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Statistical release

P6343.2

Motor trade sales (Preliminary)

December 2009

**Embargoed until:
17 February 2010
14:30**

Enquiries:

User Information Services
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Forthcoming issue:

January 2010

Expected release date

17 March 2010

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Summary of findings: Motor trade sales

Table A – Key figures as at the end of December 2009

Actual estimates	December 2009 (R million)	% change between December 2008 and December 2009	% change between October to December 2008 and October to December 2009	% change between January to December 2008 and January to December 2009
Motor trade sales	29 417	5,9	-1,7	-10,6

Seasonally adjusted estimates	December 2009 (R million)	% change between November and December 2009	% change between July to September 2009 and October to December 2009
Motor trade sales	29 661	6,0	6,9

Key findings as at the end of December 2009

Actual motor trade sales estimates

Although annual motor trade sales for 2009 were 10,6% lower compared with 2008, sales for the fourth quarter of 2009 decreased by only 1,7% compared with the fourth quarter of 2008. Motor trade sales for December 2009 increased by 5,9%, the first year-on-year positive growth recorded for 2009 (see Table A and Table 2).

The major contributors to the quarterly year-on-year decrease of 1,7% were fuel sales (-5,1% and contributing -1,4 percentage points) and convenience store sales (-13,9% and contributing -0,9 of a percentage point) - see Table B on page 3.

Seasonally adjusted motor trade sales

Seasonally adjusted motor trade sales for the fourth quarter of 2009 increased by 6,9% compared with the third quarter of 2009, while sales for December 2009 were 6,0% higher than November 2009 (see Table A).

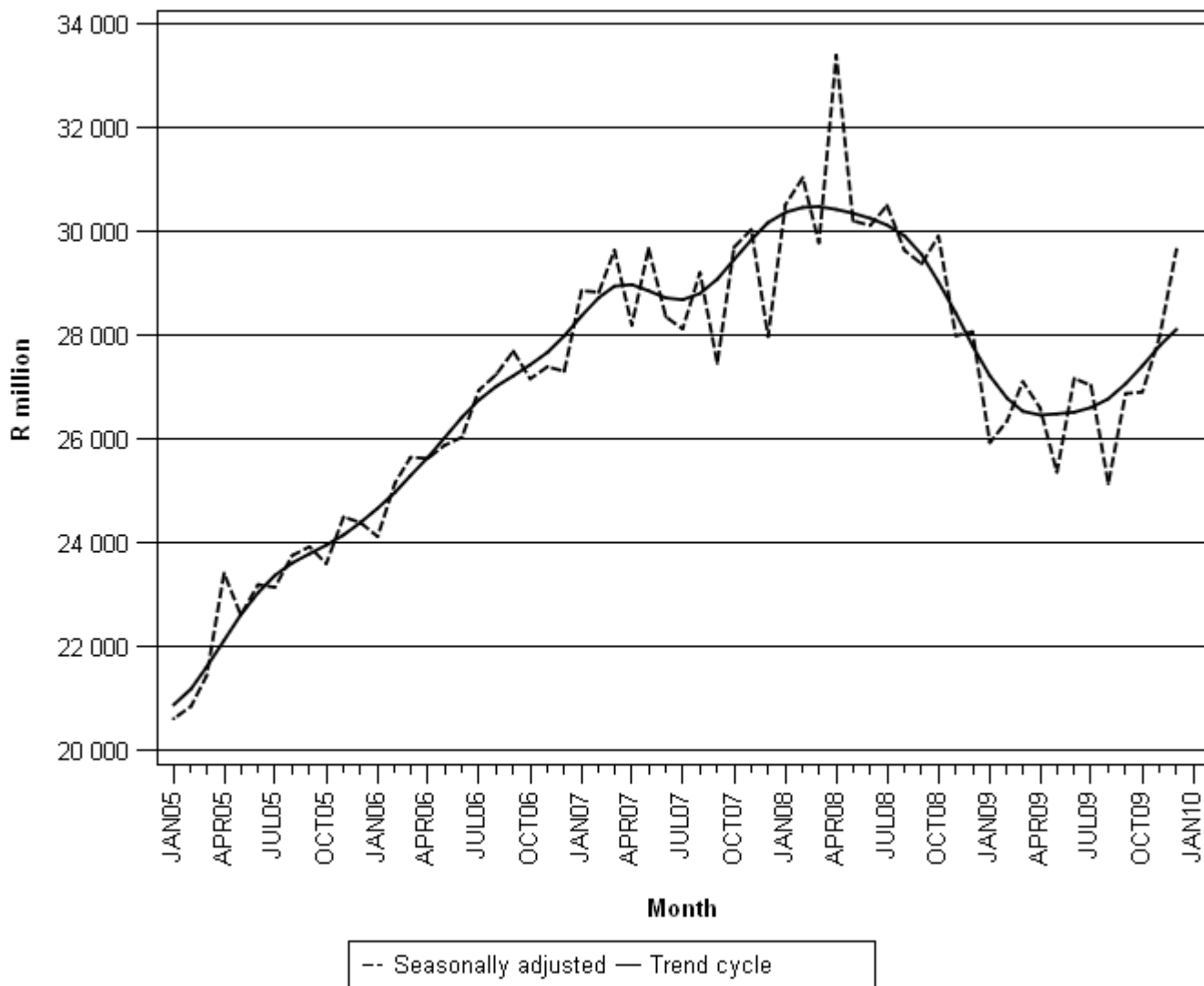
Table B – Contribution of each type of activity to the percentage change in motor trade sales

