



The South Africa I know, the home I understand

Statistical release

P6343.2

Motor trade sales (Preliminary)

December 2014

**Embargoed until:
19 February 2015
11:30**

Enquiries:

User Information Services
(012) 310 8600

Forthcoming issue:

January 2015

Expected release date:

19 March 2015

Contents

Sales at current prices: results for December 2014..... **2**

Table A – Key growth rates in motor trade sales at current prices..... 2

Table B – Motor trade sales at current prices for the latest three months by type of activity..... 2

Figure 1 – Motor trade sales at current prices..... 3

Figure 2 – Motor trade sales at current prices: year-on-year percentage change 3

Tables..... **4**

Table 1 – Motor trade sales at current prices (R million)..... 4

Table 2 – Year-on-year percentage change in motor trade sales at current prices 4

Table 3 – Seasonally adjusted motor trade sales at current prices..... 4

Table 4 – Motor trade sales at current prices by type of activity (R million) 5

Table 5 – Year-on-year percentage change in motor trade sales at current prices by type of activity 5

Table 6 – Contribution of each type of activity to the year-on-year percentage change in motor trade sales at current prices 5

Survey information **6**

Technical notes..... **7**

Glossary..... **9**

Technical enquiries **9**

General information..... **10**

Sales at current prices: results for December 2014

Table A – Key growth rates in motor trade sales at current prices

	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
Year-on-year % change, unadjusted	3,7	1,7	8,1	4,9	0,9	6,5
Month-on-month % change, seasonally adjusted	1,2	-0,4	1,1	0,7	-3,1	1,2
3-month % change, seasonally adjusted 1/	1,8	3,1	2,7	2,2	0,6	-0,5

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

Measured in nominal terms (current prices), motor trade sales increased by 3,5% in 2014 compared with 2013. The highest annual growth rates were recorded for fuel sales (6,3%), workshop income (5,9%) and sales of accessories (5,2%).

In December 2014 motor trade sales (current prices) increased by 6,5% year-on-year. The highest annual growth rates were recorded for new vehicle sales (12,7%), sales of accessories (10,9%) and convenience store sales (8,7%) – see Table 5.

Seasonally adjusted motor trade sales increased by 1,2% in December 2014 compared with November 2014. This followed month-on-month changes of -3,1% in November 2014 and 0,7% in October 2014.

Seasonally adjusted motor trade sales decreased by 0,5% in the fourth quarter of 2014 compared with the previous quarter.

Table B – Motor trade sales at current prices for the latest three months by type of activity

Type of activity	Oct – Dec 2013 (R million)	Weight	Oct – Dec 2014 (R million)	% change between Oct – Dec 2013 and Oct – Dec 2014	Contribution (% points) to the total % change
New vehicle sales	38 242	27,9	39 922	4,4	1,2
Used vehicle sales	24 074	17,6	24 414	1,4	0,2
Workshop income	8 486	6,2	8 875	4,6	0,3
Income from the sales of accessories	22 374	16,3	23 858	6,6	1,1
Income from fuel sales	38 743	28,3	39 909	3,0	0,9
Income from convenience store sales 1/	5 168	3,8	5 632	9,0	0,3
Total	137 089	100,0	142 609	4,0	4,0

1/ Includes 'other' sales and trading income.

Motor trade sales increased by 4,0% in the fourth quarter of 2014 compared with the fourth quarter of 2013. The main contributors to this increase were:

- new vehicle sales (4,4% and contributing 1,2 percentage points);
- sales of accessories (6,6% and contributing 1,1 percentage points); and
- fuel sales (3,0% and contributing 0,9 of a percentage point) – see Table B.

