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Food and beverages

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Key findings as at the end of July 2009

Table A - Key estimates as at the end of July 2009

Estimates per type of income	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	
Income from food sales	2 432,6	2,6	4,2	4,5	
Income from bar sales	270,8	-9,4	-4,6	-8,1	
Other income	39,6	-4,6	-30,3	-17,1	
Total income 1/	2 743,0	1,2	2,5	2,6	

1/ Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals

Total income for food and beverages increases for July 2009

The total income generated by the food and beverages industry for July 2009 increased by 1,2% compared with July 2008. The increase was due to income from food sales (2,6% and contributing 2,3 percentage points). This increase was, however, counteracted by decreases in bar sales (-9,4% and contributing -1,0 percentage point) and other income (-4,6% and contributing -0,1 of a percentage point) (see Table B).

Table B - Contribution by type of income to the percentage change in total income for July 2009 compared with July 2008

Estimates per type of income	July 2008 (R million)	Weight 1/	July 2009 (R million)	% change between July 2008 and July 2009	Contribution to the percentage change 2/
Income from food sales	2 370,9	87,4	2 432,6	2,6	2,3
Income from bar sales	298,9	11,0	270,8	-9,4	-1,0
Other income	41,5	1,5	39,6	-4,6	-0,1
Total income 3/	2 711,2	100,0	2 743,0	1,2	1,2

Weight is the percentage contribution of each type of income to the total income for the current month of the previous year.
 The contribution to the percentage change is calculated by multiplying the percentage change of each type of income with the corresponding weight, divided by 100.

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

The increase of 1,2% in total income for July 2009 compared with July 2008 was largely the result of an increase in takeaway and fast-food outlets (18,3% and contributing 4,0 percentage points). However, this increase was counteracted by decreases in caterers (-11,6% and contributing -1,9 percentage points), other catering services (-15,8% and contributing -0,8 of a percentage point) and restaurants and coffee shops (-0,3% and contributing -0,2 of a percentage point) (see Table C on page 4).

Table C - Contribution by type of enterprise to the percentage change in total income for July 2009 compared with July 2008

Estimates per type of enterprise	July 2008 (R million)	Weight 1/	July 2009 (R million)	% change between July 2008 and July 2009	Contribution to the percentage change 2/
Restaurants and coffee shops	1 532,1	56,5	1 527,3	-0,3	-0,2
Takeaway and fast-food outlets	598,4	22,1	707,9	18,3	4,0
Caterers	445,1	16,4	393,5	-11,6	-1,9
Other catering services	135,7	5,0	114,3	-15,8	-0,8
Total industry 3/	2 711,2	100,0	2 743,0	1,2	1,2

1/ Weight is the percentage contribution of each type of enterprise to the total industry income for 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 enterprise with the corresponding weight, divided by 100. 3/ Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

Total income for food and beverages increases during the three months ended July 2009

The total income generated by the food and beverages industry for the three months ended July 2009 increased by 2,5% compared with the three months ended July 2008. This was due to the increase in income from food sales (4,2% and contributing 3,6 percentage points). However, there were decreases reported from other income (-30,3% and contributing -0,6 of a percentage point) and bar sales (-4,6% and contributing -0,5 of a percentage point) (see Table D).

Table D - Contribution by type of income to the percentage change in total income for the three months ended July 2009 compared with the three months ended July 2008

Estimates per type of income	May to July 2008 (R million)	Weight 1/	May to July 2009 (R million)	% change between May to July 2008 and May to July 2009	Contribution to the percentage change 2/
Income from food sales	7 059,0	86,9	7 357,9	4,2	3,6
Income from bar sales	892,2	11,0	851,5	-4,6	-0,5
Other income	171,9	2,1	119,8	-30,3	-0,6
Total income 3/	8 123,0	100,0	8 329,2	2,5	2,5

1/ Weight is the percentage contribution of each type of income to the total income 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 income with the corresponding weight, divided by 100.