Type of activity	October to December 2008 (R million)	Weight 1/	October to December 2009 (R million)	Difference in sales between October to December 2008 and October to December 2009 (R million)	Percentage change between October to December 2008 and October to December 2009	Contribution (percentage points) to the percentage change in total sales 2/
New vehicle sales	21 757	24,7	21 863	106	0,5	0,1
Used vehicle sales	15 816	18,0	15 429	-387	-2,4	-0,4
Workshop income	6 544	7,4	6 624	80	1,2	0,1
Income from the sales of accessories	14 741	16,8	15 466	725	4,9	0,8
Income from fuel sales	23 575	26,8	22 361	-1 214	-5,1	-1,4
Income from convenience store sales	5 489	6,2	4 724	-765	-13,9	-0,9
Total 3/	87 922	100,0	86 464	-1 458	-1,7	-1,7

1/ Weight is the percentage contribution of each type of activity to the total motor trade sales for the three months up to the current month of the previous year.
 2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of activity with the corresponding weight, divided by 100.
 3/ The figures have been rounded off. Therefore, discrepancies may occur between the sums of the component items and totals.

Figure 1 below shows the seasonally adjusted and trend patterns for motor trade sales between January 2005 and December 2009.

Figure 1 – Total motor trade sales



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Detailed results

Tables 1 and 2 show total motor trade sales and percentage changes over the period January 2002 – December 2009. Table 3 shows seasonally adjusted total motor trade sales over the same period.

Table 1 – Total motor trade sales (R million)

Month	2002	2003	2004	2005	2006	2007	2008 ^{1/}	2009 ^{1/}
January	13 351	16 063	18 435	20 112	23 351	27 730	29 164	24 783
February	13 863	16 000	17 469	20 171	24 289	27 891	30 062	25 556
March	13 734	15 822	17 704	21 102	25 529	29 806	30 220	27 593
April	14 144	15 049	16 541	21 532	23 458	25 707	30 339	24 074
May	15 045	16 022	20 347	22 962	26 207	29 908	30 258	25 351
June	14 356	16 107	19 653	22 703	25 455	27 662	29 364	26 461
July	15 334	17 930	20 866	24 197	28 307	29 698	32 322	28 677
August	16 000	16 487	20 773	24 693	28 382	30 474	30 875	26 154
September	15 707	17 008	21 262	24 488	28 242	27 913	29 687	27 076
October	15 895	18 063	20 940	24 252	28 015	30 778	31 113	28 070
November	16 476	18 550	21 728	25 621	28 566	31 225	29 034	28 977
December	15 233	18 117	21 918	23 880	26 799	27 545	27 775	29 417
Total	179 138	201 218	237 636	275 713	316 600	346 337	360 213	322 189

^{1/} Preliminary.