Figure 1 – Motor trade sales at current prices

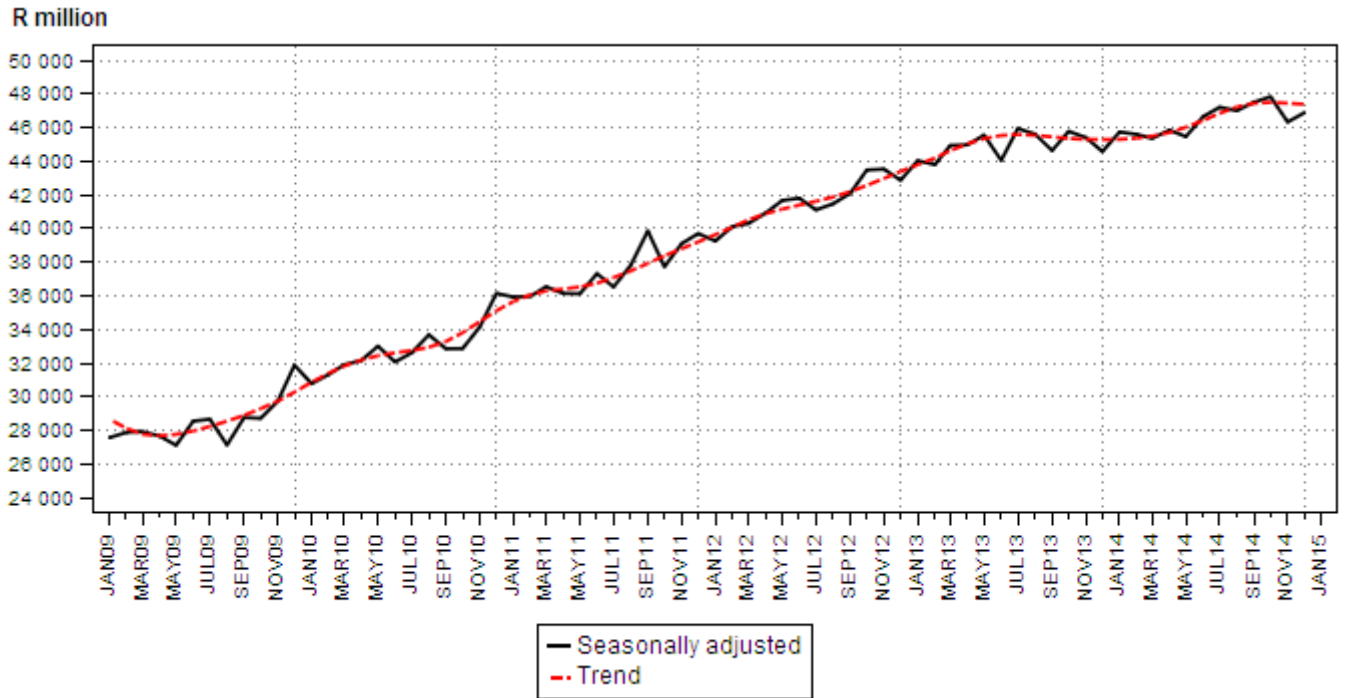
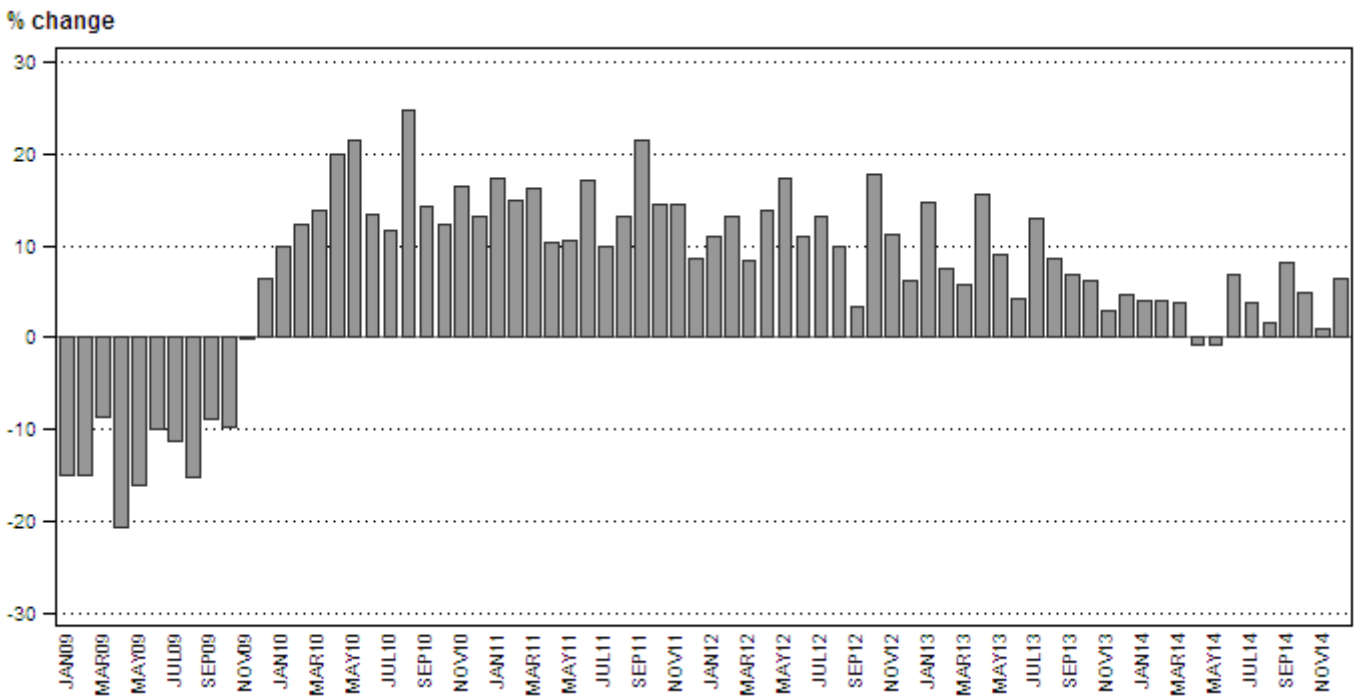


