



The South Africa I know, the home I understand

## Statistical release P6242.1

# Retail trade sales (Preliminary)

May 2014

Embargoed until: 16 July 2014 13:00

**Enquiries:** 

User Information Services (012) 310 8600

Forthcoming issue: Expected release date:

June 2014 13 August 2014

Statistics South Africa 1 P6242.1

### **Contents**

Sales at constant 2012 prices: results for May 2014	2
Table A – Key growth rates in retail trade sales at constant 2012 prices	2
Table B – Retail trade sales at constant 2012 prices for the latest three months by type of retailer	2
Figure 1 – Retail trade sales at constant 2012 prices	3
Figure 2 – Retail trade sales at constant 2012 prices: year-on-year percentage change	3
Sales at current prices: results for May 2014	
Table C – Key growth rates in retail trade sales at current prices	
Table D – Retail trade sales at current prices for the latest three months by type of retailer	
Tables	5
Table 1 – Retail trade sales at constant 2012 prices (R million)	5
Table 2 – Year-on-year percentage change in retail trade sales at constant 2012 prices	5
Table 3 – Seasonally adjusted retail trade sales at constant 2012 prices	5
Table 4 – Retail trade sales at constant 2012 prices by type of retailer (R million)	6
Table 5 – Year-on-year percentage change in retail trade sales at constant 2012 prices by type of retailer	6
Table 6 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at	
constant 2012 prices (percentage points)	6
Table 7 – Retail trade sales at current prices (R million)	7
Table 8 – Year-on-year percentage change in retail trade sales at current prices	7
Table 9 – Seasonally adjusted retail trade sales at current prices	7
Table 10 – Retail trade sales at current prices by type of retailer (R million)	8
Table 11 – Year-on-year percentage change in retail trade sales at current prices by type of retailer	8
Table 12 – Contribution of each type of retailer to the year-on-year percentage change in retail trade sales at	
current prices (percentage points)	8
Survey information	9
Technical notes	
Glossary	
Technical enquiries	
General information	14

### Sales at constant 2012 prices: results for May 2014

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

	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
Year-on-year % change, unadjusted	2,7	6,4	2,3	0,8	2,1	2,4
Month-on-month % change, seasonally adjusted	1,0	0,0	-0,3	-1,1	0,4	0,8
3-month % change, seasonally adjusted 1/	0,8	1,5	1,7	0,5	-0,6	-0,8

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

Measured in real terms (constant 2012 prices), retail trade sales increased by 2,4% year-on-year in May 2014. The highest annual growth rates were recorded for:

- all 'other' retailers (4,2%); and
- retailers in textiles, clothing, footwear and leather goods (3,9%) see Table 5.

The main contributors to the 2,4% increase were general dealers (contributing 1,0 percentage point) and retailers in textiles, clothing, footwear and leather goods (contributing 0,9 of a percentage point) – see Table 6.

Seasonally adjusted retail trade sales increased by 0,8% month-on-month in May 2014. This followed month-on-month changes of 0,4% in April 2014 and -1,1% in March 2014.

Seasonally adjusted retail trade sales decreased by 0,8% in the three months ended May 2014 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	Mar – May 2013 (R million)	Weight	Mar – May 2014 (R million)	% change between Mar – May 2013 and Mar – May 2014	Contribution (% points) to the total % change
General dealers	63 206	39,2	63 821	1,0	0,4
Food, beverages and tobacco in specialised stores	14 322	8,9	14 555	1,6	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	12 047	7,5	12 211	1,4	0,1
Textiles, clothing, footwear and leather goods	34 441	21,4	35 951	4,4	0,9
Household furniture, appliances and equipment	7 698	4,8	7 774	1,0	0,0
Hardware, paint and glass	12 600	7,8	12 680	0,6	0,0
All other retailers	16 827	10,4	16 994	1,0	0,1
Total	161 141	100,0	163 986	1,8	1,8

Retail trade sales increased by 1,8% in the three months ended May 2014 compared with the three months ended May 2013. The main contributors to this increase were retailers in textiles, clothing, footwear and leather goods (4,4% and contributing 0,9 of a percentage point) and general dealers (1,0% and contributing 0,4 of a percentage point) – see Table B.

