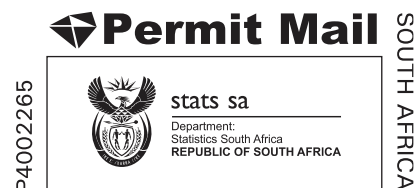


Real estate, activities auxiliary to financial intermediation and business services large sample survey, 2020

Advertising

↓ *When contacting Stats SA, please quote this number:*

Reference number	
Legal name	
Trading name	
Address	
Postal code	



↑ *Please correct any errors in the address label above.*

Purpose of the survey

The Real estate, activities auxiliary to financial intermediation and business services large sample survey is conducted periodically. The survey collects data on the nature (activities) and structure of the business services industry. The collected information is used by government for policy formulation and decision-making, and to monitor performance of the industry. These statistics can also be used in analysis of comparative business and investment decisions.

The results will be published in a statistical report (Report No. 80-04-02) by the end of September 2022. These results will also be made available on our website: www.statssa.gov.za. Previous reports can also be viewed on this website.

Collection authority

The information required is collected under section 16 of the Statistics Act, 1999 (Act No. 6 of 1999). Your cooperation is sought in completing and returning this questionnaire by the due date. **According to the Act, the provision of the information sought is compulsory.**

Confidentiality

Also, according to section 17 of the Statistics Act, 1999 (Act No. 6 of 1999), your completed questionnaire will be treated as strictly confidential by Statistics South Africa (Stats SA). Results are presented in an aggregated form only.

Reference period

This questionnaire must be completed for your financial year **ending on any date between 01 July 2019 and 30 June 2020.**

Due date

Please complete this questionnaire and return it by email, fax or business reply service envelope to Stats SA by2021.

Stats SA recommends that you retain a copy to refer to in the event of a query.

Help available

If you experience problems completing this questionnaire, or find that it will be difficult for you to meet the due date, please contact:

- Name:
- Telephone number:
- Fax number:
- Email address:
- Website: www.statssa.gov.za
- Postal address: Statistics South Africa
Private Bag X44
Pretoria
0001

Person whom Stats SA should contact if any queries arise regarding the completed questionnaire

Name		Telephone number	
Position or title		Cellphone number	
Signature		Fax number	
Date		Email address	

Please note:

- All figures should **exclude value added tax (VAT), discount allowed and discount received.**
- Only the **South African-based activities** of the enterprise should be included in the questionnaire.
- Information reported in this questionnaire should comply with South African Generally Accepted Accounting Practice (SA GAAP) or International Financial Reporting Standards (IFRS).
- If exact figures are not available, provide careful estimates.
- The items listed under '**Include**' and '**Exclude**' are only examples and should not be taken as a complete list of items to be included or excluded.
- Report all monetary values in **rand thousands** (R'000). For example, if the value is R6 000, write 6, if it is R79 000, write 79, if it is R1 980 000, write 1 980 and so on.

Definition

An **enterprise** is a legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its business activities.

Part 1 – General information**1. Registration of the business and the location of the business or head office**

Registered/legal name	
Trading name(s)	
Company registration number	
Income tax number.....	
VAT number	
Street number.....	
Street name	
Province.....	
Village/town/city.....	
Physical address postal code.....	

2. Indicate your type of ownership or organisation (Mark the appropriate box with an 'X')

Individual (Sole Proprietor).....	
Partnership	
Public company (Ltd).....	
Private company (Pty) Ltd	
Public corporation.....	
Close corporation (CC).....	
Incorporated (Inc.)	
Cooperative society (Co-op).....	
State-owned enterprise (SOE)	
Non-profit institution/company/organisation (section 21)	
Joint venture	
Trust	
Other (specify)	

5. Information and communication technology (ICT) usage (Mark the appropriate box with an 'X')

Definitions

Computer: An electronic device that is capable of receiving information (data) in a particular form and of performing a sequence of operations in accordance with a predetermined but variable set of procedural instructions (program) to produce a result in the form of information or signals. These include desktop, portable, laptop and handheld computers (e.g. personal digital assistants), minicomputers and mainframes. A computer does not include computer-controlled machinery or electronic tills.

Electronic commerce (e-commerce): The buying and selling of goods, services and information products via an electronic medium such as the Internet.

Internet banking: An electronic payment system that enables customers of a bank or other financial institutions to conduct a range of financial transactions through the financial institution's website.

