

# Statistical release

## P6411

# Accommodation industry, 2009

(Preliminary)

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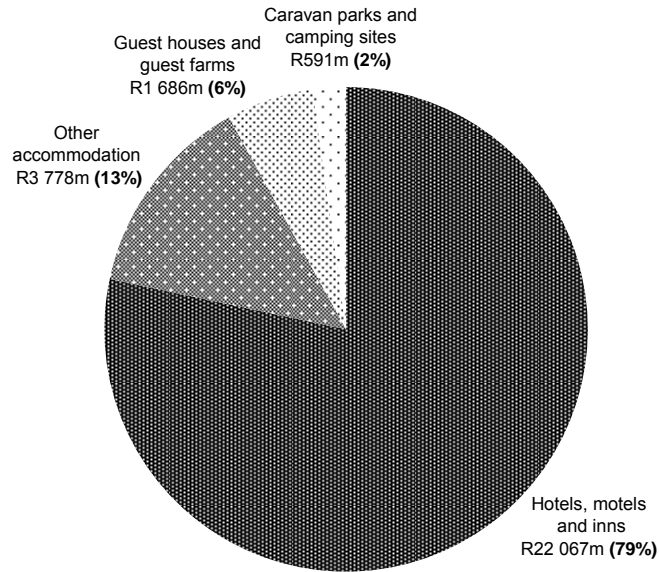
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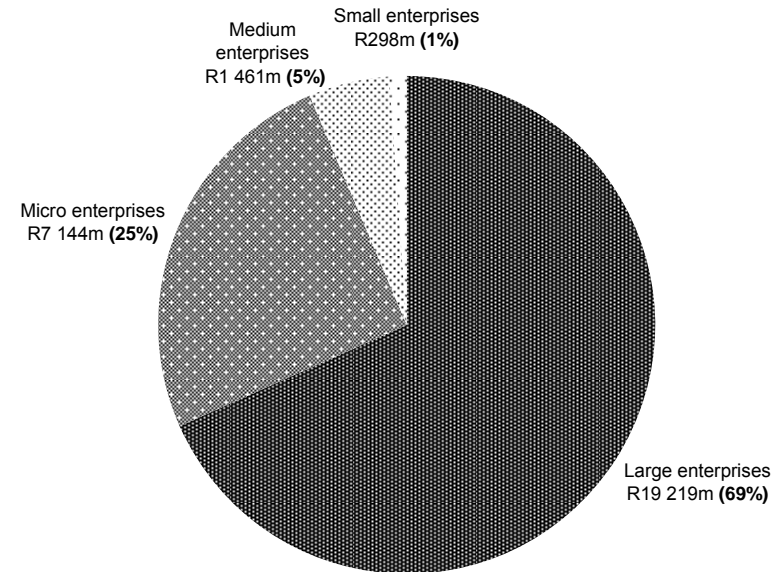
## 1. Summary of findings for the year 2009

**Figure 1 – Income in the accommodation industry, 2009**



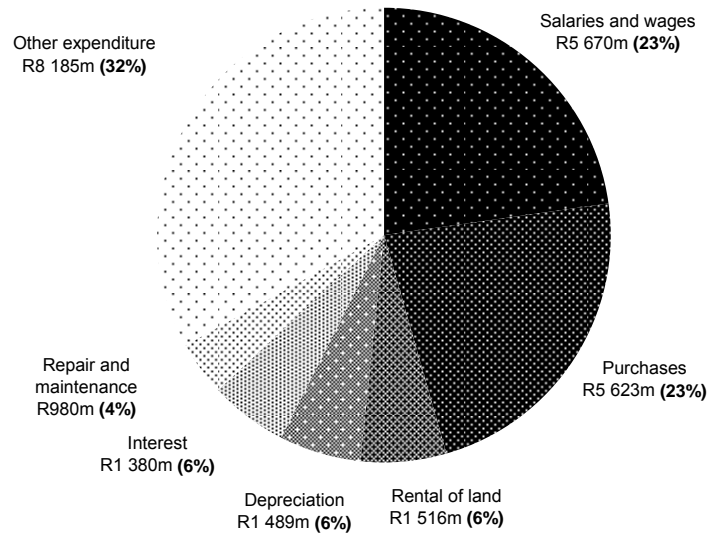
The total income for the accommodation industry in 2009 was R28 122 million. The largest contributor to the total income was hotels, motels and inns (R22 067 million or 79%), followed by other accommodation (R3 778 million or 13%) and guest houses and guest farms (R1 686 million or 6%) (Figure 1 and Table 1, page 6).