Figure 2 – Motor trade sales at current prices: year-on-year percentage change



PJ Lehohla
Statistician-General

Tables

Table 1 – Motor trade sales at current prices (R million)

Month	2008	2009	2010	2011	2012	2013	2014 1/
Jan	30 822	26 191	28 819	33 826	37 539	43 041	44 770
Feb	31 772	27 009	30 332	34 851	39 437	42 414	44 117
Mar	31 937	29 162	33 176	38 553	41 804	44 249	45 965
Apr	32 064	25 442	30 514	33 647	38 288	44 312	43 929
May	31 979	26 792	32 528	35 974	42 217	46 059	45 702
Jun	31 034	27 966	31 707	37 117	41 199	42 943	45 870
Jul	34 159	30 306	33 829	37 188	42 073	47 544	49 325
Aug	32 631	27 640	34 497	39 063	42 912	46 647	47 424
Sep	31 374	28 615	32 671	39 658	40 967	43 812	47 357
Oct	32 882	29 666	33 336	38 201	44 982	47 756	50 092
Nov	30 685	30 624	35 692	40 879	45 466	46 803	47 234
Dec	29 353	31 226	35 302	38 291	40 619	42 530	45 283
Total	380 692	340 639	392 403	447 248	497 503	538 110	557 068

1/ Latest month is preliminary.

Table 2 – Year-on-year percentage change in motor trade sales at current prices

Month	2009	2010	2011	2012	2013	2014	2014 year-to-date
Jan	-15,0	10,0	17,4	11,0	14,7	4,0	4,0
Feb	-15,0	12,3	14,9	13,2	7,5	4,0	4,0
Mar	-8,7	13,8	16,2	8,4	5,8	3,9	4,0
Apr	-20,7	19,9	10,3	13,8	15,7	-0,9	2,7
May	-16,2	21,4	10,6	17,4	9,1	-0,8	2,0
Jun	-9,9	13,4	17,1	11,0	4,2	6,8	2,8
Jul	-11,3	11,6	9,9	13,1	13,0	3,7	2,9
Aug	-15,3	24,8	13,2	9,9	8,7	1,7	2,8
Sep	-8,8	14,2	21,4	3,3	6,9	8,1	3,4
Oct	-9,8	12,4	14,6	17,8	6,2	4,9	3,5
Nov	-0,2	16,5	14,5	11,2	2,9	0,9	3,3
Dec	6,4	13,1	8,5	6,1	4,7	6,5	3,5
Total	-10,5	15,2	14,0	11,2	8,2	3,5	

Table 3 – Seasonally adjusted motor trade sales at current prices

Month	R million				Month-on-month % change			
	2011	2012	2013	2014	2011	2012	2013	2014
Jan	35 926	39 258	44 029	45 740	-0,6	-1,1	2,7	2,6
Feb	35 975	40 116	43 799	45 596	0,1	2,2	-0,5	-0,3
Mar	36 536	40 300	44 937	45 358	1,6	0,5	2,6	-0,5
Apr	36 142	40 917	44 973	45 848	-1,1	1,5	0,1	1,1
May	36 118	41 665	45 551	45 465	-0,1	1,8	1,3	-0,8
Jun	37 317	41 803	44 052	46 650	3,3	0,3	-3,3	2,6
Jul	36 529	41 105	45 942	47 209	-2,1	-1,7	4,3	1,2
Aug	37 807	41 469	45 614	47 005	3,5	0,9	-0,7	-0,4
Sep	39 855	42 093	44 637	47 508	5,4	1,5	-2,1	1,1
Oct	37 726	43 480	45 776	47 833	-5,3	3,3	2,6	0,7
Nov	39 097	43 530	45 407	46 330	3,6	0,1	-0,8	-3,1
Dec	39 699	42 872	44 578	46 881	1,5	-1,5	-1,8	1,2

Table 4 – Motor trade sales at current prices by type of activity (R million)

Type of activity	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14 1/
New vehicle sales	14 274	13 302	13 431	14 015	12 828	13 079
Used vehicle sales	8 405	8 196	8 222	8 735	8 292	7 387
Workshop income	3 218	3 015	3 154	3 212	3 026	2 637
Income from the sales of accessories	8 192	7 876	8 075	8 686	8 103	7 069
Income from fuel sales	13 551	13 330	12 796	13 592	13 212	13 105
Income from convenience store sales 2/	1 685	1 704	1 678	1 852	1 773	2 007
Total	49 325	47 424	47 357	50 092	47 234	45 283

1/ Preliminary.

2/ Includes 'other' sales and trading income.

