2012	2012 year-to-date
Jan	16,0	11,1	12,4	4,8	7,7	8,6	8,6
Feb	13,1	14,7	7,1	4,2	7,2	11,1	9,8
Mar	16,4	10,8	7,0	5,8	6,7	11,2	10,3
Apr	14,3	12,9	4,1	5,8	11,9	6,0	9,1
May	15,5	8,9	6,9	5,8	4,2	10,0	9,3
Jun	14,3	12,8	3,6	9,2	5,3	13,1	9,9
Jul	12,1	11,4	6,5	9,3	6,0	6,9	9,5
Aug	13,0	11,1	3,2	5,6	10,8	10,9	9,7
Sep	8,7	10,4	4,0	6,7	11,4	8,9	9,6
Oct	10,2	13,3	2,0	7,2	12,1		
Nov	8,7	10,3	0,8	9,3	11,1		
Dec	9,4	12,5	3,2	9,1	12,8		
Total	12,4	11,7	4,9	7,0	9,1		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2009	2010	2011	2012	2009	2010	2011	2012
Jan	42 849	45 057	48 668	53 108	-0,1	2,3	1,6	-0,5
Feb	43 380	45 251	48 560	52 190	1,2	0,4	-0,2	-1,7
Mar	43 593	45 701	48 701	53 659	0,5	1,0	0,3	2,8
Apr	42 881	45 186	49 985	54 160	-1,6	-1,1	2,6	0,9
May	43 565	46 583	49 077	53 578	1,6	3,1	-1,8	-1,1
Jun	43 417	47 169	49 728	55 449	-0,3	1,3	1,3	3,5
Jul	43 862	47 525	50 825	55 088	1,0	0,8	2,2	-0,7
Aug	43 711	46 508	51 123	56 574	-0,3	-2,1	0,6	2,7
Sep	43 634	46 772	51 973	56 666	-0,2	0,6	1,7	0,2
Oct	43 321	46 771	52 686		-0,7	0,0	1,4	
Nov	43 660	47 311	52 492		0,8	1,2	-0,4	
Dec	44 056	47 902	53 389		0,9	1,2	1,7	

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

Type of retailer	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12 1/
General dealers	19 312	19 440	21 128	19 552	20 245	22 046
Food, beverages and tobacco in specialised stores	5 592	5 388	5 635	5 496	5 737	5 835
Pharmaceuticals and medical goods, cosmetics and toiletries	3 804	3 794	3 843	4 125	3 844	3 733
Textiles, clothing, footwear and leather goods	11 567	10 739	10 952	10 475	10 944	10 212
Household furniture, appliances and equipment	2 263	2 477	2 551	2 538	2 709	2 574
Hardware, paint and glass	3 706	4 093	4 009	4 045	4 469	4 336
All other retailers	5 449	5 675	5 706	6 097	6 000	6 056
Total	51 693	51 605	53 824	52 327	53 948	54 792

1/ Preliminary.

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

Type of retailer	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
General dealers	8,1	8,3	12,0	7,5	9,2	10,9
Food, beverages and tobacco in specialised stores	3,8	10,4	13,2	3,8	9,7	10,5
Pharmaceuticals and medical goods, cosmetics and toiletries	5,8	9,1	10,2	10,8	10,1	4,9
Textiles, clothing, footwear and leather goods	4,6	13,5	20,9	5,0	20,7	11,8
Household furniture, appliances and equipment	-5,4	3,4	4,4	-0,3	5,0	2,3
Hardware, paint and glass	13,4	17,0	11,9	5,5	16,9	9,7
All other retailers	4,3	7,5	10,4	13,6	1,4	1,4
Total	6,0	10,0	13,1	6,9	10,9	8,9

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	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12
General dealers	3,0	3,2	4,8	2,8	3,5	4,3
Food, beverages and tobacco in specialised stores	0,4	1,1	1,4	0,4	1,0	1,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,4	0,7	0,7	0,8	0,7	0,3
Textiles, clothing, footwear and leather goods	1,0	2,7	4,0	1,0	3,9	2,1
Household furniture, appliances and equipment	-0,3	0,2	0,2	0,0	0,3	0,1
Hardware, paint and glass	0,9	1,3	0,9	0,4	1,3	0,8
All other retailers	0,5	0,8	1,1	1,5	0,2	0,2
Total	6,0	10,0	13,1	6,9	10,9	8,9

