

STATISTICAL RELEASE
P6242.1

Retail trade sales
(Preliminary)

September 2017

Embargoed until:
15 November 2017
13:00

ENQUIRIES:
Keshnee Naidoo
(012) 310 8423

FORTHCOMING ISSUE:
October 2017

EXPECTED RELEASE DATE:
13 December 2017

www.statssa.gov.za
info@statssa.gov.za
T +27 12 310 8911
F +27 12 310 8500

Private Bag X44, Pretoria, 0001, South Africa
ISibalo House, Koch Street, Salvokop, Pretoria, 000

Contents

Sales at constant 2015 prices: results for September 2017	2
Table A – Key growth rates in retail trade sales at constant 2015 prices.....	2
Table B – Retail trade sales at constant 2015 prices for the latest three months by type of retailer	2
Figure 1 – Retail trade sales at constant 2015 prices	3
Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change.....	3
Sales at current prices: results for September 2017.....	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 2015 prices (R million)	5
Table 2 – Year-on-year percentage change in retail trade sales at constant 2015 prices	5
Table 3 – Seasonally adjusted retail trade sales at constant 2015 prices	5
Table 4 – Retail trade sales at constant 2015 prices by type of retailer (R million)	6
Table 5 – Year-on-year percentage change in retail trade sales at constant 2015 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 2015 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 2015 prices: results for September 2017

Table A – Key growth rates in retail trade sales at constant 2015 prices

	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Year-on-year % change, unadjusted	1,9	1,4	3,1	1,6	5,4	5,4
Month-on-month % change, seasonally adjusted	0,7	0,9	0,6	-1,0	2,8	-0,7
3-month % change, seasonally adjusted 1/	0,5	1,6	2,0	1,5	1,7	1,4

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

Measured in real terms (constant 2015 prices), retail trade sales increased by 5,4% year-on-year in September 2017. The highest annual growth rates were recorded for:

- all 'other' retailers (19,4%); and
- retailers in textiles, clothing, footwear and leather goods (8,6%) – see Table 5.

The main contributors to the 5,4% increase were:

- all 'other' retailers (contributing 2,1 percentage points);
- general dealers (contributing 1,5 percentage points); and
- retailers in textiles, clothing, footwear and leather goods (contributing 1,3 percentage points) – see Table 6.

Seasonally adjusted retail trade sales decreased by 0,7% month-on-month in September 2017. This followed month-on-month changes of 2,8% in August 2017 and -1,0% in July 2017. In the third quarter of 2017, seasonally adjusted retail trade sales increased by 1,4% compared with the previous quarter.

Table B – Retail trade sales at constant 2015 prices for the latest three months by type of retailer

Type of retailer	Jul – Sep 2016 (R million)	Weight	Jul – Sep 2017 (R million)	% change between Jul – Sep 2016 and Jul – Sep 2017	Contribution (% points) to the total % change
General dealers	92 749	43,7	93 604	0,9	0,4
Food, beverages and tobacco in specialised stores	17 373	8,2	18 362	5,7	0,5
Pharmaceuticals and medical goods, cosmetics and toiletries	16 141	7,6	16 677	3,3	0,3
Textiles, clothing, footwear and leather goods	35 443	16,7	36 596	3,3	0,6
Household furniture, appliances and equipment	9 495	4,5	10 225	7,7	0,3
Hardware, paint and glass	18 475	8,7	18 469	0,0	0,0
All other retailers	22 486	10,6	26 982	20,0	2,1
Total	212 162	100,0	220 915	4,1	4,1

Retail trade sales increased by 4,1% in the third quarter of 2017 compared with the third quarter of 2016. The main contributors to this increase were:

- all 'other' retailers (20,0% and contributing 2,1 percentage points); and
- retailers in 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 2015 prices

