

# Statistical release P6343.2

# Motor trade sales (Preliminary)

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# **Summary of findings: Motor trade sales**

# Table A - Key figures as at the end of July 2009

Actual estimates	July 2009 (R million)	% change between July 2008 and July 2009	% change between May to July 2008 and May to July 2009	% change between January to July 2008 and January to July 2009
Motor trade sales	28 511	-11,8	-12,6	-13,9

Seasonally adjusted estimates	July 2009 (R million)	% change between June and July 2009	% change between February to April 2009 and May to July 2009
Motor trade sales	26 981	-0,6	-0,5

# Key findings as at the end of July 2009

# Motor trade sales decrease

Table A indicates that motor trade sales for the three months ended July 2009 decreased by 12,6% compared with the three months ended July 2008, while sales for the corresponding period in 2008 increased by 5,4%.

The major contributors to the decrease of 12,6% were new vehicle sales (-30,7% and contributing -8,7 percentage points) and fuel sales (-17,3% and contributing -4,7 percentage points) - see Table B on page 3.

Motor trade sales for July 2009 decreased by 11,8% compared with July 2008, while sales for the corresponding period in 2008 increased by 8,8%.

Seasonally adjusted motor trade sales for the three months ended July 2009 decreased by 0,5% compared with the three months ended April 2009.

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

Type of activity	May to July 2008 (R million)	Weight 1/	May to July 2009 (R million)	Difference in sales between May to July 2008 and May to July 2009 (R million)	Percentage change between May to July 2008 and May to July 2009	Contribution (percentage points) to the percentage change in total sales 2/
New vehicle sales	26 034	28,3	18 040	-7 994	-30,7	-8,7
Used vehicle sales	14 696	16,0	15 078	382	2,6	0,4
Workshop income	7 271	7,9	6 824	-447	-6,1	-0,5
Income from the sales of accessories	13 789	15,0	15 481	1 692	12,3	1,8
Income from fuel sales	25 124	27,3	20 789	-4 335	-17,3	-4,7
Income from convenience store sales	5 028	5,5	4 114	-914	-18,2	-1,0
Total 3/	91 944	100,0	80 323	-11 621	-12,6	-12,6

<sup>1/</sup> 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 July 2009.

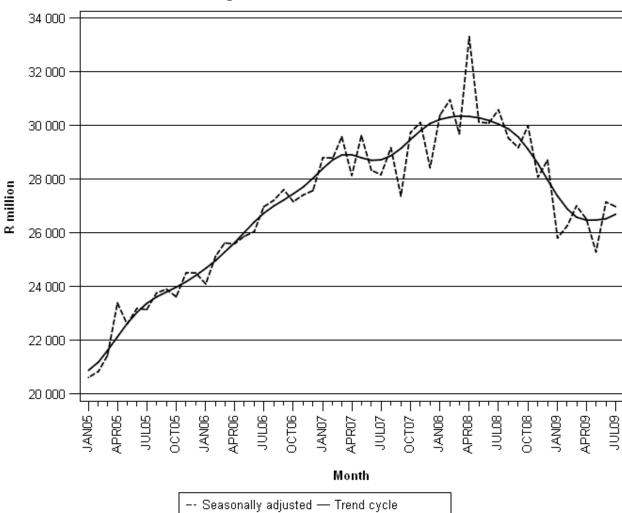


Figure 1 – Total motor trade sales

P J Lehohla Statistician-General

# Article: Changes to the monthly current indicator survey and the impact on the statistical series

# **Business Register and samples**

Today Statistics South Africa (Stats SA) publishes results for the monthly survey of motor trade sales. Today's publication by Stats SA sees the introduction of a new sample drawn in 2009 which replaces the previous sample that was drawn in 2008. The sample is drawn from a Business Register (BR) that primarily contains enterprises with an annual turnover of at least R300 000 and are required to register with the South African Revenue Service (SARS) for value added tax.