**Figure 2 – Income by enterprise size in the accommodation industry, 2009**



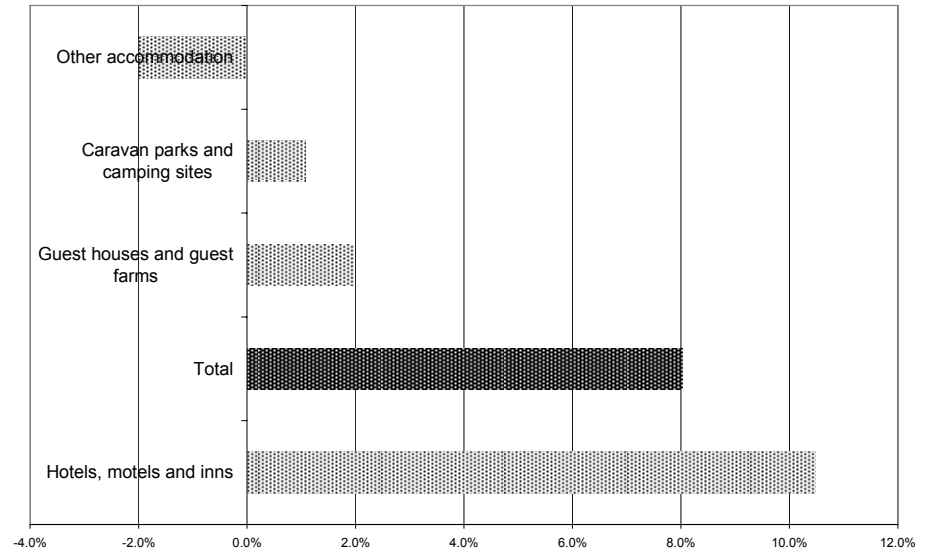
Large enterprises (those with turnover equal to or greater than R13 million) generated 69% or R19 219 million of the total income of the accommodation industry in 2009 (Figure 2 and Table 3, page 8).

**Figure 3 – Composition of expenditure in the accommodation industry, 2009**



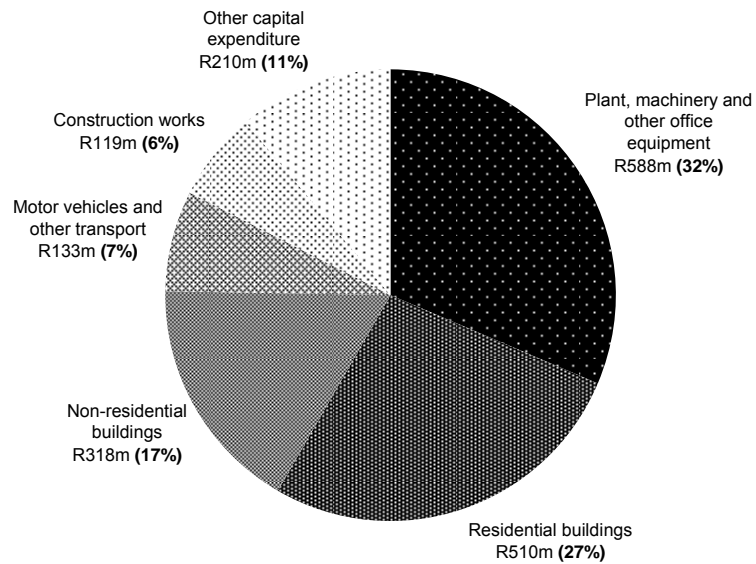
Expenditure in the accommodation industry in 2009 amounted to R24 843 million. The expenditure consisted primarily of salaries and wages (R5 670 million or 23%), followed by purchases (R5 623 million or 23%) and rental of land (R1 516 million or 6%) (Figure 3 and Table 4, page 9).