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

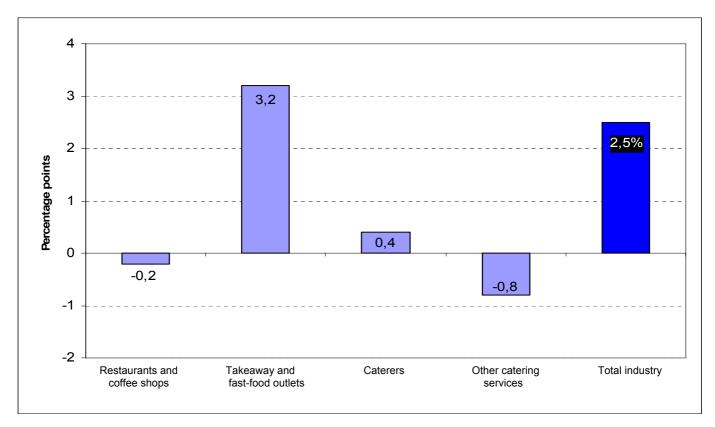
The 2,5% increase in total income for the three months ended July 2009 compared with the three months ended July 2008 was due to increases reported by takeaway and fast-food outlets (14,0% and contributing 3,2 percentage points) and caterers (2,4% and contributing 0,4 of a percentage point). However, these increases were counteracted by decreases reported by other catering services (-15,6% and contributing -0,8 of a percentage point) and restaurants and coffee shops (-0,4% and contributing -0,2 of a percentage point) (see Table E and Figure 1 on page 5).

Table E - Contribution per type of enterprise to the percentage change in total income for the three months ended July 2009 compared with the three months ended July 2008

Estimates per type of enterprise	May to July 2008 (R million)	Weight 1/	May to July 2009 (R million)	% change between May to July 2008 and May to July 2009	Contribution to the percentage change 2/
Restaurants and coffee shops	4 560,8	56,1	4 543,2	-0,4	-0,2
Takeaway and fast-food outlets	1 825,8	22,5	2 080,7	14,0	3,2
Caterers	1 333,2	16,4	1 365,2	2,4	0,4
Other catering services	403,2	5,0	340,1	-15,6	-0,8
Total industry 3/	8 123,0	100,0	8 329,2	2,5	2,5

Weight is the percentage contribution of each type of enterprise to the total industry income for the three months up to the current month of the previous year.
 The contribution to the percentage change is calculated by multiplying the percentage change of each type of enterprise with the corresponding weight, divided by 100.
 Figures have been rounded off. Therefore, discrepancies may occur between sums of the component items and the totals.

Figure 1 - Contribution to the percentage change in total income per type of enterprise for the three months ended July 2009 compared with the three months ended July 2008



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 the results for the food and beverages survey from 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 total income and total food sales

The reported level of total income for the monthly survey of food and beverages for the months April to June 2009 based on the new sample was 6,3% higher than the income from the previous sample. The reported level of total income for total food sales for the monthly survey of food and beverages for the months April to June 2009 based on the new sample was 4,8% higher than the total food sales from the previous sample (see Table F below and Figures 2 and 3 on page 7). 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 total income and total food sales over the overlapping months are very similar between the previous and new samples, so that the series for the survey moves largely in parallel. As indicated above, this change is as a result of the new sample implemented based on improvements in the Business Register such as changes in classifications.

Table F - Key estimates for previous and new samples – April to June 2009

Type of income	April to June 2009 Previous sample	April to June 2009 New sample	Difference between April to June 2009 previous sample and new sample	Level difference between previous sample and new sample (%)
Total income from food sales (R million)	7 003,7	7 337,4	333,7	4,8
Total income for the food and beverages industry (R million)	7 845,5	8 340,5	495,0	6,3