Annexure A – Comparison between the old and new layouts

Old layout	New layout
Summary tables, graphs and text:	
<p>Table A (sales at current and constant prices)</p> <ul style="list-style-type: none"> • Latest sales values • Variety of growth rates (only the latest shown) <p><i>Note: For sales at constant prices see new Table A, and for sales at current prices, see new Table C.</i></p>	<p>Table A (sales at constant prices)</p> <ul style="list-style-type: none"> • y/y % change • m/m % change (seasonally adjusted) • 3m/3m % change (seasonally adjusted) • Latest 6 months <p><i>Note: For sales values at constant prices, see new Table 1 (actual) and new Table 3 (seasonally adjusted).</i></p>
<p>Table B (sales at current prices)</p> <ul style="list-style-type: none"> • Breakdown (by type of retailer) • 3-month totals (Rm) • 3m y/y% change and %-point contribution <p><i>Note: See new Table D.</i></p>	<p>Table B (sales at constant prices)</p> <ul style="list-style-type: none"> • Breakdown (by type of retailer) • 3-month totals (Rm) • 3m y/y% change and %-point contribution
	<p>Figure 1 (sales at constant prices)</p> <ul style="list-style-type: none"> • Seasonally adjusted sales, and the trend
	<p>Figure 2 (sales at constant prices)</p> <ul style="list-style-type: none"> • y/y % change
<p>Table C (sales at constant prices)</p> <ul style="list-style-type: none"> • Breakdown (by type of retailer) • 3-month totals (Rm) • 3m y/y% change and %-point contribution <p><i>Note: See new Table B.</i></p>	<p>Table C (sales at current prices)</p> <ul style="list-style-type: none"> • y/y % change • m/m % change (seasonally adjusted) • 3m/3m % change (seasonally adjusted) • Latest 6 months <p><i>Note: For sales values at current prices, see new Table 7 (actual) and new Table 9 (seasonally adjusted).</i></p>
	<p>Table D (sales at current prices)</p> <ul style="list-style-type: none"> • Breakdown (by type of retailer) • 3-month totals (Rm) • 3m y/y% change and %-point contribution
<p>Figure 1 (sales at constant prices)</p> <ul style="list-style-type: none"> • Seasonally adjusted sales, and the trend 	

Old layout	New layout
Detailed tables:	
<p>Table 1 (sales at current prices)</p> <ul style="list-style-type: none"> Retail trade sales <p><i>Note: See new Table 7.</i></p>	<p>Table 1 (sales at constant prices)</p> <ul style="list-style-type: none"> Retail trade sales <p><i>Note: See old Table 4.</i></p>
<p>Table 2 (sales at current prices)</p> <ul style="list-style-type: none"> y/y % change <p><i>Note: See new Table 8.</i></p>	<p>Table 2 (sales at constant prices)</p> <ul style="list-style-type: none"> y/y % change <p><i>Note: See old Table 5.</i></p>
<p>Table 3 (sales at current prices)</p> <ul style="list-style-type: none"> Seasonally adjusted sales <p><i>Note: See new Table 9.</i></p>	<p>Table 3 (sales at constant prices)</p> <ul style="list-style-type: none"> Seasonally adjusted sales m/m % change <p><i>Note: See old Table 6.</i></p>
<p>Table 4 (sales at constant prices)</p> <ul style="list-style-type: none"> Retail trade sales <p><i>Note: See new Table 1.</i></p>	<p>Table 4 (sales at constant prices)</p> <ul style="list-style-type: none"> Breakdown (by type of retailer) Latest 6 months (Rm) <p><i>Note: See old Table 9.</i></p>
<p>Table 5 (sales at constant prices)</p> <ul style="list-style-type: none"> y/y % change <p><i>Note: See new Table 2.</i></p>	<p>Table 5 (sales at constant prices)</p> <ul style="list-style-type: none"> Breakdown y/y % change for individual months Latest 6 months <p><i>Note: See old Table 10.</i></p>
<p>Table 6 (sales at constant prices)</p> <ul style="list-style-type: none"> Seasonally adjusted sales <p><i>Note: See new Table 3.</i></p>	<p>Table 6 (sales at constant prices)</p> <ul style="list-style-type: none"> Breakdown %-point contribution to y/y % change Latest 6 months <p><i>Note: New table.</i></p>
<p>Table 7 (sales at current prices)</p> <ul style="list-style-type: none"> Breakdown (by type of retailer) Latest 20 months (Rm) <p><i>Note: See new Table 10.</i></p>	<p>Table 7 (sales at current prices)</p> <ul style="list-style-type: none"> Retail trade sales <p><i>Note: See old Table 1.</i></p>
<p>Table 8 (sales at current prices)</p> <ul style="list-style-type: none"> Breakdown y/y % change for individual months Latest 20 months <p><i>Note: See new Table 11.</i></p>	<p>Table 8 (sales at current prices)</p> <ul style="list-style-type: none"> y/y % change <p><i>Note: See old Table 2.</i></p>