**Figure 4 – Profit margin in the accommodation industry, 2009**



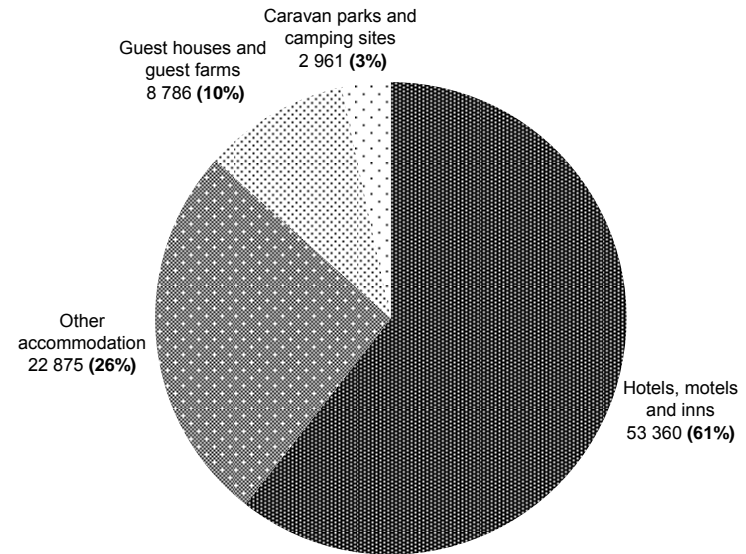
The profit margin for the accommodation industry was 8,0% in 2009. Hotels, motels and inns had the highest profit margin at 10,5%, followed by guest houses and guest farms at 2,0% and caravan parks and camping sites at 1,1% (Figure 4 and Table 1, page 6).

**Figure 5 – Capital expenditure on new assets in the accommodation industry, 2009**



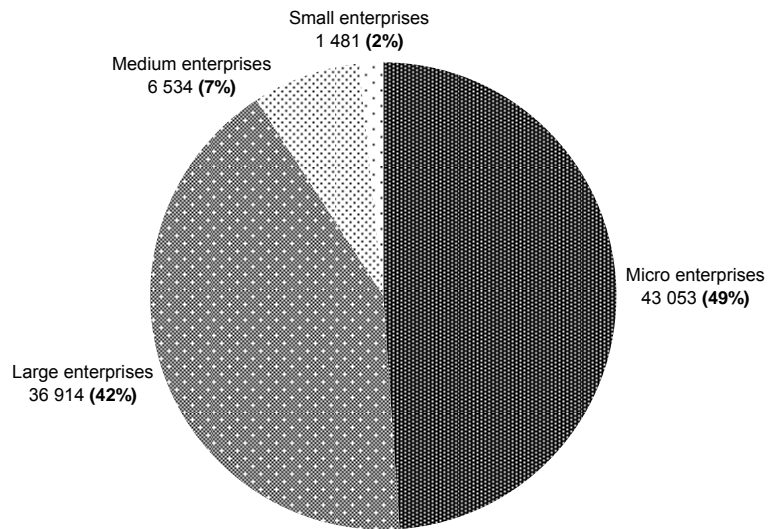
The total capital expenditure on new assets in the accommodation industry in 2009 was R1 878 million. The largest category of capital expenditure was plant, machinery and other office equipment (R588 million or 32%), followed by residential buildings (R510 million or 27%) and non-residential buildings (R318 million or 17%) (Figure 5 and Table 8, page 13).