Due to the evolving nature of business, the business register has to be maintained on a continuous basis. The maintenance process is aimed amongst other things at capturing changes related to new businesses, ceased businesses, merged businesses and classification changes. In addition to these changes as a result of the Business Register maintenance, Stats SA continuously undertakes "Quality Improvement Surveys" (QIS) related to the Business Register. The primary objective of the QIS is to capture up to date information about the structures and activities of large businesses with complex structures. This process enables Stats SA to review industry codes stored for these businesses, which are often those first assigned to them by SARS. These changes are an essential part of the statistical architecture and future changes should be expected as the economy evolves and improvements are implemented.

### New sample reflects a higher reported level of sales

The reported level of sales for the monthly survey of motor trade sales for the months April to June 2009 based on the new (2009) sample was 6,1% higher than the level of sales from the previous sample. This is a result of the replacement of a sample that was drawn in April 2008 that was operational for the last half of 2008 and the first half of 2009. A parallel sample was collected for April to June 2009 to determine the new levels. The movements in sales for April and June are very similar between the previous and new samples, so that the series for the survey move largely in parallel. As indicated above, this change is as a result of the new sample implemented based on the improved Business Register such as changes in classifications.

Table C - Total sales for previous and new sample by industry - April to June 2009

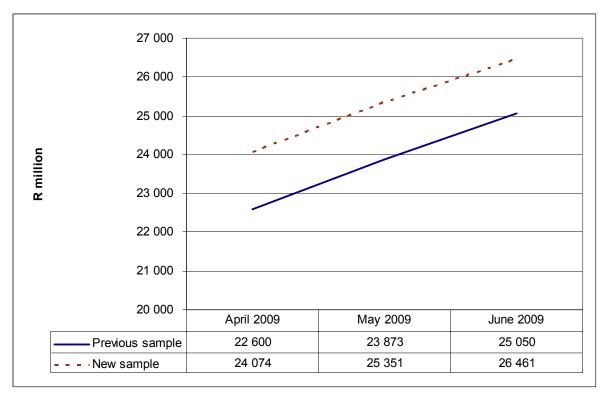
Industry	Previous sample	New sample	Difference	Difference
	(R million)	(R million)	(R million)	(percent)
Motor trade	71 523	75 886	4 363	6,1

### Comparing the results of the previous and new samples

The movements in sales over the three months April to June 2009 are very similar between the previous and new samples. As a result the series for the survey moves largely in parallel for those months in which the survey was conducted based on the previous and new samples, reflecting an increase in level of approximately 6,1% compared with the previous sample (2008) (see Figure A).

While in total there was a difference of 6,1% (R4 363 million) between the levels of sales from the previous and new samples for the overlap period, there were varying differences within the types of activities. The major reason for the change in the types of activities data is an improved classification of the register as already indicated. Income from sales of accessories was mostly affected by the implementation of the new sample reflecting a R1 142 million change in the level of sales for the three overlapping months, followed by income from fuel sales (R1 081 million) (see Table D).

Figure A – Total value of motor trade sales: monthly levels of previous and new sample April to June 2009



# Levels and movements

Table D - Motor trade sales for previous and new samples by type of activity: April to June 2009

	Previous sample	New sample	Difference	Difference
Type of activities	R million	R million	R million	(percentage) 1/
New Vehicles sales	15 248	16 129	881	5,8
Used Vehicles sales	13 322	14 088	766	5,7
Workshop income	5 975	6 751	777	13,0
Income from the sales of accessories	13 705	14 847	1 142	8,3
Income from fuel sales	18 919	20 001	1 081	5,7
Income from convenience store				
sales	4 354	4 070	-284	-6,5
Total	71 523	75 886	4 363	6,1

<sup>1/</sup> The percentage difference is the difference between the April to June 2009 sales as recorded in the new sample and the April to June 2009 sales as recorded in the previous sample, expressed as a percentage.

### **Back-casting**

In order to assist users of time series, the levels from the new sample for the survey have been adjusted back to the start of 1998, using the level for April 2009 as the end point for the back-cast series.

