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Motor trade sales (Preliminary)

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Summary of findings: Motor trade sales

Table A – Key figures as at the end of April 2010

Actual estimates	April 2010 (R million)	% change between April 2009 and April 2010	% change between February to April 2009 and February to April 2010	% change between January to April 2009 and January to April 2010
Motor trade sales	28 953	20,3	15,3	14,0

Seasonally adjusted estimates	April 2010 (R million)	% change between March and April 2010	% change between November 2009 to January 2010 and February to April 2010
Motor trade sales	31 619	3,0	5,8

Key findings as at the end of April 2010

Actual motor trade sales estimates

Table A indicates that the actual motor trade sales estimates for the three months ended April 2010 increased by 15,3% compared with the three months ended April 2009. Sales for the corresponding period in 2009 decreased by 14,8%.

The major contributors to the increase of 15,3% were new vehicle sales (37,1% and contributing 8,7 percentage points) and fuel sales (14,4% and contributing 3,6 percentage points) – see Table B on page 3.

Motor trade sales for April 2010 increased by 20,3% compared with April 2009, the fifth consecutive positive annual growth rate recorded since December 2009 – see Table 2 on page 5.

Seasonally adjusted motor trade sales

Seasonally adjusted motor trade sales for the three months ended April 2010 increased by 5,8% compared with the three months ended January 2010, while sales between March and April 2010 increased by 3,0% – see Table A.

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

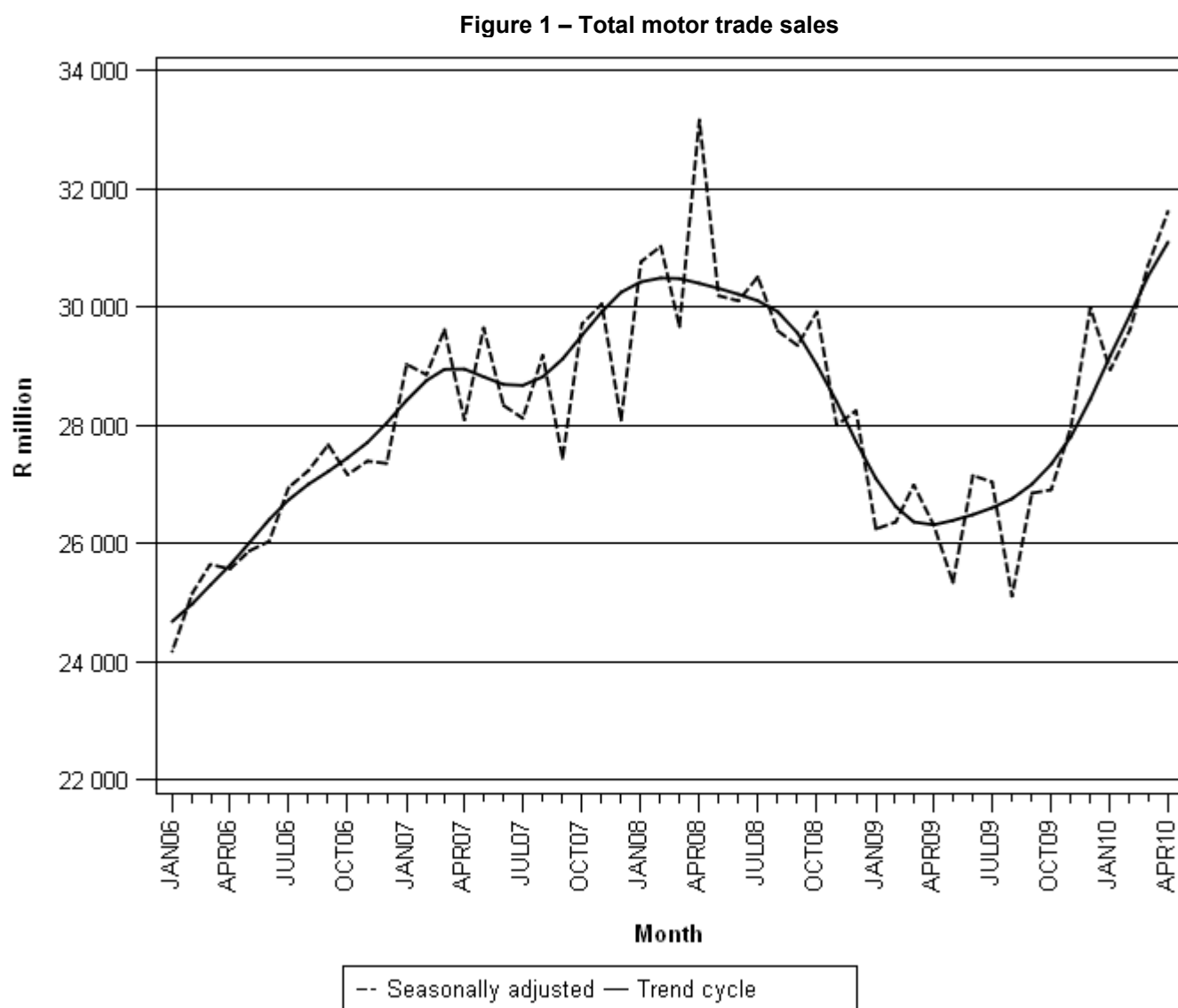
Type of activity	February to April 2009 (R million)	Weight 1/	February to April 2010 (R million)	Difference in sales between February to April 2009 and February to April 2010 (R million)	Percentage change between February to April 2009 and February to April 2010	Contribution (percentage points) to the percentage change in total sales 2/
New vehicle sales	18 054	23,4	24 756	6 702	37,1	8,7
Used vehicle sales	14 218	18,4	15 066	848	6,0	1,1
Workshop income	6 939	9,0	7 182	243	3,5	0,3
Income from the sales of accessories	14 717	19,1	15 668	951	6,5	1,2
Income from fuel sales	19 194	24,9	21 964	2 770	14,4	3,6
Income from convenience store sales	4 101	5,3	4 410	309	7,5	0,4
Total 3/	77 223	100,0	89 045	11 822	15,3	15,3

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 2006 and April 2010.