**Figure 6 – Employment in the accommodation industry, 2009**



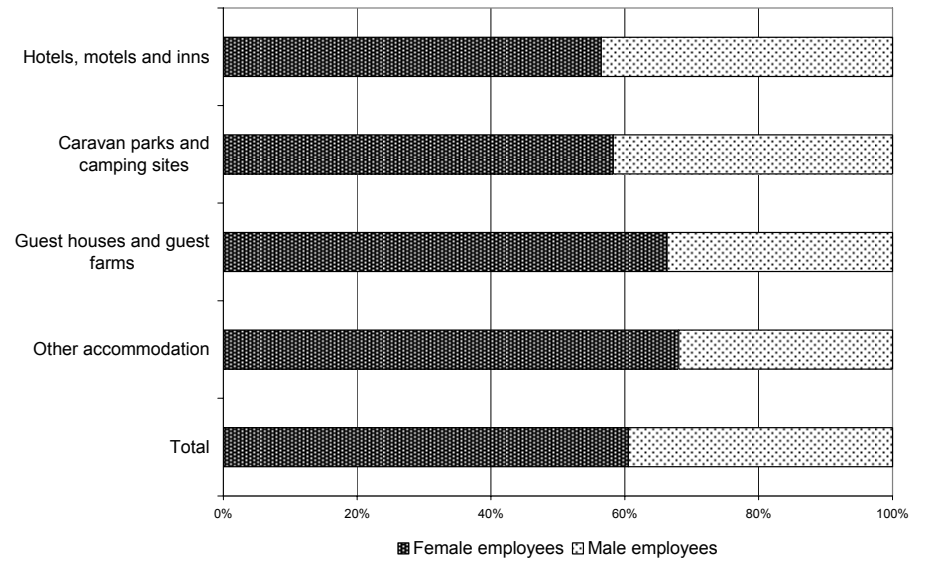
The total number of persons employed in the accommodation industry at the end of June 2009 was 87 982. Hotels, motels and inns employed the largest number of persons (53 360 or 61%), followed by other accommodation (22 875 or 26%) and guest houses and guest farms (8 786 or 10%) (Figure 6 and Table 9, page 14).

**Figure 7 – Employment by enterprise size in the accommodation industry, 2009**



Employment by enterprise size indicates that the micro enterprises employed 49% or 43 053 of the total persons employed in the accommodation industry in 2009, followed by large enterprises at 42% or 36 914, medium enterprises at 7% or 6 534 and small enterprises at 2% or 1 481 (Figure 7 and Table 10, page 15).

**Figure 8 – Gender ratios in the accommodation industry, 2009**



The proportion of females out of the total persons employed was 61% and that for males was 39%. The industry with the highest proportion of females employed was other accommodation (68%), while hotels, motels and inns had the lowest proportion of females employed (56%) (Figure 8 and Table 9, page 14).

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

**2. Tables**

**Table 1 – Principal statistics in the accommodation industry, 2009**

Principal statistics	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	R million				
<b>Total income</b>	22 067	591	1 686	3 778	<b>28 122</b>
<b>Total expenditure</b>	18 787	575	1 646	3 835	<b>24 843</b>
<b>Total value of opening inventories</b>	340	19	18	25	<b>402</b>
<b>Total value of closing inventories</b>	403	18	21	47	<b>489</b>
<b>Net profit or loss before tax</b>	3 343	15	43	-35	<b>3 366</b>
<b>Carrying value of assets at the beginning of the financial year</b>	22 738	515	1 481	5 776	<b>30 510</b>
<b>Carrying value of assets at the end of the financial year</b>	24 756	535	1 877	6 045	<b>33 213</b>
<b>Capital expenditure on new assets</b>	1 408	15	131	324	<b>1 878</b>
<b>Net profit after tax</b>	2 155	6	32	-72	<b>2 121</b>
<b>Turnover</b>	20 576	560	1 635	3 626	<b>26 397</b>
<b>Profit margin<sup>1</sup> (%)</b>	10,5	1,1	2,0	-2,0	<b>8,0</b>

<sup>1</sup> Net profit after tax divided by turnover multiplied by 100.