Electronic government (e-government): The employment of the Internet for delivering government information and services to citizens, private companies and other public, profit, and non-profit organisations.

5.1 Does this enterprise use computers/electronic devices for business purposes?

Yes	No
-----	----

5.2 Does this enterprise use a fixed line for business purposes?.....

Yes	No
-----	----

5.3 Does this enterprise use a corporate mobile phone for business purposes?.....

Yes	No
-----	----

5.4 Does this enterprise use a fax machine for business purposes?

Yes	No
-----	----

5.5 Does this enterprise use the Internet for business purposes?.....

Yes	No
-----	----

5.6 What factors prevent your company from using the Internet?.....

Slow Internet connection

High price of data	Employees do not have the necessary skills to use Internet	ICT is not necessary to conduct our business	Other
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5.7 What are the main uses of the Internet in the enterprise (please select up to 3 answers)?

Email

Information services	Business promotions (advertising)	e-commerce	e-government	e-learning	Internet banking	Virtual teams, remote working, telecommunity	VoIP (i.e. Skype)	Other
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5.8 Does this enterprise use the Internet for banking or any other financial services (e.g. insurance, pensions)?.....

Yes	No
-----	----

5.9 Does this enterprise use e-government services to access information from government departments?

Yes	No
-----	----

5.10 Does this enterprise use e-government services for electronic procurement?.....

Yes	No
-----	----

5.11 Does this enterprise receive orders (or bookings) over the Internet?.....

Yes	No
-----	----

5.12 Does this enterprise place orders (or bookings) over the Internet?.....

Yes	No
-----	----

5.13 Does this enterprise use the Internet for e-learning?.....

Yes	No
-----	----

5.14 Does this enterprise use social networks (e.g. Facebook, Twitter, LinkedIn) to conduct business?.....

Yes	No
-----	----

5.15 Does this enterprise use ICT-based supply chains (e.g. tracking systems) to conduct business?.....

Yes	No
-----	----

5.16 (a) Does this enterprise have a web page for business purposes?.....

Yes	No
-----	----

(b) If yes, please supply us with the web address.....

www.

(c) What is the main purpose of the website?

Advertising of own business
Selling goods and services
Update clients with news related to your business
Other

(d) Can financial transactions with your enterprise be undertaken on the website?.....

Yes	No
-----	----

5.17 Is the IT department of this enterprise outsourced (whether partially or fully)?.....

Yes	No
-----	----

5.18 Which Internet connection is used?

Broadband fixed line (greater than 1 Mbps) e.g. FTTH, ADSL, Cable.
Broadband mobile (greater than 1 Mbps) e.g. 3G.

5.19 Does this enterprise invest in ICT training?

Yes	No
-----	----

6. Exports and imports**Note:**

- If your enterprise either sold or purchased goods to/from enterprises based outside South Africa during the financial year, report the amounts received or paid during this period.
- If your enterprise either provided or received services to/from enterprises based outside South Africa during the financial year, report the amounts received or paid during this period.

R'000

6.1 Goods exported: Total amount received from enterprises based outside South Africa for goods sold

--

Specify the nature and amount of the two largest items included in 'Goods exported' in Question 6.1.

Description of goods exported

R'000

R'000

6.2 Goods imported: Total amount paid to enterprises based outside South Africa for goods purchased

--

Specify the nature and amount of the two largest items included in 'Goods imported' in Question 6.2.

Description of goods imported

R'000

R'000

6.3 Services exported: Total amount received from services rendered to enterprises based outside South Africa

--

Specify the nature and amount of the two largest items included in 'Services exported' in Question 6.3.

Type of services exported

R'000

Include

- Fees for training and management services provided to enterprises based outside South Africa.
- Total amount received from rendering services to enterprises based outside South Africa.

R'000

6.4 Services imported: Total amount paid to enterprises based outside South Africa for services received

--

Specify the nature and amount of the two largest items included in 'Services imported' in Question 6.4.

Type of services imported

R'000

Include

- Training, advertising, post, courier and telecommunication services, fees for management services and legal fees paid to enterprises based outside South Africa.
- Total amount paid to enterprises based outside South Africa for services received.