Table 2 – Percentage change in total motor trade sales ^{1/}

Month	2002	2003	2004	2005	2006	2007	2008	2009
January	-	20,3	14,8	9,1	16,1	18,8	5,2	-15,0
February	-	15,4	9,2	15,5	20,4	14,8	7,8	-15,0
March	-	15,2	11,9	19,2	21,0	16,8	1,4	-8,7
April	-	6,4	9,9	30,2	8,9	9,6	18,0	-20,6
May	-	6,5	27,0	12,9	14,1	14,1	1,2	-16,2
June	-	12,2	22,0	15,5	12,1	8,7	6,2	-9,9
July	-	16,9	16,4	16,0	17,0	4,9	8,8	-11,3
August	-	3,0	26,0	18,9	14,9	7,4	1,3	-15,3
September	-	8,3	25,0	15,2	15,3	-1,2	6,4	-8,8
October	-	13,6	15,9	15,8	15,5	9,9	1,1	-9,8
November	-	12,6	17,1	17,9	11,5	9,3	-7,0	-0,2
December	-	18,9	21,0	9,0	12,2	2,8	0,8	5,9
Total	-	12,3	18,1	16,0	14,8	9,4	4,0	-10,6

^{1/} The percentage change is the difference between motor trade sales of the relevant year and those of the previous year expressed as percentage.

Table 3 – Seasonally adjusted total motor trade sales (R million)

Month	2002	2003	2004	2005	2006	2007	2008	2009
January	13 694	16 389	18 798	20 607	24 121	28 865	30 522	25 933
February	13 877	16 238	17 945	20 847	25 156	28 835	31 045	26 356
March	13 889	16 137	18 050	21 440	25 650	29 645	29 786	27 111
April	15 262	16 260	17 905	23 412	25 629	28 197	33 410	26 599
May	14 900	15 812	20 060	22 607	25 882	29 679	30 212	25 363
June	14 438	16 289	19 984	23 196	26 040	28 360	30 123	27 171
July	14 920	17 348	20 067	23 141	26 943	28 127	30 510	27 038
August	15 583	16 008	20 089	23 755	27 245	29 215	29 643	25 143
September	15 488	16 686	20 804	23 926	27 698	27 466	29 382	26 880
October	15 516	17 644	20 426	23 598	27 163	29 702	29 919	26 909
November	15 871	17 772	20 763	24 499	27 397	30 046	27 995	27 981
December	15 462	18 416	22 313	24 392	27 310	27 979	28 074	29 661

Table 4 shows motor trade sales by type of activity. The main income in the motor trade industry is derived from vehicle sales and fuel sales.