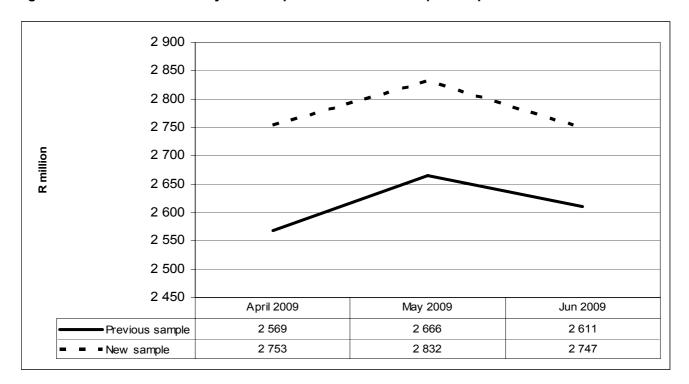
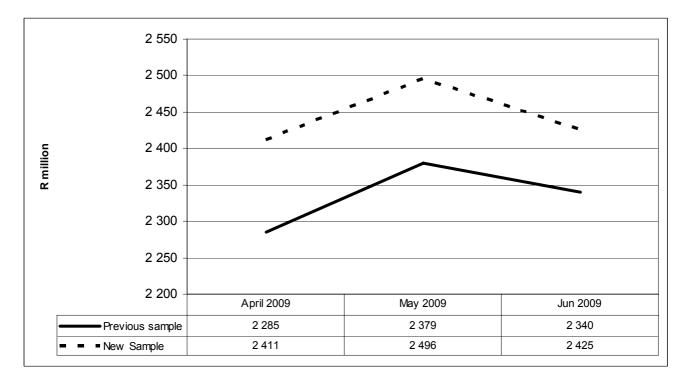


Figure 2 - Total income: monthly levels of previous and new samples – April to June 2009

Figure 3 - Total food sales: monthly levels of previous and new samples - April to June 2009



Backcasting

In order to assist users of time series, the levels from the new sample for the survey have been adjusted back to the beginning of the survey (August 2005), using the level for April 2009 as the end point for the back-cast series.

While in total there was a difference of 6,3% (R495,0 million) between the levels of total income for the food and beverages industry from the previous and new samples for the overlap period, there were varying differences within the income by enterprise type. The major reason for the change in the food and beverages data is an improved classification of the register as already indicated. The enterprise type in the food and beverages industry most affected by the implementation of the new sample was restaurants and coffee shops, reflecting a R591,3 million change in the income for the three overlapping months (see Table G).

There was a difference of 4,8% (R333,7 million) between the levels of total food sales from the previous and new samples for the overlap period. The main contributors to the level increase in total food sales were restaurants and coffee shops (R455,7 million) and other catering services (R56,5 million), while level decreases were reported for takeaway and fast-food outlets (-R108,0 million) and caterers (-R70,5 million) (see Table H).

Levels and movements in key variables

Table G - Total income: previous and new samples by enterprise type for April to June 2009

Enterprise type	Total income April to June 2009 previous sample (R million)	Total income April to June 2009 new sample (R million)	Difference in total income April to June 2009 previous and new samples (R million)	% change between April to June 2009 previous and new samples 1/
Restaurants and coffee shops	3 949,3	4 540,6	591,3	15,0
Takeaway and fast-food outlets	2 201,5	2 060,1	-141,4	-6,4
Caterers	1 449,0	1 401,1	-47,9	-3,3
Other catering services	245,7	338,7	93,0	37,9
Total	7 845,5	8 340,5	495,0	6,3

1/ The percentage difference is the difference between the total food and beverages income as recorded for April to June 2009 in the new sample and the total income as recorded in the previous sample, expressed as a percentage

Table H - Total food sales: previous and new samples by enterprise type for April to June 2009

Enterprise type	Total food sales April to June 2009 previous sample (R million)	Total food sales April to June 2009 new sample (R million)	Difference in total food sales April to June 2009 previous and new samples (R million)	% change between April to June 2009 previous and new samples 1/
Restaurants and coffee shops	3 444,9	3 900,6	455,7	13,2
Takeaway and fast-food outlets	2 133,1	2 025,1	-108,0	-5,1
Caterers	1 358,4	1 287,9	-70,5	-5,2
Other catering services	67,3	123,8	56,5	84,0
Total	7 003,7	7 337,4	333,7	4,8