Part 2 – Employment

Definitions

- **Employee** is a person (permanently, temporarily or casually/seasonally employed) who normally works the agreed hours in his/her present job.
- **Working proprietors** include all individual proprietors and partners, whether they earn a salary or not, who are actively engaged in the work of the enterprise, excluding silent or inactive partners whose principal activity is outside of the enterprise.
- **Permanent employees** are employees appointed on an open-ended contract with no stipulated termination date or a fixed-term contract for periods of more than one year.
- **Temporary employees** are employees appointed on a short-term contract basis with a stipulated termination date for periods not exceeding one year.
- **Casual employees** are employees who fall neither within the 'permanent employees' category nor the 'temporary employees' category. Such employees are typically working daily or hourly.
- **Labour/employment brokers** are agents who recruit and administer workers on behalf of the enterprise. They do not provide any other service.

7. Number of working proprietors and employees who received salaries and wages for the last pay period ended on or before 30 June 2020

Include

- Directors who received a salary and/or a fee.
- Executive, managerial, casual and any other employees who received payment but are not included on the main payroll.
- Employees who were absent for part or all of the reference period but received payment through the payroll, including those who commenced or terminated employment.
- Employees on paid leave or on leave without payment.
- People paid by commission only, with no salary or wage component.
- Employees paid on a commission basis and a retainer, wage or salary.
- Employees who received payment through the payroll from the Compensation Fund.
- Employees based abroad but paid from South Africa.
- Working proprietors/working partners of unincorporated businesses who are paid.

Exclude

- Subcontractors and consultants who are self-employed.
- Labour/employment brokers (**include in Question 8**).
- Any employees who were not paid during the reference period.
- Employees based in South Africa but paid from outside South Africa.

Employment	Male employees	Female employees	Total employees
Working proprietors			
Permanent			
Temporary			
Casual			
Total			

8. Number of employees employed through labour/employment brokers for the last pay period ended on or before 30 June 2020.....

Exclude

- Employees of service providers.
- Employees of subcontractors other than labour/employment brokers.

Part 3 – Income items

9. Sales of goods, **excluding VAT and discount allowed (must correspond with Part 7, Question 30)** R'000

- Include**
- Export sales.
 - Goods for resale.
 - Sales of advertising space or time in media for own account.
 - For long-term contracts, include progress payments billed.

- Exclude**
- Value added tax (VAT).
 - Discount allowed.
 - Interest received (**include in Question 11.1**).

10. Income from services rendered, **excluding VAT and discount allowed (must correspond with Part 8, Question 35)** R'000

- Include**
- Income from fees for advertising and related services.
 - Income from fees for provision of advertising space or time in media on a commission basis.
 - Income from fees from signwriting, industrial and commercial artistry services.
 - Income from advisory/consultancy services.
 - Contract, subcontract and commission income.
 - Management and administrative fees received.

- Exclude**
- Value added tax (VAT).
 - Discount allowed.
 - Interest received (**include in Question 11.1**).
 - Rent received and hiring income, **whether or not as part of business operation (include in Question 11.3)**.

11. **Other income (sum of Question 11.1 to Question 11.5)** R'000

	R'000
11.1 Interest.....	<input type="text"/>
11.2 Government subsidies and incentives (only from South African government)	<input type="text"/>
11.3 Rental and hiring income of land, buildings, vehicles, plant and equipment under operating leases (must correspond with Part 9, Question 38).....	<input type="text"/>
11.4 Royalties	<input type="text"/>
11.5 Other income.....	<input type="text"/>

- Include**
- Any other income item not listed above in **Question 9 to Question 11.4**.

Specify the nature and amount of the two largest items included in 'Other income' in Question 11.5.

Description of other income	R'000

12. **Total income, excluding VAT and discount allowed (sum of Question 9 to Question 11)** R'000

Part 4 – Inventory

	R'000
13. Total opening value	
14. Total closing value	

Part 5 – Expenditure items

	R'000
15. Purchases and transfers-in of goods, excluding VAT and discount received	

Include

- Fuel and lubricants, **if part of operating expenditure.**
- Advertising space or time in media for own account.
- Consumables (e.g. protective clothing, uniforms, cleaning materials).

Exclude

- Value added tax (VAT).
- Discount received.
- Capital expenditure on assets **(include in Question 27).**
- Subcontract and commission expenses **(include in Question 16.1).**
- Opening and closing stock **(included in Part 4).**

Definition

Subcontracting is the business practice where a business employs additional enterprises or independent individuals to carry out work or deliver a service on contract to assist the company with the completion of part of or the overall project, task or activity.

	R'000
16. Subcontractors and labour/employment brokers paid (sum of Question 16.1 and Question 16.2)	

Include

- Commission paid to outside concerns.
- Payments for work outsourced on contract.