Figure 1 - Retail trade sales at constant 2012 prices

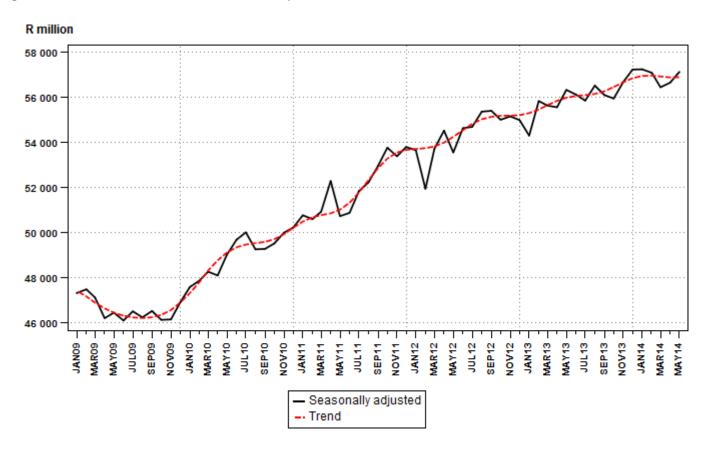
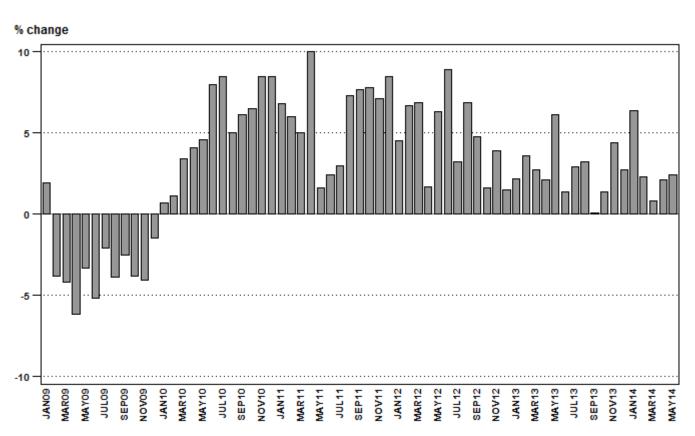


Figure 2 - Retail trade sales at constant 2012 prices: year-on-year percentage change



### Sales at current prices: results for May 2014

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

	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
Year-on-year % change, unadjusted	6,0	10,4	6,6	5,6	7,1	8,1
Month-on-month % change, seasonally adjusted	1,2	0,7	0,6	-0,8	1,1	1,1
3-month % change, seasonally adjusted 1/	1,7	2,6	3,0	2,2	1,3	1,0

<sup>1/</sup> 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	Mar – May 2013 (R million)	Weight	Mar – May 2014 (R million)	% change between Mar – May 2013 and Mar – May 2014	Contribution (% points) to the total % change
General dealers	65 538	39,4	70 135	7,0	2,8
Food, beverages and tobacco in specialised stores	15 084	9,1	16 304	8,1	0,7
Pharmaceuticals and medical goods, cosmetics and toiletries	12 378	7,4	13 050	5,4	0,4
Textiles, clothing, footwear and leather goods	35 238	21,2	38 611	9,6	2,0
Household furniture, appliances and equipment	7 734	4,6	7 905	2,2	0,1
Hardware, paint and glass	13 132	7,9	13 861	5,6	0,4
All other retailers	17 348	10,4	18 154	4,6	0,5
Total	166 450	100,0	178 019	7,0	7,0

PJ Lehohla Statistician-General

### **Tables**

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

Month	2008	2009	2010	2011	2012	2013	2014 1/
Jan	43 538	44 369	44 662	47 699	49 837	50 924	54 158
Feb	45 006	43 315	43 771	46 387	49 495	51 297	52 471
Mar	47 310	45 313	46 868	49 188	52 599	54 020	54 447
Apr	47 178	44 246	46 054	50 652	51 496	52 594	53 687
May	47 019	45 449	47 550	48 328	51 395	54 527	55 852
Jun	46 739	44 303	47 858	49 030	53 377	54 138	
Jul	45 936	44 979	48 807	50 259	51 861	53 374	
Aug	45 970	44 197	46 422	49 819	53 275	54 964	
Sep	46 116	44 979	47 704	51 366	53 842	53 908	
Oct	48 176	46 361	49 377	53 240	54 090	54 854	
Nov	49 600	47 546	51 578	55 249	57 383	59 889	
Dec	64 134	63 188	68 547	74 348	75 487	77 492	
Total	576 722	558 245	589 198	625 565	654 137	671 981	

<sup>1/</sup> Latest month is preliminary.