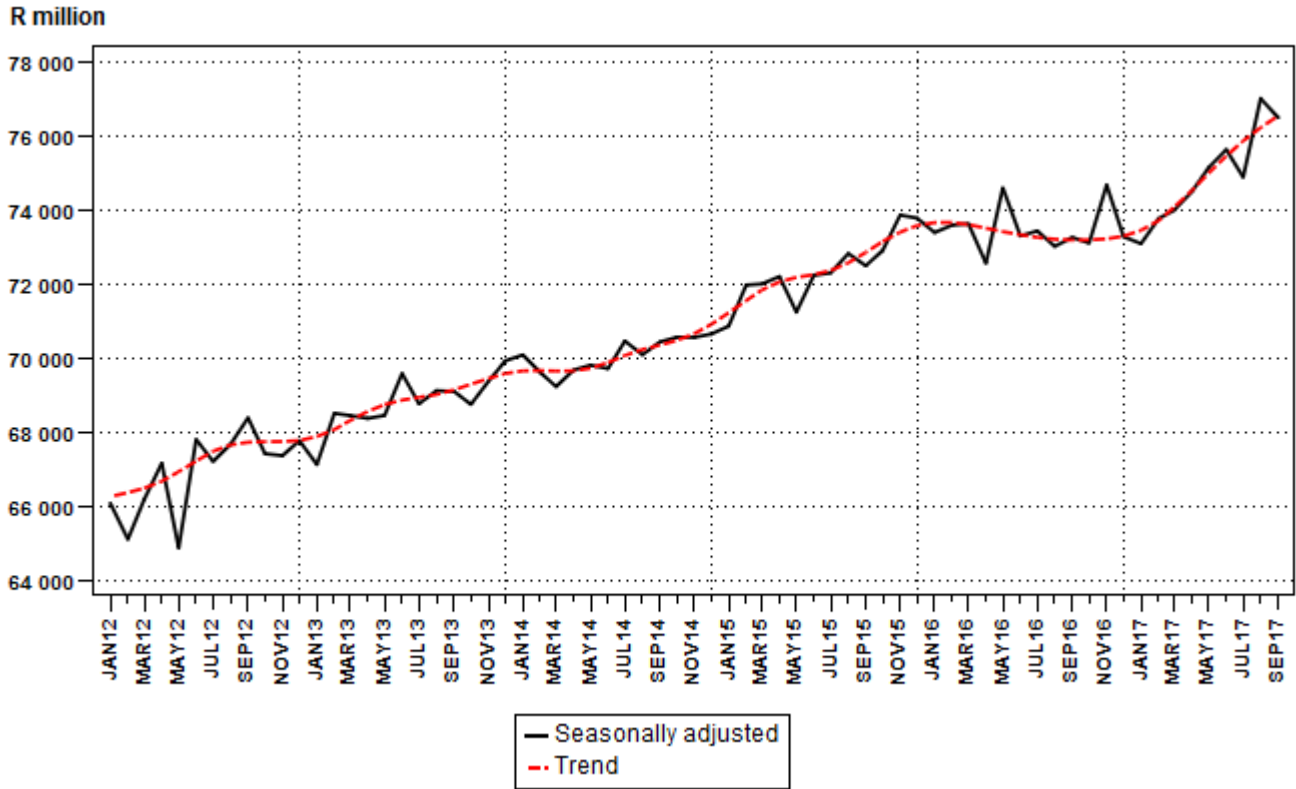
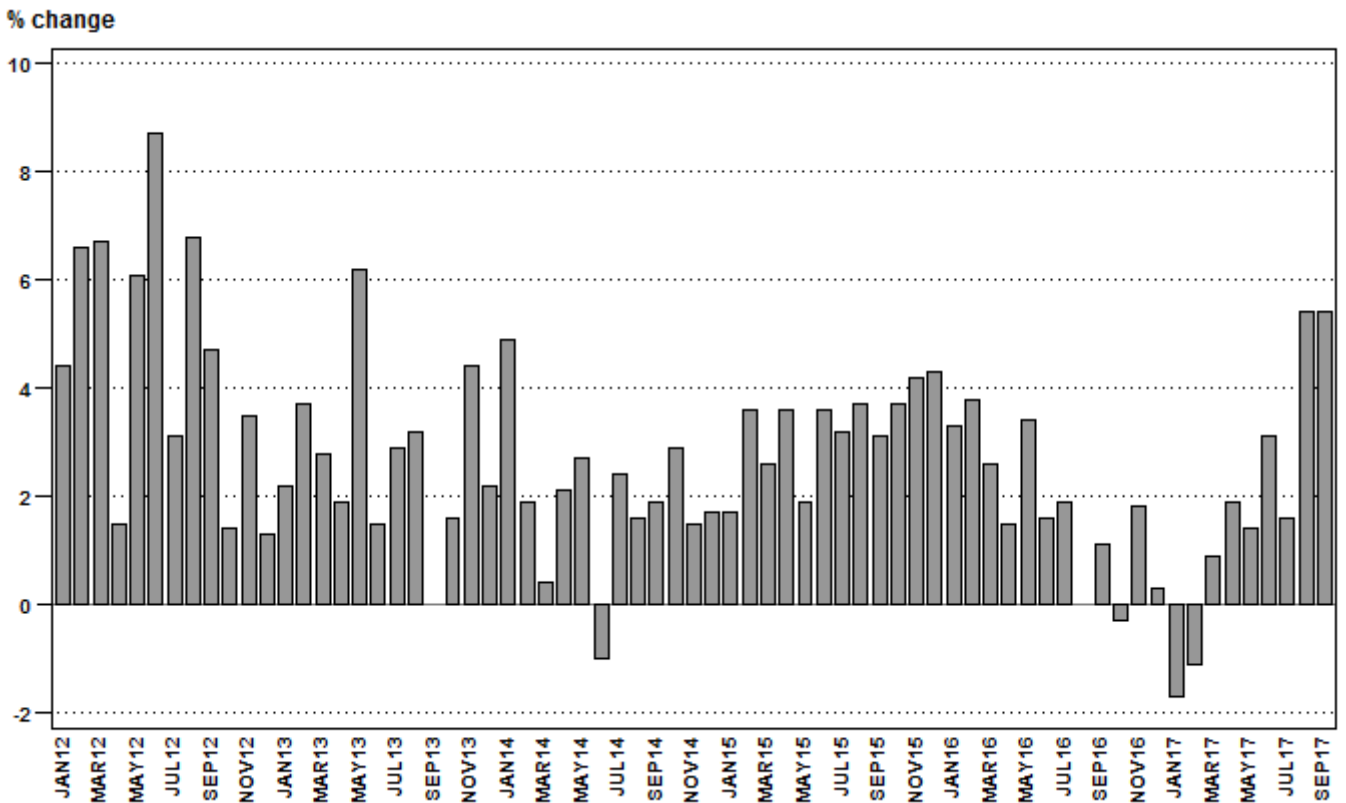


