
Statistical release

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Motor trade sales (Preliminary)

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Summary of findings: Motor trade sales

Table A – Key figures for January 2011

Actual estimates	January 2011 (R million)	% change between January 2010 and January 2011	% change between November 2009 to January 2010 and November 2010 to January 2011
Motor trade sales	29 634	16,4	16,0

Seasonally adjusted estimates	January 2011 (R million)	% change between December 2010 and January 2011	% change between August to October 2010 and November 2010 to January 2011
Motor trade sales	31 748	2,6	6,8

Motor trade sales for the three months ended January 2011 increased by 16,0% compared with the three months ended January 2010. Sales for the corresponding period in 2010 increased by 5,1%.

The major contributors to the increase of 16,0% were new vehicle sales (28,3% and contributing 7,1 percentage points), fuel sales (14,2% and contributing 3,6 percentage points) and used vehicle sales (13,5% and contributing 2,5 percentage points) – see Table B.

Motor trade sales rose by 16,4% year-on-year in January 2011. The highest annual growth rate was recorded for new vehicle sales (29,7%), followed by fuel sales (16,3%) and used vehicle sales (12,2%) – see Table 5.

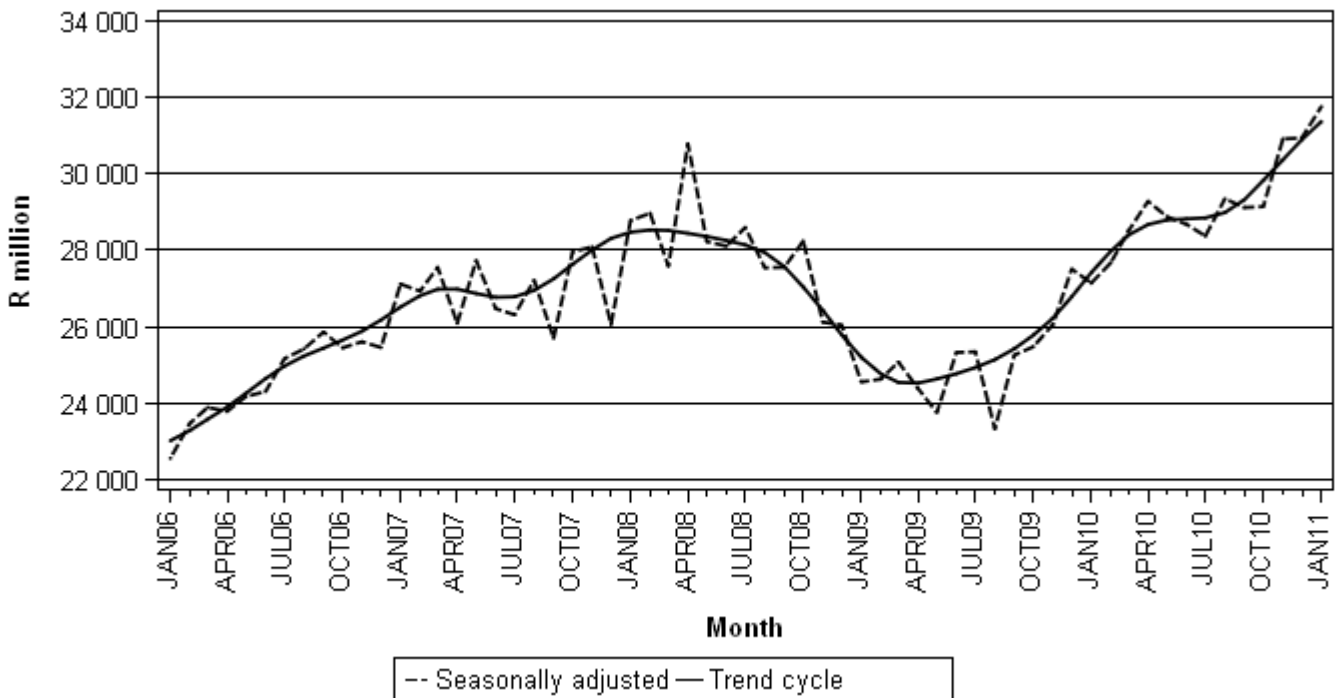
In January 2011 seasonally adjusted motor trade sales increased by 2,6% month-on-month, following month-on-month changes of 0,1% in December 2010 and 6,1% in November 2010. Seasonally adjusted motor trade sales for the three months ended January 2011 increased by 6,8% compared with the three months ended October 2010.