**Table 2 – Income in the accommodation industry, 2009**

Income items	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	R million				
<b>Services</b>	17 364	439	1 420	3 152	<b>22 375</b>
<b>Sales</b>	3 067	113	207	424	<b>3 811</b>
<b>Rental and leasing of land, building and other structures</b>	113	8	8	48	<b>177</b>
<b>Rental and leasing of motor vehicles and other transport equipment</b>	28	0	0	1	<b>29</b>
<b>Interest</b>	229	4	16	45	<b>294</b>
<b>Dividends</b>	813	0	0	8	<b>821</b>
<b>Subsidies</b>	51	0	6	39	<b>96</b>
<b>Profit on foreign loans</b>	148	0	0	0	<b>148</b>
<b>Profit on financial and other assets</b>	47	1	12	26	<b>86</b>
<b>Other income</b>	207	26	17	35	<b>285</b>
<b>Total income</b>	<b>22 067</b>	<b>591</b>	<b>1 686</b>	<b>3 778</b>	<b>28 122</b>



**Table 3 – Income by enterprise size in the accommodation industry, 2009**

Enterprise size	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	R million				
<b>Large</b>	18 227	316	382	294	<b>19 219</b>
<b>Medium</b>	1 145	47	107	162	<b>1 461</b>
<b>Small</b>	224	19	30	25	<b>298</b>
<b>Micro</b>	2 471	209	1 167	3 297	<b>7 144</b>
<b>Total income</b>	<b>22 067</b>	<b>591</b>	<b>1 686</b>	<b>3 778</b>	<b>28 122</b>

**Table 4 – Expenditure in the accommodation industry, 2009**

Expenditure items	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	R million				
<b>Purchases</b>	4 181	111	370	961	<b>5 623</b>
<b>Salaries and wages</b>	4 197	164	379	930	<b>5 670</b>
<b>Advertising</b>	616	18	32	97	<b>763</b>
<b>Depreciation</b>	1 150	27	87	225	<b>1 489</b>
<b>Entertainment</b>	265	9	5	19	<b>298</b>
<b>Insurance</b>	155	8	30	77	<b>270</b>
<b>Interest</b>	1 076	10	57	237	<b>1 380</b>
<b>Operational leasing and hiring of plant, machinery and other office equipment</b>	226	11	12	39	<b>288</b>
<b>Losses on assets</b>	408	3	13	8	<b>432</b>
<b>Rental of land</b>	1 152	15	93	256	<b>1 516</b>
<b>Repair and maintenance</b>	592	45	88	255	<b>980</b>
<b>Royalties</b>	633	0	1	1	<b>635</b>
<b>Subcontractors</b>	420	14	10	24	<b>468</b>
<b>Property taxes, water and electricity</b>	458	31	83	159	<b>731</b>
<b>Other expenditure</b>	3 258	109	386	547	<b>4 300</b>
<b>Total expenditure</b>	<b>18 787</b>	<b>575</b>	<b>1 646</b>	<b>3 835</b>	<b>24 843</b>

**Table 5 – Carrying value of fixed assets in the accommodation industry at the end of the financial year**

Fixed assets	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	R million				
Land, buildings and construction	16 223	455	1 563	4 983	23 224
Computer, network and other IT equipment	156	7	7	16	186
Plant, machinery and other office equipment	2 661	31	142	591	3 425
Motor vehicles and other transport	219	38	100	276	633
Intangible assets	4 978	2	30	97	5 107
Other assets	519	2	35	82	638
<b>Carrying value of assets at the end of the financial year</b>	<b>24 756</b>	<b>535</b>	<b>1 877</b>	<b>6 045</b>	<b>33 213</b>