Figure 2 – Retail trade sales at constant 2015 prices: year-on-year percentage change



Sales at current prices: results for September 2017**Table C – Key growth rates in retail trade sales at current prices**

	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Year-on-year % change, unadjusted	6,9	6,3	7,6	5,6	8,8	8,7
Month-on-month % change, seasonally adjusted	0,7	1,1	0,7	-0,5	2,6	0,0
3-month % change, seasonally adjusted 1/	1,5	2,1	2,6	2,1	2,2	2,1

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 2016 (R million)	Weight	Jul – Sep 2017 (R million)	% change between Jul – Sep 2016 and Jul – Sep 2017	Contribution (% points) to the total % change
General dealers	101 386	44,6	106 360	4,9	2,2
Food, beverages and tobacco in specialised stores	18 696	8,2	21 214	13,5	1,1
Pharmaceuticals and medical goods, cosmetics and toiletries	16 997	7,5	18 738	10,2	0,8
Textiles, clothing, footwear and leather goods	37 768	16,6	40 056	6,1	1,0
Household furniture, appliances and equipment	9 777	4,3	10 203	4,4	0,2
Hardware, paint and glass	18 691	8,2	19 192	2,7	0,2
All other retailers	23 822	10,5	28 860	21,1	2,2
Total	227 137	100,0	244 623	7,7	7,7

Risenga Maluleke
Statistician-General

Tables

Table 1 – Retail trade sales at constant 2015 prices (R million)

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	58 706	61 307	62 638	65 709	66 799	69 010	67 813
Feb	57 151	60 900	63 131	64 332	66 625	69 139	68 354
Mar	60 648	64 728	66 537	66 784	68 548	70 298	70 901
Apr	62 432	63 361	64 567	65 936	68 290	69 283	70 632
May	59 529	63 190	67 123	68 905	70 248	72 640	73 662
Jun	60 416	65 683	66 674	66 010	68 372	69 495	71 676
Jul	61 872	63 760	65 593	67 143	69 270	70 574	71 711
Aug	61 317	65 485	67 589	68 653	71 217	71 250	75 077
Sep	63 281	66 275	66 243	67 493	69 580	70 338	74 127
Oct	65 514	66 428	67 503	69 493	72 079	71 844	
Nov	67 968	70 375	73 493	74 572	77 671	79 065	
Dec	91 586	92 738	94 767	96 338	100 477	100 818	
Total	770 420	804 230	825 858	841 368	869 176	883 754	

1/ Figures for latest month are preliminary.