PJ Lehohla
Statistician-General

Detailed results

Tables 1 and 2 show total motor trade sales and percentage changes over the period January 2003 – April 2010. Table 3 shows seasonally adjusted total motor trade sales over the same period.

Table 1 – Total motor trade sales (R million)

Month	2003	2004	2005	2006	2007	2008	2009 ^{1/}	2010 ^{1/}
January	16 063	18 435	20 112	23 351	27 730	29 164	24 783	27 269
February	16 000	17 469	20 171	24 289	27 891	30 062	25 556	28 700
March	15 822	17 704	21 102	25 529	29 806	30 220	27 593	31 392
April	15 049	16 541	21 532	23 458	25 707	30 339	24 074	28 953
May	16 022	20 347	22 962	26 207	29 908	30 258	25 351	
June	16 107	19 653	22 703	25 455	27 662	29 364	26 461	
July	17 930	20 866	24 197	28 307	29 698	32 322	28 677	
August	16 487	20 773	24 693	28 382	30 474	30 875	26 154	
September	17 008	21 262	24 488	28 242	27 913	29 687	27 076	
October	18 063	20 940	24 252	28 015	30 778	31 113	28 070	
November	18 550	21 728	25 621	28 566	31 225	29 034	28 977	
December	18 117	21 918	23 880	26 799	27 545	27 775	29 546	
Total	201 218	237 636	275 713	316 600	346 337	360 213	322 318	

1/ Preliminary.

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

Month	2003	2004	2005	2006	2007	2008	2009	2010
January	20,3	14,8	9,1	16,1	18,8	5,2	-15,0	10,0
February	15,4	9,2	15,5	20,4	14,8	7,8	-15,0	12,3
March	15,2	11,9	19,2	21,0	16,8	1,4	-8,7	13,8
April	6,4	9,9	30,2	8,9	9,6	18,0	-20,6	20,3
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	6,4	
Total	12,3	18,1	16,0	14,8	9,4	4,0	-10,5	

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	2003	2004	2005	2006	2007	2008	2009	2010
January	16 393	18 804	20 615	24 172	29 033	30 768	26 243	28 938
February	16 241	17 948	20 852	25 153	28 856	31 031	26 362	29 623
March	16 140	18 054	21 443	25 642	29 620	29 673	26 988	30 709
April	16 241	17 879	23 370	25 567	28 090	33 171	26 312	31 619
May	15 811	20 058	22 600	25 872	29 650	30 194	25 338	
June	16 291	19 986	23 197	26 035	28 336	30 107	27 148	
July	17 350	20 071	23 144	26 943	28 118	30 514	27 042	
August	16 009	20 091	23 758	27 232	29 185	29 600	25 105	
September	16 687	20 800	23 916	27 670	27 442	29 352	26 850	
October	17 646	20 430	23 606	27 162	29 712	29 922	26 907	
November	17 775	20 769	24 506	27 394	30 057	27 999	27 977	
December	18 420	22 323	24 402	27 354	28 089	28 248	29 989	

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/
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	7 721	5 007	2 063	4 876	8 245	1 633	29 546
	Total	76 117	58 401	27 221	60 804	82 872	16 908	322 318
2010	January	6 947	4 741	2 188	4 830	7 178	1 385	27 269
	February	7 900	5 107	2 335	5 029	6 919	1 410	28 700
	March	9 079	5 284	2 523	5 641	7 352	1 514	31 392
	April	7 777	4 675	2 324	4 998	7 693	1 486	28 953

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/ 2009 and 2010 figures are preliminary.

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

Estimates and percentage changes in total motor trade sales

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

Table 5.1 – Three-monthly and cumulative estimates and percentage changes

Actual estimates	February to April 2009 (R million)	February to April 2010 (R million)	% change between February to April 2009 and February to April 2010	January to April 2009 (R million)	January to April 2010 (R million)	% change between January to April 2009 and January to April 2010
Motor trade sales	77 223	89 045	15,3	102 006	116 314	14,0

Table 5.2 – Seasonally adjusted estimates with monthly and three-monthly percentage changes

Seasonally adjusted estimates	March 2010 (R million)	April 2010 (R million)	% change between March and April 2010	November 2009 to January 2010 (R million)	February to April 2010 (R million)	% change between November 2009 to January 2010 and February to April 2010
Motor trade sales	30 709	31 619	3,0	86 904	91 951	5,8

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 2009 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 April 2010 was 82,5%. The improved response rate for the survey on motor trade sales for March 2010 was 91,9%.
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 off of figures	17	Where necessary, the figures in the tables have been rounded off 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

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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