

# Statistical release

## P6343.2

# Motor trade sales (Preliminary)

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## Summary of findings: Motor trade sales

**Table A – Key figures for March 2011**

Actual estimates	March 2011 R million	% change between March 2010 and March 2011	% change between January to March 2010 and January to March 2011
Motor trade sales	34 498	17,7	15,7

Seasonally adjusted estimates	March 2011 (R million)	% change between February and March 2011	% change between October to December 2010 and January to March 2011
Motor trade sales	33 115	4,5	5,9

**Motor trade sales for the first quarter of 2011 increased by 15,7% compared with the first quarter of 2010. Sales for the corresponding period in 2010 increased by 12,1%.**

The major contributors to the increase of 15,7% were new vehicle sales (24,6% and contributing 6,6 percentage points) and fuel sales (21,2% and contributing 5,0 percentage points) – see Table B.

Motor trade sales rose by 17,7% year-on-year in March 2011. The highest annual growth rate was recorded for fuel sales (27,8%), followed by new vehicle sales (22,6%) and used vehicle sales (15,7%) – see Table 5.

In March 2011 seasonally adjusted motor trade sales increased by 4,5% month-on-month, following month-on-month changes of 0,2% in February 2011 and 2,1% in January 2011. Seasonally adjusted motor trade sales for the first quarter of 2011 increased by 5,9% compared with the fourth quarter of 2010.

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

Type of activity	January to March 2010 (R million)	Weight 1/	January to March 2011 (R million)	Difference in sales between January to March 2010 and January to March 2011 (R million)	% change between January to March 2010 and January to March 2011	Contribution (percentage points) to the % change in total sales 2/
New vehicle sales	21 989	27,0	27 405	5 416	24,6	6,6
Used vehicle sales	14 755	18,1	16 307	1 552	10,5	1,9
Workshop income	6 421	7,9	6 692	271	4,2	0,3
Income from the sales of accessories	14 625	17,9	15 793	1 168	8,0	1,4
Income from fuel sales	19 175	23,5	23 248	4 073	21,2	5,0
Income from convenience store sales 3/	4 602	5,6	4 936	334	7,3	0,4
<b>Total 4/</b>	<b>81 565</b>	<b>100,0</b>	<b>94 380</b>	<b>12 815</b>	<b>15,7</b>	<b>15,7</b>

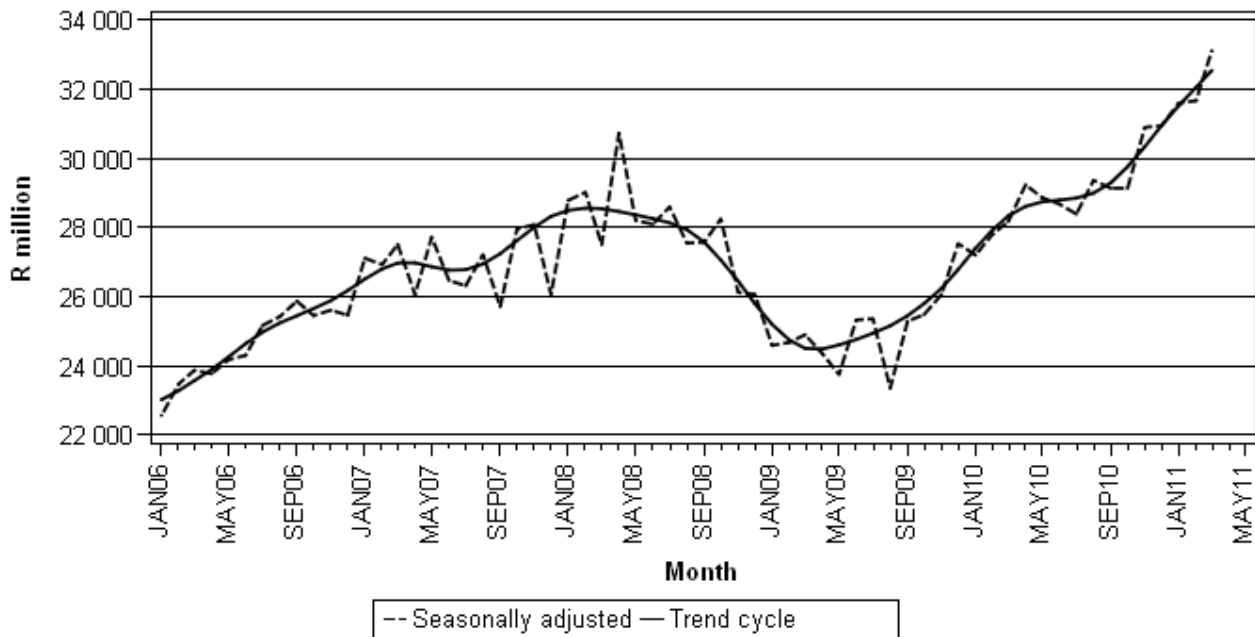
1/ Weight is the percentage contribution of each type of activity to the total motor trade sales for the three months up to the current month of the previous year.