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

Type of activity	November 2009 to January 2010 (R million)	Weight 1/	November 2010 to January 2011 (R million)	Difference in sales between November 2009 to January 2010 and November 2010 to January 2011 (R million)	% change between November 2009 to January 2010 and November 2010 to January 2011	Contribution (percentage points) to the % change in total sales 2/
New vehicle sales	20 113	25,1	25 815	5 702	28,3	7,1
Used vehicle sales	14 555	18,2	16 522	1 967	13,5	2,5
Workshop income	6 041	7,5	6 929	888	14,7	1,1
Income from the sales of accessories	14 256	17,8	15 499	1 243	8,7	1,5
Income from fuel sales	20 276	25,3	23 156	2 880	14,2	3,6
Income from convenience store sales 3/	4 861	6,1	4 964	103	2,1	0,1
Total 4/	80 101	100,0	92 885	12 784	16,0	16,0

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/ Includes other sales and trading income.
 4/ The figures have been rounded off. Therefore discrepancies may occur between the sums of the component items and totals.

Figure 1 – Total motor trade sales



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Statistician-General

Detailed results

Table 1 – Total motor trade sales (R million)

Month	2004	2005	2006	2007	2008	2009	2010 ^{1/}	2011 ^{1/}
January	17 212	18 778	21 802	25 890	27 229	23 139	25 460	29 634
February	16 310	18 833	22 678	26 041	28 068	23 861	26 796	
March	16 529	19 702	23 835	27 829	28 215	25 762	29 309	
April	15 444	20 103	21 902	24 001	28 326	22 477	27 029	
May	18 997	21 439	24 468	27 924	28 251	23 669	28 666	
June	18 349	21 197	23 766	25 827	27 416	24 705	28 007	
July	19 482	22 592	26 429	27 728	30 178	26 774	29 996	
August	19 395	23 055	26 499	28 452	28 827	24 419	30 671	
September	19 851	22 863	26 368	26 061	27 717	25 280	29 047	
October	19 551	22 643	26 156	28 736	29 049	26 208	29 968	
November	20 286	23 921	26 671	29 153	27 108	27 055	32 093	
December	20 464	22 296	25 021	25 718	25 932	27 586	31 158	
Total	221 870	257 422	295 595	323 360	336 316	300 935	348 200	

1/ Preliminary.

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	14,8	9,1	16,1	18,8	5,2	-15,0	10,0	16,4
February	9,2	15,5	20,4	14,8	7,8	-15,0	12,3	
March	11,9	19,2	21,0	16,8	1,4	-8,7	13,8	
April	9,9	30,2	8,9	9,6	18,0	-20,6	20,3	
May	27,0	12,9	14,1	14,1	1,2	-16,2	21,1	
June	22,0	15,5	12,1	8,7	6,2	-9,9	13,4	
July	16,4	16,0	17,0	4,9	8,8	-11,3	12,0	
August	26,0	18,9	14,9	7,4	1,3	-15,3	25,6	
September	25,0	15,2	15,3	-1,2	6,4	-8,8	14,9	
October	15,9	15,8	15,5	9,9	1,1	-9,8	14,3	
November	17,1	17,9	11,5	9,3	-7,0	-0,2	18,6	
December	21,0	9,0	12,2	2,8	0,8	6,4	12,9	
Total	18,1	16,0	14,8	9,4	4,0	-10,5	15,7	

1/ The percentage change is the difference between motor trade sales of the relevant month of the current year and the corresponding month of the previous year expressed as percentage.