**Table 6 – Details of assets in the accommodation industry, 2009**

Assets	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	Current assets (R million)				
Debtors	1 217	22	78	221	1 538
Bank	1 784	59	98	283	2 224
Inventory	403	18	21	47	489
Other current assets	893	11	73	146	1 123
<b>Total current assets</b>	<b>4 297</b>	<b>110</b>	<b>270</b>	<b>697</b>	<b>5 374</b>
Non-current assets (R million)					
Fixed non-current assets	23 043	514	3 771	6 055	33 383
Goodwill	1 791	1	18	78	1 888
Long-term investment	4 289	37	151	406	4 883
Other non-current assets	932	8	35	171	1 146
<b>Total non-current assets</b>	<b>30 054</b>	<b>560</b>	<b>3 975</b>	<b>6 711</b>	<b>41 300</b>
<b>Total assets</b>	<b>34 351</b>	<b>670</b>	<b>4 245</b>	<b>7 408</b>	<b>46 674</b>

**Table 7 – Details of liabilities and owners' equity in the accommodation industry, 2009**

Liabilities and owners' equity	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	Current liabilities R million				
<b>Creditors</b>	2 408	49	187	285	<b>2 929</b>
<b>Overdraft</b>	1 492	6	27	82	<b>1 607</b>
<b>Other current liabilities</b>	3 478	87	121	296	<b>3 982</b>
<b>Total current liabilities</b>	<b>7 378</b>	<b>142</b>	<b>335</b>	<b>663</b>	<b>8 518</b>
Non-current liabilities (R million)					
<b>Long-term loans</b>	14 839	180	1 178	3 318	<b>19 515</b>
<b>Other non-current liabilities</b>	4 553	41	389	1 655	<b>6 638</b>
<b>Total non-current liabilities</b>	<b>19 392</b>	<b>221</b>	<b>1 567</b>	<b>4 973</b>	<b>26 153</b>
<b>Owners' equity</b>	7 581	307	2 343	1 772	<b>12 003</b>
<b>Equity and liabilities</b>	<b>34 351</b>	<b>670</b>	<b>4 245</b>	<b>7 408</b>	<b>46 674</b>

**Table 8 – Capital expenditure on new assets in the accommodation industry, 2009**

Assets	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	R million				
Residential buildings	346	0	42	122	510
Non-residential buildings	282	0	6	30	318
Construction works	111	0	3	5	119
Computers, network and other IT equipment	19	1	3	5	28
Motor vehicles and other transport	42	0	34	57	133
Plant, machinery and other office equipment	473	3	34	78	588
Capital work in progress	20	10	0	0	30
Other property, plant and equipment	62	1	7	23	93
Intangible assets	53	0	2	4	59
<b>Capital expenditure on new assets</b>	<b>1 408</b>	<b>15</b>	<b>131</b>	<b>324</b>	<b>1 878</b>

**Table 9 – Employment in the accommodation industry at the end of June 2009**

Employment type		Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
		Number of employees				
<b>Permanent</b>	<b>Male</b>	20 913	1 066	2 568	6 462	<b>31 009</b>
	<b>Female</b>	27 249	1 451	5 306	13 724	<b>47 730</b>
	<b>Total</b>	<b>48 162</b>	<b>2 517</b>	<b>7 874</b>	<b>20 186</b>	<b>78 739</b>
<b>Temporary</b>	<b>Male</b>	1 349	109	87	425	<b>1 970</b>
	<b>Female</b>	1 694	154	240	540	<b>2 628</b>
	<b>Total</b>	<b>3 043</b>	<b>263</b>	<b>327</b>	<b>965</b>	<b>4 598</b>
<b>Casual</b>	<b>Male</b>	955	60	304	418	<b>1 737</b>
	<b>Female</b>	1 200	121	281	1 306	<b>2 908</b>
	<b>Total</b>	<b>2 155</b>	<b>181</b>	<b>585</b>	<b>1 724</b>	<b>4 645</b>
<b>Total</b>	<b>Male</b>	23 217	1 235	2 959	7 305	<b>34 716</b>
	<b>Female</b>	30 143	1 726	5 827	15 570	<b>53 266</b>
	<b>Total</b>	<b>53 360</b>	<b>2 961</b>	<b>8 786</b>	<b>22 875</b>	<b>87 982</b>