Old layout	New layout
<p>Table 9 (sales at constant prices)</p> <ul style="list-style-type: none"> • Breakdown (by type of retailer) • Latest 20 months (Rm) <p><i>Note: See new Table 4.</i></p>	<p>Table 9 (sales at current prices)</p> <ul style="list-style-type: none"> • Seasonally adjusted sales • m/m % change <p><i>Note: See old Table 3.</i></p>
<p>Table 10 (sales at constant prices)</p> <ul style="list-style-type: none"> • Breakdown • y/y % change for individual months • Latest 20 months <p><i>Note: See new Table 5.</i></p>	<p>Table 10 (sales at current prices)</p> <ul style="list-style-type: none"> • Breakdown (by type of retailer) • Latest 6 months (Rm) <p><i>Note: See old Table 7.</i></p>
<p>Table 11 (sales at current and constant prices)</p> <ul style="list-style-type: none"> • Sales values for latest 3 months and cumulative (year-to-date), and corresponding sales values a year ago • y/y % change <p><i>Note: For annual % changes, see new Tables B and 2 (constant prices) and C and 8 (current prices).</i></p>	<p>Table 11 (sales at current prices)</p> <ul style="list-style-type: none"> • Breakdown • y/y % change for individual months • Latest 6 months <p><i>Note: See old Table 8.</i></p>
<p>Table 12 (seasonally adjusted sales at current and constant prices)</p> <ul style="list-style-type: none"> • Latest 2 months totals (Rm) • m/m % change • 3-month totals (Rm) • 3m/3m % change <p><i>Note: For % changes, see new Tables A (constant prices) and C (current prices).</i></p>	<p>Table 12 (sales at current prices)</p> <ul style="list-style-type: none"> • Breakdown • %-point contribution to y/y % change • Latest 6 months <p><i>Note: New table.</i></p>

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 September 2012 was 80,1%. The improved collection rate for the survey on retail trade sales for August 2012 was 82,8%.

Statistical unit	7	The statistical unit for which information is compiled and published is the enterprise, defined as a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.
Revised figures	8	Revised figures are mainly due to late submission of data to Stats SA, or respondents reporting revisions or corrections to their figures. Preliminary figures, as indicated in the relevant tables, are subject to change and when revised will not be indicated as such.
Related publications	9	Users may also refer to the following publications available from Stats SA: <ul style="list-style-type: none">• <i>Bulletin of Statistics</i>, issued quarterly; and• <i>SA Statistics</i>, issued annually.
Rounding-off of figures	10	Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.
Historical data	11	Historical retail trade sales data are available on the Stats SA webpage. To access the data electronically, use the following link: http://www.statssa.gov.za/timeseriesdata/timeseriesdata.asp
Past publications	12	Past retail trade sales releases are available on the Stats SA webpage. To access the releases electronically, use the following link: http://www.statssa.gov.za/publications/statspastfuture.asp?PPN=P6242.1&SCH=5157

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.

Trend cycle	6	The trend is the long-term pattern or movement of a time series. The X-12 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimate the underlying trend cycle.
Constant prices	7	For January 2002 to December 2007 retail trade sales at constant prices were calculated using the consumer price index (CPI) for goods, excluding petrol and purchases of vehicles, for all urban areas to deflate total sales at current prices. From January 2008 onwards total retail trade sales at constant prices are obtained by adding up the deflated sales by type of retailer.
	8	Retail trade sales at constant prices by type of retailer are obtained by deflating estimated sales at current prices by the relevant weighted price index. To obtain total retail trade sales at constant prices, estimates of the deflated sales for each type of retailer are aggregated.
Reliability of estimates	9	Data presented in this publication are based on information obtained from a sample and are, therefore, subject to sampling variability; that is, they may differ from the figures that would have been produced if the data had been obtained from all enterprises in the retail industry in South Africa. Estimates are subject to sampling and non-sampling errors.
	10	Inaccuracies may occur because of imperfections in reporting by enterprises and errors made in the collection and processing of the data. Inaccuracies of this kind are referred to as non-sampling errors. Every effort is made to minimise non-sampling errors by careful design of questionnaires, testing them in pilot studies, editing reported data and implementing efficient operating procedures. Fluctuations may occur in consecutive months as a result of seasonal and economic factors.
Month-on-month percentage change	11	The month-on-month percentage change in a variable for any given month is the change between that month and the previous month, expressed as a percentage of the latter.
Year-on-year percentage change	12	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.
Contribution (percentage points)	13	The contribution (percentage points) to the year-on-year percentage change for any given period is calculated by multiplying the percentage change of each type of retailer by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of retailer to total retail trade sales in the corresponding period of the previous year.

Glossary

Enterprise	An enterprise is a legal entity or a combination of legal units that includes and directly controls all functions necessary to carry out its sales activities.	
Industry	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> .	
Retail trade	Retail trade includes the resale (sale without transformation) of new and used goods and products to the general public for household use.	
Retailer	A retailer is an enterprise deriving more than 50% of its turnover from sales of goods to the general public for household use.	
Symbols and abbreviations	BSF	Business sampling frame
	CPI	Consumer price index
	GDP	Gross domestic product
	ISIC	International Standard Industrial Classification
	SARS	South African Revenue Service
	SIC	Standard Industrial Classification of all Economic Activities
	SNA	System of National Accounts
	Stats SA	Statistics South Africa
	VAT	Value added tax

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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.

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