Table 2 – Year-on-year percentage change in retail trade sales at constant 2015 prices

Month	2012	2013	2014	2015	2016	2017	2017 year-to-date
Jan	4,4	2,2	4,9	1,7	3,3	-1,7	-1,7
Feb	6,6	3,7	1,9	3,6	3,8	-1,1	-1,4
Mar	6,7	2,8	0,4	2,6	2,6	0,9	-0,7
Apr	1,5	1,9	2,1	3,6	1,5	1,9	0,0
May	6,1	6,2	2,7	1,9	3,4	1,4	0,3
Jun	8,7	1,5	-1,0	3,6	1,6	3,1	0,8
Jul	3,1	2,9	2,4	3,2	1,9	1,6	0,9
Aug	6,8	3,2	1,6	3,7	0,0	5,4	1,4
Sep	4,7	0,0	1,9	3,1	1,1	5,4	1,9
Oct	1,4	1,6	2,9	3,7	-0,3		
Nov	3,5	4,4	1,5	4,2	1,8		
Dec	1,3	2,2	1,7	4,3	0,3		
Total	4,4	2,7	1,9	3,3	1,7		

Table 3 – Seasonally adjusted retail trade sales at constant 2015 prices

Month	R million				Month-on-month % change			
	2014	2015	2016	2017	2014	2015	2016	2017
Jan	70 085	70 861	73 385	73 085	0,2	0,3	-0,5	-0,3
Feb	69 612	71 969	73 584	73 759	-0,7	1,6	0,3	0,9
Mar	69 231	71 999	73 621	73 990	-0,5	0,0	0,1	0,3
Apr	69 676	72 198	72 558	74 486	0,6	0,3	-1,4	0,7
May	69 808	71 238	74 590	75 138	0,2	-1,3	2,8	0,9
Jun	69 716	72 231	73 295	75 622	-0,1	1,4	-1,7	0,6
Jul	70 460	72 298	73 427	74 878	1,1	0,1	0,2	-1,0
Aug	70 089	72 818	73 012	76 998	-0,5	0,7	-0,6	2,8
Sep	70 434	72 490	73 253	76 483	0,5	-0,5	0,3	-0,7
Oct	70 561	72 901	73 102		0,2	0,6	-0,2	
Nov	70 559	73 855	74 667		0,0	1,3	2,1	
Dec	70 647	73 773	73 271		0,1	-0,1	-1,9	

Table 4 – Retail trade sales at constant 2015 prices by type of retailer (R million)

Type of retailer	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17 1/
General dealers	29 523	31 858	31 565	28 755	32 157	32 692
Food, beverages and tobacco in specialised stores	6 183	5 804	5 872	6 172	5 947	6 243
Pharmaceuticals and medical goods, cosmetics and toiletries	5 628	5 519	5 249	5 801	5 502	5 374
Textiles, clothing, footwear and leather goods	13 128	13 463	12 314	12 782	12 058	11 756
Household furniture, appliances and equipment	2 964	3 082	3 245	3 445	3 435	3 345
Hardware, paint and glass	5 546	5 764	5 510	6 177	6 436	5 856
All other retailers	7 660	8 172	7 921	8 579	9 542	8 861
Total	70 632	73 662	71 676	71 711	75 077	74 127

1/ Figures are preliminary.

Table 5 – Year-on-year percentage change in retail trade sales at constant 2015 prices by type of retailer

Type of retailer	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
General dealers	3,7	-0,4	1,6	-2,9	2,0	3,4
Food, beverages and tobacco in specialised stores	10,3	6,8	7,3	6,5	5,5	5,0
Pharmaceuticals and medical goods, cosmetics and toiletries	2,9	4,2	-0,9	4,2	3,4	2,3
Textiles, clothing, footwear and leather goods	-0,8	1,6	4,5	0,1	1,8	8,6
Household furniture, appliances and equipment	-4,4	0,9	6,8	7,1	10,2	5,9
Hardware, paint and glass	-1,4	-4,7	-4,6	2,1	2,3	-4,5
All other retailers	-1,7	7,8	12,2	13,5	27,2	19,4
Total	1,9	1,4	3,1	1,6	5,4	5,4

Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at constant 2015 prices (percentage points)

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

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

Month	2011	2012	2013	2014	2015	2016	2017 1/
Jan	48 599	52 767	56 306	61 293	65 485	70 700	74 209
Feb	47 218	52 440	56 737	60 309	65 550	71 466	75 148
Mar	50 464	56 108	59 988	63 159	67 806	73 474	78 303
Apr	51 967	55 061	58 551	62 811	67 864	73 089	78 100
May	49 992	55 058	60 840	66 006	70 203	76 795	81 638
Jun	50 696	57 242	60 478	63 380	68 327	73 753	79 353
Jul	52 118	55 708	59 587	64 679	69 261	75 230	79 409
Aug	51 812	57 293	61 623	66 470	71 571	76 374	83 079
Sep	53 569	58 299	60 700	65 404	69 933	75 533	82 135
Oct	55 889	59 128	62 233	67 551	72 703	77 531	
Nov	58 138	62 980	67 989	72 878	78 598	85 487	
Dec	78 261	83 048	87 508	93 930	101 865	109 818	
Total	648 723	705 132	752 540	807 870	869 176	939 250	

1/ Figures for latest month are preliminary.