**Table 10 – Employment by enterprise size in the accommodation industry at the end of June 2009**

Enterprise size	Hotels, motels and inns	Caravan parks and camping sites	Guest houses and guest farms	Other accommodation	Total
	Number of employees				
<b>Large</b>	33 797	1 062	1 005	1 050	<b>36 914</b>
<b>Medium</b>	5 028	170	580	756	<b>6 534</b>
<b>Small</b>	1 149	62	198	72	<b>1 481</b>
<b>Micro</b>	13 386	1 667	7 003	20 997	<b>43 053</b>
<b>Total</b>	<b>53 360</b>	<b>2 961</b>	<b>8 786</b>	<b>22 875</b>	<b>87 982</b>



## Explanatory notes

### Background

The results presented in this publication have been derived from the 2009 Accommodation large sample survey. This is a periodic survey, which measures economic activity in the accommodation industry of the South African economy. This survey is based on a sample of private and public enterprises operating in the accommodation industry.

The sample was drawn from Stats SA's business register. Stats SA continuously upgrades its business register, based on units registered for value added tax (VAT) and income tax (IT) at the South African Revenue Service (SARS).

All figures exclude value added tax (VAT).

### Reference period

The information was collected from enterprises for their financial year, which ended on any date between 1 July 2008 and 30 June 2009.

### Purpose of the survey

Results of the survey are used within Stats SA for compiling South Africa's national accounts, e.g. the gross domestic product (GDP) and gross fixed capital formation. These statistics are also used by the private sector in analyses of comparative business and industry performance.

### Scope and coverage

This survey covers the following income tax-registered private and public enterprises that are mainly engaged in accommodation:

- i. Hotels, motels and inns (SIC 64101).
- ii. Caravan parks and camping sites (SIC 64102).
- iii. Guest houses and guest farms (SIC 64103).
- iv. Other accommodation (SIC 64109).

### Classification by industry

The 1993 edition of the *Standard Industrial Classification of all Economic Activities* (SIC), Fifth Edition, Report No. 09-09-02, 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 5-digit SIC level (subgroup). Each enterprise is classified to an industry, which reflects its predominant activity.

### Statistical unit

The statistical unit for the collection of the information is an enterprise. An enterprise is a legal unit (or a combination of legal units) that includes and directly controls all functions necessary to carry out its activities.

**Size groups**

The enterprises are divided into four size groups according to the value of their business register turnover. Large enterprises are enterprises with an annual turnover of R13 million and more. Table A presents the size groups defined using the Department of Trade and Industry (DTI) cut-off points.

**Table A – Size groups for the accommodation industry**

Size group	Turnover
Large	≥ R13 000 000
Medium	R6 000 000 ≤ VAT turnover < R13 000 000
Small	R5 100 000 ≤ VAT turnover < R6 000 000
Micro	< R5 100 000

**Survey methodology and design**

The survey was conducted by post, email, fax, telephone and personal visits.

A sample of approximately 2 000 enterprises was drawn using stratified simple random sampling. The enterprises were first stratified at 5-digit level according to the SIC and then by size of enterprise. All large, medium and small enterprises were completely enumerated. Business register turnover was used as the measure of size for stratification.

**Weighting methodology**

For micro enterprises, that is those who were 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 were 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 [www.statssa.gov.za/publications/publicationsearch.asp](http://www.statssa.gov.za/publications/publicationsearch.asp).

**Relative standard error** 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 accommodation industry in South Africa.

One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of enterprises was used. The relative standard error (RSE) provides an immediate indication of the percentage errors likely to have accrued due to sampling.