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

Month	2004	2005	2006	2007	2008	2009	2010	2011
January	17 554	19 248	22 569	27 116	28 779	24 560	27 142	31 748
February	16 758	19 471	23 482	26 932	28 964	24 634	27 673	
March	16 855	20 004	23 895	27 554	27 583	25 079	28 503	
April	16 666	21 768	23 795	26 091	30 778	24 392	29 278	
May	18 732	21 117	24 182	27 731	28 225	23 764	28 875	
June	18 660	21 658	24 310	26 475	28 108	25 330	28 677	
July	18 746	21 615	25 169	26 314	28 594	25 347	28 370	
August	18 766	22 191	25 424	27 213	27 541	23 337	29 343	
September	19 426	22 341	25 865	25 705	27 555	25 262	29 114	
October	19 082	22 076	25 450	27 957	28 239	25 479	29 139	
November	19 398	22 892	25 611	28 087	26 122	26 056	30 905	
December	20 836	22 768	25 459	26 060	26 047	27 509	30 931	

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 accessories	Income from fuel sales	Income from convenience store sales 3/	Total 4/
2009	January	5 486	4 258	1 826	4 639	5 446	1 484	23 139
	February	5 807	4 716	2 102	4 632	5 313	1 291	23 861
	March	6 351	4 943	2 133	4 823	5 944	1 568	25 762
	April	4 405	4 182	2 077	4 408	5 872	1 532	22 477
	May	4 755	4 803	2 005	4 723	5 963	1 421	23 669
	June	5 640	4 730	2 059	4 856	6 015	1 405	24 705
	July	6 218	5 083	2 258	5 088	6 603	1 525	26 774
	August	5 554	4 343	2 082	4 664	6 318	1 459	24 419
	September	5 713	4 818	2 103	4 730	6 457	1 457	25 280
	October	6 218	5 073	2 083	5 045	6 209	1 580	26 208
	November	6 624	5 044	2 165	5 092	6 480	1 650	27 055
	December	7 101	4 886	1 881	4 604	7 376	1 738	27 586
	Total	69 872	56 879	24 774	57 304	73 996	18 110	300 935
2010	January	6 388	4 625	1 995	4 560	6 420	1 473	25 460
	February	7 258	4 978	2 127	4 743	6 183	1 507	26 796
	March	8 343	5 152	2 299	5 322	6 572	1 622	29 309
	April	7 093	4 538	2 046	4 752	7 061	1 538	27 029
	May	7 509	5 011	2 361	5 086	7 163	1 537	28 666
	June	7 253	4 712	2 171	5 127	7 130	1 616	28 007
	July	8 068	5 450	2 381	5 379	7 130	1 588	29 996
	August	8 904	5 742	2 250	5 129	7 146	1 501	30 671
	September	7 618	5 654	2 261	5 146	6 900	1 467	29 047
	October	7 749	5 674	2 396	5 169	7 299	1 681	29 968
	November	8 713	6 013	2 545	5 621	7 552	1 649	32 093
	December	8 818	5 321	2 234	4 957	8 135	1 694	31 158
	Total	93 714	62 870	27 066	60 991	84 691	18 873	348 200
2011	January	8 284	5 188	2 150	4 921	7 469	1 621	29 634

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/ 2010 and 2011 figures are preliminary.

3/ Includes other sales and trading income.