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

Month	2012	2013	2014	2015	2016	2017	2017 year-to-date
Jan	8,6	6,7	8,9	6,8	8,0	5,0	5,0
Feb	11,1	8,2	6,3	8,7	9,0	5,2	5,1
Mar	11,2	6,9	5,3	7,4	8,4	6,6	5,6
Apr	6,0	6,3	7,3	8,0	7,7	6,9	5,9
May	10,1	10,5	8,5	6,4	9,4	6,3	6,0
Jun	12,9	5,7	4,8	7,8	7,9	7,6	6,3
Jul	6,9	7,0	8,5	7,1	8,6	5,6	6,2
Aug	10,6	7,6	7,9	7,7	6,7	8,8	6,5
Sep	8,8	4,1	7,7	6,9	8,0	8,7	6,7
Oct	5,8	5,3	8,5	7,6	6,6		
Nov	8,3	8,0	7,2	7,8	8,8		
Dec	6,1	5,4	7,3	8,4	7,8		
Total	8,7	6,7	7,4	7,6	8,1		

Table 9 – Seasonally adjusted retail trade sales at current prices

Month	R million				Month-on-month % change			
	2014	2015	2016	2017	2014	2015	2016	2017
Jan	65 390	69 626	75 234	79 758	1,2	0,7	0,2	-0,7
Feb	65 265	70 791	76 127	81 039	-0,2	1,7	1,2	1,6
Mar	65 386	70 797	76 616	81 413	0,2	0,0	0,6	0,5
Apr	66 070	71 472	76 347	81 973	1,0	1,0	-0,4	0,7
May	66 768	70 915	78 276	82 908	1,1	-0,8	2,5	1,1
Jun	66 772	72 025	77 716	83 523	0,0	1,6	-0,7	0,7
Jul	67 930	72 398	78 369	83 071	1,7	0,5	0,8	-0,5
Aug	67 929	73 321	78 319	85 210	0,0	1,3	-0,1	2,6
Sep	68 386	73 020	78 838	85 218	0,7	-0,4	0,7	0,0
Oct	68 674	73 813	79 158		0,4	1,1	0,4	
Nov	68 987	74 680	80 817		0,5	1,2	2,1	
Dec	69 158	75 057	80 349		0,2	0,5	-0,6	

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

Type of retailer	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17 1/
General dealers	33 456	36 200	35 819	32 716	36 524	37 120
Food, beverages and tobacco in specialised stores	7 066	6 658	6 726	7 102	6 876	7 236
Pharmaceuticals and medical goods, cosmetics and toiletries	6 243	6 153	5 873	6 525	6 164	6 049
Textiles, clothing, footwear and leather goods	14 336	14 712	13 448	13 987	13 196	12 873
Household furniture, appliances and equipment	3 039	3 152	3 250	3 464	3 420	3 319
Hardware, paint and glass	5 719	5 969	5 722	6 417	6 706	6 069
All other retailers	8 241	8 794	8 515	9 198	10 193	9 469
Total	78 100	81 638	79 353	79 409	83 079	82 135

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	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
General dealers	9,6	5,3	6,8	1,6	5,8	7,0
Food, beverages and tobacco in specialised stores	16,1	13,8	14,6	13,9	13,4	13,1
Pharmaceuticals and medical goods, cosmetics and toiletries	8,9	11,0	5,7	11,1	10,1	9,5
Textiles, clothing, footwear and leather goods	3,3	5,5	8,1	3,5	4,3	11,0
Household furniture, appliances and equipment	-3,8	1,1	4,5	5,0	6,4	1,7
Hardware, paint and glass	1,5	-1,8	-1,7	4,8	5,4	-2,2
All other retailers	2,0	11,5	14,8	15,2	27,8	20,4
Total	6,9	6,3	7,6	5,6	8,8	8,7

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

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 2017 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 September 2017 was 81,4%. The improved collection rate for August 2017 was 84,1%.

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

Technical notes

Survey methodology and design

- 1 The survey is conducted on a monthly basis. Questionnaires are sent to a sample of 2 749 enterprises from a population of 23 027 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 2017 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 9,0%.

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	1 083 571	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 2017](#)

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</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.	
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

Technical enquiries

Raquel Floris	Telephone number: (012) 337 6488 Email: raquelf@statssa.gov.za
Keshnee Naidoo	Telephone number: (012) 310 8423 Email: keshneen@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

General enquiries

User information services Telephone number: (012) 310 8600
Email address: info@statssa.gov.za

Postal address Private Bag X44, Pretoria, 0001

Produced by Stats SA