Table 4 – Motor trade sales by type of activity (R million) 1/

Year and month 2/		New vehicle sales	Used vehicle sales	Workshop income	Income from the sales of accessories	Income from fuel sales	Income from convenience store sales	Total 3/
2007	January	10 141	4 806	2 005	3 835	5 532	1 410	27 730
	February	9 759	5 215	2 220	3 967	5 282	1 449	27 891
	March	10 756	5 366	2 182	4 222	5 642	1 638	29 806
	April	8 485	4 284	1 939	3 619	5 793	1 588	25 707
	May	9 911	5 528	2 304	4 174	6 387	1 605	29 908
	June	8 695	5 003	2 166	3 903	6 315	1 581	27 662
	July	9 914	5 340	2 205	4 069	6 498	1 672	29 698
	August	10 325	5 708	2 216	4 127	6 394	1 704	30 474
	September	9 248	4 802	1 978	3 819	6 354	1 712	27 913
	October	9 926	5 522	2 309	4 479	6 646	1 897	30 778
	November	10 015	5 791	2 408	4 323	6 689	2 000	31 225
	December	8 089	4 391	2 061	3 420	7 480	2 103	27 545
	Total	115 264	61 756	25 993	47 957	75 012	20 359	346 337
2008	January	9 496	4 910	2 041	4 201	6 948	1 567	29 164
	February	9 819	5 123	2 339	4 383	6 687	1 711	30 062
	March	9 492	5 120	2 143	4 131	7 339	1 996	30 220
	April	9 269	4 840	2 374	4 994	7 363	1 499	30 339
	May	8 771	5 000	2 362	4 389	8 026	1 709	30 258
	June	8 156	4 474	2 328	4 450	8 397	1 558	29 364
	July	9 107	5 222	2 581	4 950	8 701	1 761	32 322
	August	8 193	5 243	2 223	4 573	8 912	1 732	30 875
	September	7 883	4 916	2 340	4 763	7 974	1 810	29 687
	October	7 997	5 544	2 358	5 492	7 947	1 774	31 113
	November	7 230	5 265	2 102	4 920	7 821	1 697	29 034
	December	6 530	5 007	2 084	4 329	7 807	2 018	27 775
	Total	101 943	60 664	27 275	55 575	93 922	20 832	360 213
2009	January	5 981	4 376	2 008	4 926	6 105	1 386	24 783
	February	6 328	4 843	2 310	4 916	5 952	1 208	25 556
	March	6 925	5 079	2 346	5 122	6 663	1 458	27 593
	April	4 801	4 296	2 283	4 679	6 579	1 435	24 074
	May	5 184	4 935	2 205	5 015	6 684	1 329	25 351
	June	6 145	4 857	2 263	5 153	6 738	1 306	26 461
	July	6 773	5 218	2 480	5 398	7 394	1 414	28 677
	August	6 044	4 454	2 285	4 943	7 068	1 360	26 154
	September	6 218	4 943	2 309	5 015	7 226	1 367	27 076
	October	6 779	5 213	2 290	5 357	6 959	1 473	28 070
	November	7 218	5 180	2 379	5 404	7 259	1 539	28 977
	December	7 866	5 036	1 955	4 705	8 143	1 712	29 417
	Total	76 262	58 430	27 113	60 633	82 770	16 987	322 189

1/ The types of activities in motor trade refer to the enterprises classified within the motor trade industry and engaged in the activities mentioned above.

2/ 2008 and 2009 figures are preliminary.

3/ The figures have been rounded off. Therefore, discrepancies may occur between the sums of the component items and totals.

Tables 5.1 and 5.2 show the actual and seasonally adjusted estimates and percentage changes of motor trade sales.

Table 5 – Estimates and percentage changes in total motor trade sales

Table 5.1 – Quarterly and cumulative estimates and percentage changes

Actual estimates	October to December 2008 (R million)	October to December 2009 (R million)	% change between October to December 2008 and October to December 2009	January to December 2008 (R million)	January to December 2009 (R million)	% change between January to December 2008 and January to December 2009
Motor trade sales	87 922	86 464	-1,7	360 213	322 189	-10,6

Table 5.2 – Seasonally adjusted estimates with monthly and quarterly percentage changes

Seasonally adjusted estimates	November 2009 (R million)	December 2009 (R million)	% change between November and December 2009	July to September 2009 (R million)	October to December 2009 (R million)	% change between July to September 2009 and October to December 2009
Motor trade sales	27 981	29 661	6,0	79 061	84 551	6,9