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

Table 5 – Year-on-year percentage change in motor trade sales by type of activity 1/

Year and month		New vehicle sales	Used vehicle sales	Workshop income	Income from the sales of accessories	Income from fuel sales	Income from convenience store sales	Total
2009	January	-37,1	-11,0	-1,7	17,1	-12,2	-12,8	-15,0
	February	-35,5	-5,3	-1,1	12,3	-10,9	-31,2	-15,0
	March	-26,9	-0,6	9,7	24,2	-9,0	-28,6	-8,7
	April	-48,3	-11,5	-4,1	-6,6	-10,9	-4,4	-20,6
	May	-41,0	-1,4	-6,7	14,2	-16,8	-24,1	-16,2
	June	-24,8	8,3	-3,0	15,6	-19,9	-17,8	-9,9
	July	-25,6	-0,1	-3,9	9,0	-15,0	-21,5	-11,3
	August	-26,2	-15,0	2,9	8,2	-20,6	-23,1	-15,3
	September	-20,9	0,8	-1,1	5,5	-9,2	-26,7	-8,8
	October	-15,1	-5,8	-2,8	-2,3	-12,3	-18,9	-9,8
	November	0,0	-1,4	13,4	10,0	-7,0	-11,2	-0,2
	December	18,7	0,4	-0,6	13,1	6,0	-19,7	6,4
	Total	-25,3	-3,7	-0,2	9,5	-11,7	-20,4	-10,5
2010	January	16,4	8,6	9,3	-1,7	17,9	-0,7	10,0
	February	25,0	5,6	1,2	2,4	16,4	16,7	12,3
	March	31,4	4,2	7,8	10,3	10,6	3,4	13,8
	April	61,0	8,5	-1,5	7,8	20,2	0,4	20,3
	May	57,9	4,3	17,8	7,7	20,1	8,2	21,1
	June	28,6	-0,4	5,4	5,6	18,5	15,0	13,4
	July	29,8	7,2	5,4	5,7	8,0	4,1	12,0
	August	60,3	32,2	8,1	10,0	13,1	2,9	25,6
	September	33,3	17,4	7,5	8,8	6,9	0,7	14,9
	October	24,6	11,8	15,0	2,5	17,6	6,4	14,3
	November	31,5	19,2	17,6	10,4	16,5	-0,1	18,6
	December	24,2	8,9	18,8	7,7	10,3	-2,5	12,9
	Total	34,1	10,5	9,3	6,4	14,5	4,2	15,7
2011	January	29,7	12,2	7,8	7,9	16,3	10,0	16,4

1/ The year-on-year percentage change is the difference between the motor trade sales by type of activity of the relevant month of the current year and the corresponding month of the previous year expressed as a percentage.

Table 6 – Three-monthly estimates and percentage changes

Actual estimates	November 2009 to January 2010 (R million)	November 2010 to January 2011 (R million)	% change between November 2009 to January 2010 and November 2010 to January 2011
Motor trade sales	80 101	92 885	16,0

Table 7 – Seasonally adjusted estimates with monthly and three-monthly percentage changes

Seasonally adjusted estimates	December 2010 (R million)	January 2011 (R million)	% change between December 2010 and January 2011	August to October 2010 (R million)	November 2010 to January 2011 (R million)	% change between August to October 2010 and November 2010 to January 2011
Motor trade sales	30 931	31 748	2,6	87 596	93 584	6,8

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 2010 Business Sampling Frame (BSF), which 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	<p>The survey collects information from a sample of enterprises in South Africa that are predominantly involved in motor trade. These enterprises include:</p> <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 January 2011 was 84,5%. The improved response rate for the survey on motor trade sales for December 2010 was 92,5%.
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.
Survey methodology and design	8	The survey is conducted monthly. Questionnaires are sent to a sample of about 850 enterprises from a population of about 18 000 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 850 enterprises, which was drawn in April 2010 from a population then of about 18 000 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-off of figures	17	Where necessary, the figures in the tables have been rounded off to the nearest digit shown.																				
Symbols and abbreviations	18	<table border="0" style="width: 100%;"> <tr> <td style="width: 100px;">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
BR	Business register																					
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GDP	Gross domestic product																					
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SARS	South African Revenue Service																					
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.

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

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	18 000 000
Small	3	18 000 001	85 500 000
Medium	2	85 500 001	175 500 000
Large	1	175 500 001	

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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