Exclude

- Commission paid to own employees **(include in Question 17).**

	R'000
16.1 Subcontractors, excluding labour/employment brokers	
16.2 Labour/employment brokers	

Definition
Employment costs is the total cost of employment, including salaries, wages, service and other bonuses, allowances (including car allowances), overtime payments, retirement benefits, contributions to medical, pension and provident funds, unemployment insurance and accident funds and housing subsidies.

R'000

17. Employment costs

- Include**
- Salaries and fees paid to directors, executives and managers.
 - Commission paid.
 - Employer's contribution to pension, provident, medical aid, sick pay and other funds, e.g. Unemployment Insurance Fund (UIF) and the Compensation Fund.
 - Payments made from South Africa to employers or employees based abroad.
 - Payments for all types of leave.
 - Incentive payments for piecework, or profit-sharing schemes.
 - Fringe benefits paid in cash, e.g. housing, mortgage and rent subsidies, transport and cellphone allowances.
 - Allowances and penalty payments.
 - Value of any salary sacrificed.
 - Bonuses.
 - Payments that were made during the reference period, but that relate to other pay periods, e.g. annual leave, thirteenth cheque and leave gratuity payments.

- Exclude**
- Severance, termination and redundancy payments **(include in Question 21.10)**.
 - **Payments to subcontractors** and consultants who are self-employed and not part of this enterprise **(included in Question 16.1)**.
 - Payments to labour/employment brokers **(included in Question 16.2)**.
 - Payments paid from abroad to employers or employees based in South Africa.
 - Reimbursement of expenses, e.g. travel, entertainment, meals and other expenses.
 - The imputed value of fringe benefits.
 - Fringe benefits tax.

R'000

18. Leasing and hiring of plant, machinery, equipment and vehicles under operating leases

Exclude
 Rental on land and buildings **(include in Question 19)**.

R'000

19. Rental and leasing of land, buildings and other structures under operating leases

20. Motor vehicle running expenditure **(sum of Question 20.1 and Question 20.2)**

- Include**
- Fuel for other vehicles if **not part of operation**.
 - Motor vehicle licence fees.
 - Motor vehicle parking fees.

- Exclude**
- Fuel and lubricants, if **part of operating expenditure** **(included in Question 15)**.

R'000

20.1 Road tolls

20.2 Other motor vehicle running expenditure

R'000

21. Total other expenditure (sum of Question 21.1 to Question 21.10).....

	R'000
21.1 Interest.....	<input style="width: 100%; height: 20px;" type="text"/>
21.2 Insurance.....	<input style="width: 100%; height: 20px;" type="text"/>
21.3 Advertising, marketing, promotions.....	<input style="width: 100%; height: 20px;" type="text"/>
21.4 Telecommunication.....	<input style="width: 100%; height: 20px;" type="text"/>
21.5 Security services.....	<input style="width: 100%; height: 20px;" type="text"/>
21.6 Repairs and maintenance.....	<input style="width: 100%; height: 20px;" type="text"/>
21.7 Utilities (water and electricity).....	<input style="width: 100%; height: 20px;" type="text"/>
21.8 Royalties.....	<input style="width: 100%; height: 20px;" type="text"/>
21.9 Depreciation.....	<input style="width: 100%; height: 20px;" type="text"/>
21.10 Other expenditure.....	<input style="width: 100%; height: 20px;" type="text"/>

Include

- Any other expenditure item not listed above in **Question 15 to Question 21.9.**

Specify the nature and amount of the two largest items included in 'Other expenditure' in **Question 21.10.**

Description of other expenditure	R'000

R'000

22. Total expenditure, excluding VAT and discount received (sum of Question 15 to Question 21).....

Part 6 – Profit or loss, company tax, dividends, capital expenditure on assets for the financial year

Note:

- Provide the actual profit or loss figure as in the income statement of this enterprise for the reporting period.
- Report the result before taking into account the previous year's losses, if any.

	R'000
23. Net profit or loss before tax (Question 12 minus Question 13 plus Question 14 minus Question 22)	
24. Company tax	
25. Net profit or loss after tax (Question 23 minus Question 24)	
26. Dividends paid or provided for	
27. Capital expenditure on assets (sum of Question 27.1 to Question 27.5)	

Include
Assets acquired, include renovations and additions during the financial period.