1/ The percentage difference is the difference between the total food sales as recorded for April to June 2009 in the new sample and the total food sales as recorded in the previous sample, expressed as a percentage

Detailed statistics

Table 1: Food and beverages statistics from July 2008 to July 2009 (R million)

Enterprise type		Jul 2008	Aug 2008	Sep 2008	Oct 2008	Nov 2008	Dec 2008	Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	Jun 2009	Jul 2009 ^{1/}
	Income from food sales	1 321,0	1 357,8	1 468,0	1 445,8	1 602,7	1 794,4	1 372,7	1 277,1	1 518,8	1 303,5	1 309,5	1 287,6	1 330,8
	Income from bar sales	200,0	200,6	184,3	209,8	288,9	262,2	200,6	189,4	203,9	209,5	201,8	194,0	184,7
Restaurants and coffee	Other income	11,0	9,9	12,0	12,7	12,1	14,1	10,7	13,0	14,2	11,7	11,4	11,6	11,8
shops	Total income	1 532,1	1 568,4	1 664,4	1 668,3	1 903,8	2 070,7	1 584,0	1 479,5	1 737,0	1 524,7	1 522,7	1 493,2	1 527,3
	Income from food sales	585,0	636,4	614,3	622,1	655,8	874,3	670,0	617,0	650,2	676,6	700,5	648,0	695,9
	Income from bar sales	9,3	9,7	10,0	11,0	11,0	13,3	9,1	10,7	9,4	6,4	8,2	6,6	7,4
Takeaway/fast-	Other income	4,0	5,0	2,3	4,0	7,3	3,1	4,1	3,6	5,1	4,3	5,2	4,3	4,6
food outlets	Total income	598,4	651,2	626,7	637,1	674,1	890,7	683,2	631,2	664,8	687,3	713,9	658,9	707,9
	Income from food sales	409,1	422,6	417,2	445,0	443,0	356,6	281,7	356,9	317,6	391,4	444,9	451,6	364,1
	Income from bar sales	9,6	9,6	8,3	9,9	12,3	9,2	5,3	4,7	6,4	11,2	17,4	10,1	6,2
	Other income	26,4	26,4	37,3	29,9	46,2	43,5	23,5	25,9	29,2	26,8	21,2	26,5	23,2
Caterers	Total income	445,1	458,6	462,8	484,9	501,5	409,2	310,5	387,5	353,2	429,4	483,5	488,2	393,5
	Income from food sales	55,7	61,1	54,3	55,4	59,2	68,6	49,1	53,5	47,4	40,6	42,5	40,7	41,8
Other catering	Income from bar sales ^{2/}	79,9	79,2	81,1	84,6	75,6	89,5	70,3	69,9	70,8	72,3	72,3	70,3	72,5
services	Total income	135,7	140,3	135,4	139,9	134,8	158,1	119,5	123,4	118,3	112,9	114,8	111,0	114,3
	Income from food sales	2 370,9	2 477,9	2 553,8	2 568,3	2 760,7	3 093,9	2 373,5	2 304,5	2 534,1	2 412,1	2 497,4	2 427,9	2 432,6
	Income from bar sales	298,9	299,2	283,8	315,2	387,8	374,1	285,3	274,7	290,6	299,4	299,7	281,0	270,8
	Other income	41,5	41,4	51,6	46,7	65,6	60,7	38,2	42,5	48,5	42,8	37,8	42,4	39,6
Total	Total income	2 711,2	2 818,5	2 889,2	2 930,2	3 214,1	3 528,7	2 697,1	2 621,7	2 873,2	2 754,3	2 834,9	2 751,3	2 743,0

1/ Preliminary.

2/ Other income for Other catering services is too small to provide any meaningful comparison and has thus been added to Income from bar sales.