Table 5 – Year-on-year percentage change in motor trade sales at current prices by type of activity

Type of activity	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
New vehicle sales	-1,8	-4,4	8,6	4,2	-2,7	12,7
Used vehicle sales	6,1	2,3	9,5	-0,8	0,5	5,3
Workshop income	5,6	7,7	18,7	6,2	1,4	6,4
Income from the sales of accessories	3,2	4,0	14,8	7,3	2,5	10,9
Income from fuel sales	8,3	4,4	0,8	6,5	3,4	-0,8
Income from convenience store sales 1/	6,0	8,0	8,9	14,0	4,5	8,7
Total	3,7	1,7	8,1	4,9	0,9	6,5

1/ Includes 'other' sales and trading income.

Table 6 – Contribution of each type of activity to the year-on-year percentage change in motor trade sales at current prices

Type of activity	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14
New vehicle sales	-0,6	-1,3	2,4	1,2	-0,8	3,5
Used vehicle sales	1,0	0,4	1,6	-0,1	0,1	0,9
Workshop income	0,4	0,5	1,1	0,4	0,1	0,4
Income from the sales of accessories	0,5	0,6	2,4	1,2	0,4	1,6
Income from fuel sales	2,2	1,2	0,2	1,7	0,9	-0,2
Income from convenience store sales 1/	0,2	0,3	0,3	0,5	0,2	0,4
Total	3,7	1,7	8,1	4,9	0,9	6,5

1/ Includes 'other' sales and trading income.

Survey information

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 Stats SA's 2014 business sampling frame (BSF) that contains businesses registered at the South African Revenue Service (SARS) for value added tax (VAT). Stats SA continuously updates its BSF, which is linked to the SARS administrative data.
	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 motor trade sales estimates exclude 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</i> (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 <i>International Standard Industrial Classification of all Economic Activities</i> (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 digits) level.
Collection rate	6	The preliminary collection rate for the survey on motor trade sales for December 2014 was 81,0%. The improved collection rate for November 2014 was 85,5%.
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 and service activities.
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;• <i>Stats in Brief</i> issued annually; and• <i>South African 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 motor trade 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** 12 Past motor trade 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=P6343.2&SCH=5722

Technical notes

- Survey methodology and design** 1 The survey is conducted monthly. Questionnaires are sent to a sample of 853 enterprises from a population of 10 583 enterprises. Completed questionnaires are required to be returned to Stats SA within 10 days after the end of the reference month. Email, fax and telephone reminders are used to follow up on non-respondents.
- 2 A stratified random sample was drawn in April 2014 from Stats SA’s business sampling frame (BSF) at the SIC four-digit level. Strata were formed using a combination of 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 was 4,0%.

- Class limits** 3 Each motor trade classification group (SIC at four digit level) is divided into four size groups. All large enterprises (size group one) are completely enumerated. Simple random sampling is applied to medium and small enterprises (size groups two, three and four). The total value of sales of the large enterprises (size group one) per classification group is added to the weighted totals of size groups two, 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	1 626 197	18 000 000
Small	3	18 000 001	85 500 000
Medium	2	85 500 001	175 500 000
Large	1	175 500 001	

- 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 classification group estimates. These procedures are consistent with international best practice.

Seasonal adjustment	5	<p>Seasonally adjusted estimates are generated each month using the X-12-ARIMA 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. The X-12-ARIMA procedure for motor trade sales is described in more detail on the Stats SA website at:</p> <p>Click to Download Seasonal adjustment Motor Trade Sales June 2014</p>
Trend cycle	6	<p>The trend is the long-term pattern or movement of a time series. The X-12-ARIMA Seasonal Adjustment Program is used for smoothing seasonally adjusted estimates to estimates of the underlying trend cycle.</p>
Reliability of estimates	7	<p>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.</p>
	8	<p>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.</p>
Month-on-month percentage change	9	<p>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.</p>
Year-on-year percentage change	10	<p>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.</p>
Contribution (percentage points)	11	<p>The contribution (percentage points) to the year-on-year percentage change is calculated by multiplying the percentage change of each type of activity by its corresponding weight, divided by 100. The weight is the percentage contribution of each type of activity to total motor trade sales in the corresponding period of the previous year.</p>

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 (SIC)*, Fifth Edition, Report No. 09-90-02 of January 1993.

Symbols and abbreviations

BSF	Business sampling frame
GDP	Gross domestic product
ISIC	International Standard Industrial Classification
IT	Income tax
Rm	Rand million
SIC	Standard Industrial Classification of all Economic Activities
SARS	South African Revenue Service
Stats SA	Statistics South Africa
VAT	Value added tax

Technical enquiries

Peter Makota

Telephone number: (012) 310 4837
Email: petermak@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.

Advance release calendar

An advance release calendar is disseminated on www.statssa.gov.za

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 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