	R'000
27.1 Capital expenditure on land, buildings and construction works, roads, parking areas and leasehold improvements	
27.2 Capital expenditure on plant and machinery	
27.3 Capital expenditure on computers and other equipment	
27.4 Capital expenditure on motor vehicles, fleet and other transport equipment	
27.5 Other capital expenditure	

Specify the nature and amount of the two largest items included in 'Other capital expenditure' in Question 27.5.

Description of other capital expenditure	R'000

Part 7 – Details of income from sales of goods**Note:**

- Report income from the kind of advertising sales and related advertising services undertaken for the financial year.
- Report all monetary values in rand thousands (R'000). Where the values in your accounts are not expressed in rand thousands, please round them off to the nearest thousand rand.
- If exact rand values are not readily available, please provide careful estimates.

Sales of advertising space and time in media for own account (not on commission basis)	Income R'000	For office use
28. Total income from sales of advertising space and time (sum of Question 28.1 to Question 28.4)		TOTAL 0028
28.1 Advertising space in print media.....		83631 0000
28.2 TV/radio advertising time (broadcasting media).....		83632 0000
28.3 Internet (on-line) advertising space.....		83633 0000
28.4 Other advertising space (e.g. buildings, vehicles, billboards).....		83639 1000
29. Sales of other goods... ..		61199 9999

Specify the nature and amount of the two largest items included in 'Sales of other goods' in Question 29.

Description of sales of other goods	R'000

30. Total income from sales of advertising space and time and other goods (sum of Question 28 and Question 29) (must correspond with Part 3, Question 9)		TOTAL SALE
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Part 8 – Details of income from services rendered

Advertising agency and other advertising services rendered and provision of advertising space and time in media on a fee or contract basis to clients/businesses	Income (R'000)	For office use
31. Total income from advertising agency services (sum of Question 31.1 and Question 31.3)		TOTAL 0031
31.1 Planning, creating and placing advertisements in media , including copywriting services.....		83611 1000
31.2 Planning, creating and placing of outdoor advertising (e.g. billboards, panels, bulletins).....		83611 2000
31.3 Media buying agency services (purchase, renting or sales of advertising space or time in the media on behalf of a client).....		83620 0000
32. Total income from other advertising services (sum of Question 32.1 to Question 32.7)		TOTAL 0032
32.1 Commercial and industrial artwork, calligraphic and art studio work services.....		83611 3000
32.2 Signwriting services.....		83611 4000
32.3 Aerial advertising services (e.g. banners, smoke, posters).....		83619 1000
32.4 Distribution and delivery services of free samples and other advertising materials.....		83619 2000
32.5 Sales promotion displays and demonstrations at point of sale and branding advertising services		83619 3000
32.6 Telemarketing, direct marketing and advertising mail services to consumers, including music on hold services for telephonic advertisements.....		83612 0000
32.7 Other advertising services		83619 9000

Part 8 – Details of income from services rendered (continued)

Advertising agency and other advertising services rendered and provision of advertising space and time in media on a fee or contract basis to clients/businesses	Income (R'000)	For office use
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Specify the nature and amount of the two largest items included in 'Other advertising services' in Question 32.7.

Description of other advertising services	R'000

33. Total income from advertising services (sum of Question 31 and Question 32).....		TOTAL 0033
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Other services rendered	Income R'000	For office use
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34. Other services rendered.....		85999 9999
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Specify the nature and amount of the two largest items included in 'Other services rendered' in Question 34.

Description of other services rendered	R'000

35. Total income from services rendered (sum of Question 33 and Question 34) (must correspond with Part 3, Question 10)		TOTAL SERV
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Part 9 – Details of rental and leasing income

Income from rental and leasing for own account	Income R'000	For office use
36. Renting of other advertising space (e.g. buildings, vehicles, billboards)		83639 2000
37. Other rental and leasing income		73100 9999

Specify the nature and amount of the two largest items included in 'Other rental and leasing income' in Question 37.

Description of other rental and leasing income	R'000

38. Total income from rental and leasing (sum of Question 36 and Question 37) (must correspond with Part 3, Question 11.3)		TOTAL RENT
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Part 10 – Income by client base**Note:**

If exact rand values are not readily available, please provide careful estimates.

Type of customer	Income R'000
39. Businesses (including SOEs)	
40. Individuals.....	
41. Government (national, provincial and local).....	
42. Total income by client base (sum of Question 39 to Question 41)(must correspond with Part 3, sum of Question 9 plus Question 10 plus Question 11.3).....	