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

Month	2009	2010	2011	2012	2013	2014	2014 year-to-date
Jan	1,9	0,7	6,8	4,5	2,2	6,4	6,4
Feb	-3,8	1,1	6,0	6,7	3,6	2,3	4,3
Mar	-4,2	3,4	5,0	6,9	2,7	0,8	3,1
Apr	-6,2	4,1	10,0	1,7	2,1	2,1	2,8
May	-3,3	4,6	1,6	6,3	6,1	2,4	2,8
Jun	-5,2	8,0	2,4	8,9	1,4		
Jul	-2,1	8,5	3,0	3,2	2,9		
Aug	-3,9	5,0	7,3	6,9	3,2		
Sep	-2,5	6,1	7,7	4,8	0,1		
Oct	-3,8	6,5	7,8	1,6	1,4		
Nov	-4,1	8,5	7,1	3,9	4,4		
Dec	-1,5	8,5	8,5	1,5	2,7		
Total	-3,2	5,5	6,2	4,6	2,7		

Table 3 - Seasonally adjusted retail trade sales at constant 2012 prices

Mande		R mi	Ilion		Month-on-month % change				
Month	2011	2012	2013	2014	2011	2012	2012 2013	2014	
Jan	50 765	53 657	54 305	57 252	1,1	-0,3	-1,3	0,0	
Feb	50 597	51 941	55 841	57 097	-0,3	-3,2	2,8	-0,3	
Mar	50 919	53 719	55 642	56 453	0,6	3,4	-0,4	-1,1	
Apr	52 290	54 529	55 566	56 658	2,7	1,5	-0,1	0,4	
May	50 726	53 555	56 337	57 136	-3,0	-1,8	1,4	0,8	
Jun	50 874	54 636	56 130		0,3	2,0	-0,4		
Jul	51 834	54 695	55 860		1,9	0,1	-0,5		
Aug	52 226	55 372	56 527		0,8	1,2	1,2		
Sep	52 960	55 408	56 108		1,4	0,1	-0,7		
Oct	53 768	55 011	55 954		1,5	-0,7	-0,3		
Nov	53 388	55 162	56 690		-0,7	0,3	1,3		
Dec	53 800	54 997	57 242		0,8	-0,3	1,0		

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

Type of retailer	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14 1/
General dealers	29 679	21 809	20 844	22 196	19 990	21 635
Food, beverages and tobacco in specialised stores	7 565	4 632	4 310	4 931	4 845	4 779
Pharmaceuticals and medical goods, cosmetics and toiletries	4 389	4 100	3 805	3 990	4 121	4 100
Textiles, clothing, footwear and leather goods	19 460	11 392	11 050	10 602	12 660	12 689
Household furniture, appliances and equipment	4 055	2 593	2 377	2 558	2 542	2 674
Hardware, paint and glass	5 149	3 931	4 423	4 291	4 019	4 370
All other retailers	7 195	5 701	5 662	5 879	5 510	5 605
Total	77 492	54 158	52 471	54 447	53 687	55 852

<sup>1/</sup> Preliminary.

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

Type of retailer	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
General dealers	1,2	6,6	1,3	-1,4	2,0	2,6
Food, beverages and tobacco in specialised stores	2,7	4,6	-4,2	-1,7	5,4	1,4
Pharmaceuticals and medical goods, cosmetics and toiletries	2,6	3,4	1,6	1,6	-0,2	2,8
Textiles, clothing, footwear and leather goods	5,6	11,2	10,2	5,6	3,9	3,9
Household furniture, appliances and equipment	-12,6	-3,4	0,7	0,8	4,0	-1,5
Hardware, paint and glass	18,7	9,9	3,6	2,6	0,8	-1,4
All other retailers	1,2	2,5	-2,7	1,3	-2,4	4,2
Total	2,7	6,4	2,3	0,8	2,1	2,4

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	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
General dealers	0,5	2,7	0,5	-0,6	0,7	1,0
Food, beverages and tobacco in specialised stores	0,3	0,4	-0,4	-0,2	0,5	0,1
Pharmaceuticals and medical goods, cosmetics and toiletries	0,1	0,3	0,1	0,1	0,0	0,2
Textiles, clothing, footwear and leather goods	1,4	2,3	2,0	1,0	0,9	0,9
Household furniture, appliances and equipment	-0,8	-0,2	0,0	0,0	0,2	-0,1
Hardware, paint and glass	1,1	0,7	0,3	0,2	0,1	-0,1
All other retailers	0,1	0,3	-0,3	0,1	-0,3	0,4
Total	2,7	6,4	2,3	0,8	2,1	2,4