Table 2: Percentage change in	food and beverages statistics from Ju	ly 2008 to July 2009

Enterprise type		Jul 2008	Aug 2008	Sep 2008	Oct 2008	Nov 2008	Dec 2008	Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	Jun 2009	Jul 2009
	Income from food sales	19,9	21,5	27,5	19,5	16,0	11,4	6,1	0,1	7,2	-3,3	0,9	-2,5	0,7
	Income from bar sales	11,1	2,0	-1,7	10,6	33,5	0,1	-5,5	-14,5	-11,7	-2,1	0,3	2,0	-7,6
Restaurants and coffee shops	Other income	127,6	132,0	119,1	241,9	213,8	212,8	92,3	276,9	155,6	109,6	22,0	29,2	6,9
	Total income	19,1	19,0	23,8	18,9	18,8	10,3	4,8	-1,4	5,1	-2,7	0,9	-1,8	-0,3
Takeaway/fast- food outlets	Income from food sales	13,5	23,3	14,2	14,3	16,6	26,6	29,0	16,0	-8,6	20,4	14,1	10,4	19,0
	Income from bar sales	-4,1	-8,1	2,8	22,2	18,9	34,1	2,7	6,1	-10,8	-37,3	-16,6	-30,1	-20,8
	Other income	-1,7	30,1	-35,2	-13,2	54,6	-38,3	-11,3	-32,5	-9,6	-32,1	57,5	10,4	14,6
	Total income	13,0	22,7	13,7	14,2	17,0	26,2	28,2	15,3	-8,7	18,8	13,9	9,7	18,3
	Income from food sales	21,5	14,8	14,2	36,3	20,5	14,1	1,1	12,4	1,0	8,8	21,8	16,9	-11,0
	Income from bar sales	-61,1	-63,9	-71,6	-61,2	-57,9	-70,8	-70,4	-74,1	-70,2	22,4	8,1	-35,9	-35,4
	Other income	2,9	2,4	27,4	-14,8	15,6	3,9	-31,1	-10,8	-24,2	-26,3	-67,1	-34,4	-12,3
Caterers	Total income	15,0	9,1	9,2	25,2	14,8	6,1	-6,1	6,2	-5,7	6,0	8,5	10,4	-11,6
Other catering services	Income from food sales	-0,4	10,0	-10,3	0,3	8,0	18,0	-23,5	-22,6	-36,6	-23,6	-24,7	-32,5	-25,0
	Income from bar sales	6,9	-3,5	-7,5	-10,7	-24,6	-34,5	-1,4	-7,0	-11,6	-2,3	-0,4	-10,0	-9,3
	Total income	3,8	1,9	-8,6	-6,6	-13,1	-18,8	-11,9	-14,4	-23,7	-11,2	-11,1	-19,8	-15,8
	Income from food sales	18,0	20,4	20,7	20,3	16,6	15,8	10,1	5,0	0,7	3,8	7,0	3,1	2,6
	Income from bar sales	3,4	-5,3	-9,6	-1,1	9,2	-15,0	-8,1	-15,5	-15,3	-2,6	0,0	-4,3	-9,4
	Other income	19,8	21,9	34,6	7,3	35,2	18,1	-13,5	12,3	-2,5	-11,4	-51,0	-20,4	-4,6
Total	Total income	16,2	17,1	17,1	17,3	16,0	11,6	7,4	2,5	-1,3	2,8	4,6	1,9	1,2

Note: The percentage change is the change in food and beverages statistics of the relevant month compared with the food and beverages statistics of the same month in the previous year expressed as a percentage.