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**



**PJ Lehohla**  
**Statistician-General**

## Detailed results

**Table 1 – Total motor trade sales (R million)**

Month	2004	2005	2006	2007	2008	2009	2010 <sup>1/</sup>	2011 <sup>1/</sup>
January	17 212	18 778	21 802	25 890	27 229	23 139	25 460	29 436
February	16 310	18 833	22 678	26 041	28 068	23 861	26 796	30 446
March	16 529	19 702	23 835	27 829	28 215	25 762	29 309	34 498
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	
<b>Total</b>	<b>221 870</b>	<b>257 422</b>	<b>295 595</b>	<b>323 360</b>	<b>336 316</b>	<b>300 935</b>	<b>348 200</b>	

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	15,6
February	9,2	15,5	20,4	14,8	7,8	-15,0	12,3	13,6
March	11,9	19,2	21,0	16,8	1,4	-8,7	13,8	17,7
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	
<b>Total</b>	<b>18,1</b>	<b>16,0</b>	<b>14,8</b>	<b>9,4</b>	<b>4,0</b>	<b>-10,5</b>	<b>15,7</b>	

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	17 555	19 250	22 572	27 118	28 792	24 596	27 208	31 606
February	16 758	19 472	23 485	26 932	29 023	24 683	27 817	31 675
March	16 855	19 997	23 877	27 517	27 510	24 907	28 184	33 115
April	16 659	21 757	23 778	26 067	30 737	24 363	29 241	
May	18 731	21 116	24 180	27 726	28 211	23 757	28 866	
June	18 660	21 659	24 311	26 476	28 104	25 334	28 683	
July	18 747	21 617	25 172	26 322	28 602	25 366	28 396	
August	18 766	22 192	25 427	27 220	27 554	23 358	29 370	
September	19 429	22 347	25 878	25 719	27 582	25 292	29 143	
October	19 083	22 079	25 457	27 962	28 254	25 493	29 143	
November	19 400	22 895	25 617	28 089	26 132	26 065	30 902	
December	20 839	22 772	25 469	26 071	26 072	27 539	30 954	

**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 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
	<b>Total</b>	<b>69 872</b>	<b>56 879</b>	<b>24 774</b>	<b>57 304</b>	<b>73 996</b>	<b>18 110</b>	<b>300 935</b>
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
	<b>Total</b>	<b>93 714</b>	<b>62 870</b>	<b>27 066</b>	<b>60 991</b>	<b>84 691</b>	<b>18 873</b>	<b>348 200</b>
2011	January	8 175	5 112	2 134	4 858	7 544	1 614	29 436
	February	8 998	5 232	2 193	5 169	7 303	1 551	30 446
	March	10 232	5 963	2 365	5 766	8 401	1 771	34 498

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
<b>Total</b>	<b>-25,3</b>	<b>-3,7</b>	<b>-0,2</b>	<b>9,5</b>	<b>-11,7</b>	<b>-20,4</b>	<b>-10,5</b>	
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
<b>Total</b>	<b>34,1</b>	<b>10,5</b>	<b>9,3</b>	<b>6,4</b>	<b>14,5</b>	<b>4,2</b>	<b>15,7</b>	
2011	January	28,0	10,5	7,0	6,5	17,5	9,6	15,6
	February	24,0	5,1	3,1	9,0	18,1	2,9	13,6
	March	22,6	15,7	2,9	8,3	27,8	9,2	17,7

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 – Quarterly estimates and percentage changes**

Actual estimates	January to March 2010 (R million)	January to March 2011 (R million)	% change between January to March 2010 and January to March 2011
Motor trade sales	81 565	94 380	15,7

**Table 7 – Seasonally adjusted estimates with monthly and quarterly percentage changes**

Seasonally adjusted estimates	February 2011 (R million)	March 2011 (R million)	% change between February and March 2011	October to December 2010 (R million)	January to March 2011 (R million)	% change between October to December 2010 and January to March 2011
Motor trade sales	31 675	33 115	4,5	90 999	96 396	5,9



## Explanatory notes

<b>Introduction</b>	<b>1</b>	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).
	<b>2</b>	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).
<b>Purpose of the survey</b>	<b>3</b>	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.
<b>Scope of the survey</b>	<b>4</b>	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"> <li>• motor vehicle dealers, filling stations and workshops;</li> <li>• motor cycle dealers;</li> <li>• spares and accessories;</li> <li>• tyre dealers;</li> <li>• automotive electricians;</li> <li>• radiator repairs;</li> <li>• panel beaters and spray painters;</li> <li>• other specialised motor repair services; and</li> <li>• other motor trade.</li> </ul>
<b>Classification</b>	<b>5</b>	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.
<b>Response rate</b>	<b>6</b>	The preliminary response rate for the survey on motor trade sales for March 2011 was 75,6%. The improved response rate for the survey on motor trade sales for February 2011 was 88,4%.
<b>Statistical unit</b>	<b>7</b>	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.
<b>Survey methodology and design</b>	<b>8</b>	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.
	<b>9</b>	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.

<b>Weighting methodology</b>	<b>10</b>	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> .																				
<b>Seasonal adjustment</b>	<b>11</b>	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.																				
<b>Trend cycle</b>	<b>12</b>	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.																				
<b>Reliability of estimates</b>	<b>13</b>	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.																				
	<b>14</b>	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.																				
<b>Revised figures</b>	<b>15</b>	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.																				
<b>Related publications</b>	<b>16</b>	Users may also wish to refer to the following publications available from Stats SA <ul style="list-style-type: none"> <li>• <i>Bulletin of Statistics</i> issued quarterly</li> <li>• <i>SA Statistics</i> issued annually</li> </ul>																				
<b>Rounding-off of figures</b>	<b>17</b>	Where necessary, the figures in the tables have been rounded off to the nearest digit shown.																				
<b>Symbols and abbreviations</b>	<b>18</b>	<table border="0"> <tr> <td>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
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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

<b>Enterprise</b>	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.
<b>Industry</b>	An industry is made up of enterprises engaged in the same or similar kinds of economic activity. Industries are defined in the <i>System of National Accounts (SNA)</i> in the same way as in the <i>Standard Industrial Classification of all Economic Activities, Fifth Edition, Report No. 09-90-02 of January 1993 (SIC)</i> .
<b>Statistical unit</b>	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.

## General information

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