# **Detailed results**

Tables 1 and 2 show total motor trade sales and percentage changes over the period January 2002 - July 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
Мау	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	28 511
August	16 000	16 487	20 773	24 693	28 382	30 474	30 875	
September	15 707	17 008	21 262	24 488	28 242	27 913	29 687	
October	15 895	18 063	20 940	24 252	28 015	30 778	31 113	
November	16 476	18 550	21 728	25 621	28 566	31 225	29 034	
December	15 233	18 117	21 918	23 880	26 799	27 545	27 775	_
Total	179 138	201 218	237 636	275 713	316 600	346 337	360 213	_

<sup>1/</sup> 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	-11,8
August	-	3,0	26,0	18,9	14,9	7,4	1,3	
September	-	8,3	25,0	15,2	15,3	-1,2	6,4	
October	-	13,6	15,9	15,8	15,5	9,9	1,1	
November	-	12,6	17,1	17,9	11,5	9,3	-7,0	
December	-	18,9	21,0	9,0	12,2	2,8	0,8	
Total	-	12,3	18,1	16,0	14,8	9,4	4,0	

<sup>1/</sup> 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	13 695	16 392	18 802	20 606	24 094	28 806	30 396	25 808
February	13 877	16 239	17 946	20 837	25 131	28 792	30 961	26 272
March	13 890	16 138	18 050	21 427	25 621	29 584	29 690	27 008
April	15 261	16 257	17 895	23 389	25 596	28 139	33 315	26 515
May	14 899	15 811	20 059	22 599	25 871	29 628	30 132	25 286
June	14 438	16 288	19 982	23 189	26 042	28 337	30 095	27 151
July	14 918	17 344	20 063	23 137	26 975	28 168	30 591	26 981
August	15 582	16 006	20 089	23 761	27 211	29 174	29 535	
September	15 487	16 685	20 790	23 901	27 611	27 372	29 178	
October	15 516	17 645	20 430	23 616	27 163	29 740	29 987	
November	15 871	17 774	20 767	24 514	27 416	30 119	28 075	
December	15 468	18 428	22 368	24 507	27 576	28 428	28 716	

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 a	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
	Мау	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	6 711	5 286	2 356	5 313	7 367	1 479	28 511

<sup>1/</sup>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 change

Actual estimates	May to July 2008 (R million)	May to July 2009 (R million)	% change between May to July 2008 and May to July 2009	January to July 2008 (R million)	January to July 2009 (R million)	% change between January to July 2008 and January to July 2009
Motor trade sales	91 944	80 323	-12,6	211 729	182 329	-13,9

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

Seasonally adjusted estimates	June 2009 (R million)	July 2009 (R million)	% change between June and July 2009	February to April 2009 (R million)	May to July 2009 (R million)	% change between February to April 2009 and May to July 2009
Motor trade sales	27 151	26 981	-0,6	79 795	79 418	-0,5

# **Explanatory notes**

### Introduction

- 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).
- 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 3 survey

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

The survey collects information from a sample of enterprises in South Africa that are predominantly involved in motor trade. These enterprises include -

- 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

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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. Statistics in this publication are presented at SIC group (four digits) level. Each enterprise is classified to the industry which reflects its predominant activity.

# Response rate

The preliminary response rate for the survey on motor trade sales for July 2009 was 83,6%.

### Statistical unit

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

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.

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.

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# Weighting methodology

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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 <a href="http://www.statssa.gov.za/publications/publicationsearch.asp">http://www.statssa.gov.za/publications/publicationsearch.asp</a>.

# Seasonal adjustment

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

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

- 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.
- 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**

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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 -
  - Bulletin of Statistics issued quarterly.
  - SA Statistics 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 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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# Changes in this publication

19 The results published today are based on a new sample drawn in April 2009. The periodic introduction of a new sample is part of Stats SA's strategic approach in improving the basis from which surveys are conducted.

The new sample was conducted in parallel with the previous sample for April to June 2009. Comparison of estimates from the new and previous samples reflects a level increase of 6,1%.

### **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 June 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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Stats SA also provides a subscription service.

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