Explanatory notes					
Introduction	The results presented in this publication are derived from the monthly survey of the foo and beverages industry. This survey is based on a sample drawn from the 2009 Busines Sampling Frame (BSF) that contains businesses registered for value added tax (VAT).				
Purpose of the survey	The food and beverages survey is a monthly survey covering a sample of public and private enterprises involved in the preparation of meals and drinks for immediate consumption in South Africa. The purpose of this survey is to monitor trends in the food and beverages industry.				
	(TSA), and the Gross Dome develop and monitor governr comparative business and in	used to compile estimates of the Tourism Satellite Accounts stic Product (GDP) and its components, which are used to nent policy. These statistics are also used in the analysis of dustry performance. The results of this monthly survey are sistical release P6420: <i>Food and beverages</i> .			
Scope of the survey	This survey covers the following tax registered private and public enterprises that are mainly engaged in providing food and beverages for immediate consumption:				
	 Restaurants and coff Takeaway and fast-fo Caterers, and Other catering service 	ood outlets,			
Response rate	The preliminary response rate for the 'Food and beverages survey' for July 2009 was 87,2%.				
Classification by industry	The 1993 edition of the <i>Standard Industrial Classification of all Economic Activities (SIC),</i> Fifth Edition, Report No. 09-09-02, was used to classify the statistical units in the survey. The SIC is based on the 1990 <i>International Standard Industrial Classification of all</i> <i>Economic Activities (ISIC)</i> with suitable adaptations for local conditions. Statistics in this publication are presented at 5-digit SIC level. Each enterprise is classified to an industry, which reflects its predominant activity.				
Size groups	The enterprises are divided into four size groups according to turnover. Large enterprises are enterprises with an annual turnover of R13 million and more. The Department of Trade and Industry (DTI) cut-off points defining the size groups, namely large, medium, small and micro enterprises, are given in Table I.				
	Table I – Size groups for the food and beverages industry				
	Size group	Annual Turnover			
	Large	Turnover ≥ R13 000 000			
	Medium	R6 000 000 ≤ Turnover < R13 000 000			
	Small	R5 100 000 ≤ Turnover < R6 000 000			
	Micro	Turnover < R5 100 000			
Statistical unit	establishments.	he collection of the information are enterprises and			
Survey methodology	The survey was conducted by	/ mail, fax and telephone.			

and design A sample of approximately 900 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 enterprises. Large enterprises are completely enumerated. Turnover was used as the measure of size.

Weighting
methodologyFor 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 subgroup 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.

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 food and beverages 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 occurred due to sampling, and thus avoids the need to refer to the size of the estimate.

Estimate	Lower limit (R million)	Income (R million)	Upper limit (R million)	Relative Standard Error (RSE) %	
Total income	2 390,3	2 743,0	3 095,9	6,6	

Table J – Estimate of total industry income within 95% confidence limits – July 2009

- **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.
- **Revised figures** 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 enterprise level.

Seasonal adjustment Seasonally adjusted estimates will not be published until there are sufficient data points for the new survey. As soon as sufficient data points are available, Stats SA will consider publishing seasonally adjusted estimates.

Symbols and	GDP	Gross Domestic Product
abbreviations	SARS	South African Revenue Services
	SIC Stats SA VAT *	Standard Industrial Classification of all Economic Activities Statistics South Africa Value added tax Revised figures

Rounding of figures Where figures have been rounded off, discrepancies may occur between sums of the component items and the totals.

Changes in the publication The results published are based on a new sample drawn in April 2009. The periodic introduction of 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 6,3% in the total income for the food and beverages industry.

Glossary Caterers Enterprises involved in the sale and supply of meals and drinks prepared on the premises on a contract basis and brought to other premises chosen by the person ordering it, to be served for immediate consumption to guests or customers. Enterprise A legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its activities. Income from bar sales Refers to income from liquor sales. Income from food sales Refers to income from the sale of meals and non-alcoholic drinks. Industry It is a group 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. 09-09-02 of January 1993 (SIC). Includes bars, taverns, other drinking places, ice-cream parlours, etc. Other catering services Other income Includes all income not earned from food sales or bar sales. **Restaurants and coffee** Enterprises involved in the sale and provision of meals and drinks, ordered from a shops menu, prepared on the premises for immediate consumption and with provided seating. **Total income** Includes income from food sales, income from bar sales and other income. **Takeaway outlets** Enterprises involved in the sale and provision of meals and drinks, ordered from a menu, prepared on the premises for takeaway purposes in a packaged format (not on plates), at a stand or in a location, with or without provided seating.

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