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

Month	2008	2009	2010	2011	2012	2013	2014 1/
Jan	35 528	39 922	41 856	45 084	48 951	52 232	57 659
Feb	36 628	39 218	40 869	43 802	48 647	52 632	56 114
Mar	38 725	41 451	43 858	46 814	52 049	55 648	58 771
Apr	39 137	40 742	43 100	48 208	51 078	54 411	58 274
May	39 381	42 080	44 513	46 376	51 076	56 391	60 974
Jun	39 480	40 921	44 676	47 029	53 102	56 054	
Jul	39 167	41 698	45 593	48 348	51 680	55 287	
Aug	39 817	41 097	43 397	48 064	53 148	57 167	
Sep	40 203	41 808	44 594	49 694	54 081	56 411	
Oct	42 302	43 162	46 259	51 847	54 850	57 674	
Nov	44 049	44 387	48 523	53 932	58 425	63 154	
Dec	57 172	58 983	64 365	72 598	77 040	81 698	
Total	491 589	515 469	551 603	601 796	654 135	698 759	

<sup>1/</sup> Latest month is preliminary.

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

Month	2009	2010	2011	2012	2013	2014	2014 year-to-date
Jan	12,4	4,8	7,7	8,6	6,7	10,4	10,4
Feb	7,1	4,2	7,2	11,1	8,2	6,6	8,5
Mar	7,0	5,8	6,7	11,2	6,9	5,6	7,5
Apr	4,1	5,8	11,9	6,0	6,5	7,1	7,4
May	6,9	5,8	4,2	10,1	10,4	8,1	7,5
Jun	3,6	9,2	5,3	12,9	5,6		
Jul	6,5	9,3	6,0	6,9	7,0		
Aug	3,2	5,6	10,8	10,6	7,6		
Sep	4,0	6,7	11,4	8,8	4,3		
Oct	2,0	7,2	12,1	5,8	5,1		
Nov	0,8	9,3	11,1	8,3	8,1		
Dec	3,2	9,1	12,8	6,1	6,0		
Total	4,9	7,0	9,1	8,7	6,8		

Table 9 - Seasonally adjusted retail trade sales at current prices

Month		R million				Month-on-month % change					
	2011	2012	2013	2014	2011	2012	2013	2014			
Jan	47 907	52 592	55 587	60 872	1,4	-0,1	-1,2	0,7			
Feb	47 918	51 243	57 473	61 242	0,0	-2,6	3,4	0,6			
Mar	48 293	52 986	57 089	60 748	0,8	3,4	-0,7	-0,8			
Apr	49 851	54 137	57 487	61 417	3,2	2,2	0,7	1,1			
May	48 316	52 897	57 977	62 117	-3,1	-2,3	0,9	1,1			
Jun	48 926	54 421	58 163		1,3	2,9	0,3				
Jul	49 967	54 601	58 016		2,1	0,3	-0,3				
Aug	50 513	55 421	58 983		1,1	1,5	1,7				
Sep	51 315	55 723	58 806		1,6	0,5	-0,3				
Oct	52 324	55 708	58 717		2,0	0,0	-0,2				
Nov	52 002	56 092	59 724		-0,6	0,7	1,7				
Dec	52 624	56 261	60 427		1,2	0,3	1,2				

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

Type of retailer	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14 1/
General dealers	31 578	23 466	22 511	24 238	21 969	23 928
Food, beverages and tobacco in specialised stores	8 125	5 053	4 706	5 468	5 431	5 405
Pharmaceuticals and medical goods, cosmetics and toiletries	4 591	4 301	4 014	4 229	4 414	4 407
Textiles, clothing, footwear and leather goods	20 394	12 019	11 724	11 323	13 597	13 691
Household furniture, appliances and equipment	4 067	2 611	2 408	2 601	2 585	2 719
Hardware, paint and glass	5 432	4 190	4 755	4 656	4 389	4 816
All other retailers	7 512	6 020	5 996	6 255	5 890	6 009
Total	81 698	57 659	56 114	58 771	58 274	60 974

<sup>1/</sup> Preliminary.