Explanatory notes

Introduction	1	Statistics South Africa (Stats SA) conducts a monthly survey covering enterprises in the motor trade industry (see 4 below). This survey is based on a sample drawn from 2009 Business Sampling Frame (BSF), that contains businesses registered for value added tax (VAT).
	2	Information for the latest month is estimated for respondents who have not reported by the cut-off date for production of results. These estimates will be revised in future statistical releases when their reported information becomes available. Motor trade sales estimates exclude value added tax (VAT).
Purpose of the survey	3	The results of the monthly motor 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	The survey collects information from a sample of enterprises in South Africa that are predominantly involved in motor trade. These enterprises include - <ul style="list-style-type: none"> • motor vehicle dealers, filling stations and workshops; • motor cycle dealers; • spares and accessories; • tyre dealers; • automotive electricians; • radiator repairs; • panel beaters and spray painters; • other specialised motor repair services; and • other motor trade.
Classification	5	The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC)</i> , Fifth Edition, Report No. 09-90-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all Economic Activities (ISIC)</i> 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 digits) level.
Response rate	6	The preliminary response rate for the survey on motor trade sales for December 2009 was 88,9%. The improved response rate for the survey on motor trade sales for November 2009 was 91,6%.
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.
Survey methodology and Design	8	The survey is conducted monthly. Questionnaires are sent to a sample of about 900 enterprises from a population of about 19 000 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Fax and telephone reminders are used to follow up non-responses.
	9	The value of sales is obtained monthly from the sample of about 900 enterprises, which was drawn in April 2009 from a population then of about 19 000 motor trade enterprises. The motor trade industry is divided into four size groups. The sample is drawn at the SIC four-digit level. All large and medium enterprises (size groups one and two), are completely enumerated. Simple random sampling is applied to small enterprises (size groups three and four). The total value of sales of the large and medium enterprises (size groups one and two) per classification group is added to the weighted totals of size groups three and four to reflect the total value of sales.

Weighting methodology	10	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, which are in line with international best practice, are described in more detail on the Stats SA website at http://www.statssa.gov.za/publications/publicationsearch.asp .																				
Seasonal adjustment	11	Seasonally adjusted estimates are generated each month, using the X-11 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 more clearly recognised. 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	12	The trend is the long-term pattern or movement of a time series. The X-11 Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle.																				
Reliability of estimates	13	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 motor trade industry in South Africa. Estimates are subject to sampling and non-sampling errors.																				
	14	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.																				
Revised figures	15	Normally revised figures are due to respondents reporting revisions or corrections to their figures and late submission of their data to Stats SA. Preliminary figures are indicated in the relevant tables. Data are edited at the enterprise level.																				
Related publications	16	Users may also wish to refer to the following publications available from Stats SA - <ul style="list-style-type: none"> • <i>Bulletin of Statistics</i> issued quarterly. • <i>SA Statistics</i> issued annually. 																				
Rounding of figures	17	The figures in the tables have, where necessary, been rounded to the nearest digit shown.																				
Symbols and abbreviations	18	<table border="0"> <tr><td>BR</td><td>Business Register</td></tr> <tr><td>BSF</td><td>Business Sampling Frame</td></tr> <tr><td>GDP</td><td>Gross Domestic Product</td></tr> <tr><td>ISIC</td><td>International Standard Industrial Classification</td></tr> <tr><td>SIC</td><td>Standard Industrial Classification of all Economic Activities</td></tr> <tr><td>SARS</td><td>South African Revenue Service</td></tr> <tr><td>Stats SA</td><td>Statistics South Africa</td></tr> <tr><td>VAT</td><td>Value added tax</td></tr> <tr><td>*</td><td>Revised</td></tr> <tr><td>-</td><td>Figures not available</td></tr> </table>	BR	Business Register	BSF	Business Sampling Frame	GDP	Gross Domestic Product	ISIC	International Standard Industrial Classification	SIC	Standard Industrial Classification of all Economic Activities	SARS	South African Revenue Service	Stats SA	Statistics South Africa	VAT	Value added tax	*	Revised	-	Figures not available
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Stats SA	Statistics South Africa																					
VAT	Value added tax																					
*	Revised																					
-	Figures not available																					

Technical note

Neyman Optimal allocation

A stratified random sample was drawn from the population of enterprises on Stats SA’s business sampling frame (BSF). Strata were formed using a combination of Standard Industrial Classification and the measure of size classes for enterprises. The Neyman optimal allocation formula given below was used to allocate samples to each stratum.

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

where 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 5,6%.

Class limits

Enterprise size	Size group	Lower limits	Upper limits
Very small	4	0	4 000 000
Small	3	4 000 001	19 000 000
Medium	2	19 000 001	39 000 000
Large	1	39 000 001	

Glossary

- Enterprise** The 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)*.
- Statistical unit** A statistical unit is a unit about which statistics are tabulated, compiled or published. The statistical units are derived from and linked to the South African Revenue Service (SARS) administrative data.

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