**Table B – Income in the Accommodation industry within 95% confidence limit: 2009**

Type of service	Lower limit	Total income	Upper limit	Relative standard error
	R million			%
<b>Hotels, motels and inns</b>	21 374	22 067	22 760	1,6
<b>Caravan parks and camping sites</b>	507	591	675	7,2
<b>Guest houses and guest farms</b>	1 510	1 686	1 862	5,3
<b>Other accommodation</b>	3 355	3 778	4 201	5,7
<b>Total</b>	<b>27 295</b>	<b>28 122</b>	<b>28 949</b>	<b>1,5</b>

**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. Non-sampling errors occur in both sample surveys and censuses.

**Rounding-off of figures** The figures in the tables have, where necessary, been rounded off to the nearest final digit shown. There may therefore be slight discrepancies between the sums of the constituent items and the totals shown.

**Symbols and abbreviations**

DTI	Department of Trade and Industry
GDP	Gross domestic product
ISIC	International Standard Industrial Classification of all Economic Activities
IT	Income tax
RSE	Relative standard error
SARS	South African Revenue Service
SE	Standard error
SIC	Standard Industrial Classification of all Economic Activities
SNA	System of National Accounts
Stats SA	Statistics South Africa
VAT	Value added tax
0	Nil or less than half the final digit shown

## Glossary

<b>Current assets</b>	Assets on the balance sheet which are expected to be sold or otherwise used up in the near future, usually within one year. They include: <ul style="list-style-type: none"><li>• trade and other receivables;</li><li>• cash and bank;</li><li>• inventories; and</li><li>• other current assets.</li></ul>
<b>Current liabilities</b>	Current liabilities are debts or obligations that are due within one year. They include: <ul style="list-style-type: none"><li>• trade and other payables;</li><li>• bank overdraft; and</li><li>• other current liabilities.</li></ul>
<b>Employees</b>	Employees are those people employed by the business or organisation who received payment (in salaries, wages, commission, piece rates or payments in kind) for the last pay period ended on or before 30 June 2009.
<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 activities.
<b>Industry</b>	An industry consists of a group 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>Net profit or loss after tax</b>	Net profit or loss after tax is derived as:  Total income <b>plus</b> closing value of inventories <b>minus</b> total expenditure <b>minus</b> opening value of inventories <b>minus</b> company tax

**Net profit or loss before tax**

Net profit or loss before tax is derived as:

- Total income
- plus** closing value of inventories
- minus** total expenditure
- minus** opening value of inventories

**Non-current assets**

Non-current assets are assets which are not easily convertible to cash or not expected to become cash within the next year. They include:

- property, plant and equipment and intangible assets;
- long-term investments; and
- other non-current assets.

**Non-current liabilities**

Non-current liabilities are liabilities not due to be paid within one year during the normal course of business. They include:

- long-term loans; and
- other non-current liabilities.

**Other expenditure**

Other expenditure includes:

- containers and packaging materials;
- excise and customs duty;
- losses on liabilities;
- losses on foreign exchange;
- prices and payout;
- severance, termination and redundancy payments;
- skills development levy; and
- other.

**Other income**

Other income includes:

- leasing and hiring of motor vehicles and other transport equipment;
- leasing and hiring of plant, machinery, equipment and vehicles;
- profit for redemption, liquidation or revaluation of liabilities; and
- other.

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<b>Owners' equity</b>	Owners' equity is the residual interest in the entity's assets after deducting its liabilities.
<b>Profit margin</b>	Profit margin is derived as:  Net profit after tax <b><i>divided by</i></b> turnover <b><i>multiplied by</i></b> 100
<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.
<b>Stratum</b>	A stratum is constructed by concatenating the SIC classification and size group variables.
<b>Turnover</b>	Turnover includes: <ul style="list-style-type: none"><li>• value of sales of goods;</li><li>• amount received for services rendered;</li><li>• rent and lease payments received for land and buildings; and</li><li>• rent, leasing and hiring received for machinery, vehicles and other equipment.</li></ul>

## General information

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