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

Type of retailer	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
General dealers	5,0	11,2	6,1	4,1	7,8	9,3
Food, beverages and tobacco in specialised stores	6,8	9,5	0,8	4,0	11,8	8,8
Pharmaceuticals and medical goods, cosmetics and toiletries	5,7	6,6	5,3	6,0	3,6	6,7
Textiles, clothing, footwear and leather goods	8,9	15,2	14,8	10,5	8,9	9,4
Household furniture, appliances and equipment	-12,1	-2,9	1,6	2,0	5,2	-0,3
Hardware, paint and glass	22,4	13,6	7,9	7,0	5,4	4,4
All other retailers	3,9	6,1	0,8	4,8	1,2	8,1
Total	6,0	10,4	6,6	5,6	7,1	8,1

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	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14
General dealers	2,0	4,5	2,5	1,7	2,9	3,6
Food, beverages and tobacco in specialised stores	0,7	0,8	0,1	0,4	1,1	0,8
Pharmaceuticals and medical goods, cosmetics and toiletries	0,3	0,5	0,4	0,4	0,3	0,5
Textiles, clothing, footwear and leather goods	2,2	3,0	2,9	1,9	2,0	2,1
Household furniture, appliances and equipment	-0,7	-0,2	0,1	0,1	0,2	0,0
Hardware, paint and glass	1,3	1,0	0,7	0,5	0,4	0,4
All other retailers	0,4	0,7	0,1	0,5	0,1	0,8
Total	6,0	10,4	6,6	5,6	7,1	8,1

Statistics South Africa 9 P6242.1

### **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).

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

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

- 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

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**

The preliminary collection rate for the survey on retail trade sales for May 2014 was 84,0%. The improved collection rate for April 2014 was 89,4%.

### 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:
  - Bulletin of Statistics, issued quarterly;
  - · Stats in Brief issued annually; and
  - South African Statistics, issued annually.

### Rounding-off of figures

Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

### Historical data

Historical retail trade sales data are available on the Stats SA website. To access the data electronically, use the following link: http://beta2.statssa.gov.za/?page\_id=1849

### Past publications

Past retail trade sales releases are available on the Stats SA website. To access the releases electronically, use the following link: http://beta2.statssa.gov.za/?page\_id=1866&PPN=P6242.1&SCH=5713 Statistics South Africa 11 P6242.1

#### **Technical notes**

### Survey methodology and design

1

3

5

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.

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:

$$nh = n * (Nh * Sh) / [\Sigma (Ni * Si)].$$

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**

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

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

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.

Statistics South Africa 12 P6242.1

### **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**

- 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.
- 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

- 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.
- 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

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

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)

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 System of National Accounts (SNA) in the same way as in the Standard Industrial Classification of all Economic Activities, Fifth Edition,

Report No. 09-90-02 of January 1993 (SIC).

**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<br/>abbreviationsBSF<br/>CPIBusiness sampling frame<br/>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 Govender** Telephone number: (012) 310 8423

Email: keshneeg@statssa.gov.za

#### **General information**

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

Stats SA has copyright on this publication. Users may apply the information as they wish, provided that they acknowledge Stats SA as the source of the basic data wherever they process, apply, utilise, publish or distribute the data; and also that they specify that the relevant application and analysis (where applicable) result from their own processing of the data.

### **Stats SA products**

A complete set of Stats SA publications is available at the Stats SA Library and the following libraries:

National Library of South Africa, Pretoria Division National Library of South Africa, Cape Town Division Natal Society Library, Pietermaritzburg Library of Parliament, Cape Town Bloemfontein Public Library Johannesburg Public Library Eastern Cape Library Services, King William's Town Central Regional Library, Polokwane Central Reference Library, Mbombela Central Reference Collection, Kimberley Central Reference Library, Mmabatho

Stats SA also provides a subscription service.

#### **Electronic services**

A large range of data is available via online services. For more detail about our electronic services, contact Stats SA's user information service at (012) 310 8600.

You can also visit us on the internet at: www.statssa.gov.za

### **General enquiries**

User information services Telephone number: (012) 310 8600

Email address: info@statssa.gov.za

Orders/subscription services Telephone number: (012) 310 8044

Email address: magdaj@statssa.gov.za

Postal address Private Bag X44, Pretoria, 0001

Produced by Stats SA