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Statistical release

P6420

Food and beverages (Preliminary)

July 2011

Embargoed until:
26 September 2011
13:00

Enquiries:

User Information Services
(012) 310 8600/8351

Forthcoming issue:

August 2011

Expected release date:

24 October 2011

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Key findings for July 2011

Table A – Key estimates for July 2011

Estimates per type of income	July 2011 (R million)	% change between July 2010 and July 2011	% change between May to July 2010 and May to July 2011	% change between January to July 2010 and January to July 2011
Income from food sales	3 080,4	5,5	2,5	5,8
Income from bar sales	435,0	5,2	2,3	2,4
Other income	63,4	-11,5	-15,3	-11,4
Total income 1/	3 578,8	5,2	2,1	5,0

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

Total income from food and beverages industry for July 2011

The total income generated by the food and beverages industry for July 2011 was 5,2% higher than for July 2010. The main contributor to this increase was food sales (5,5% and contributing 4,8 percentage points) – see Table B.

Table B – Contribution by type of income to the percentage change in total income for July 2011 compared with July 2010

Estimates per type of income	July 2010 (R million)	Weight 1/	July 2011 (R million)	% change between July 2010 and July 2011	Contribution to the % change 2/
Income from food sales	2 918,5	85,7	3 080,4	5,5	4,8
Income from bar sales	413,4	12,1	435,0	5,2	0,6
Other income	71,6	2,1	63,4	-11,5	-0,2
Total income 3/	3 403,5	100,0	3 578,8	5,2	5,2

1/ Weight is the percentage contribution of each type of income to the total 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 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 main contributor to the positive annual growth rate of 5,2% in total income for July 2011 was takeaway and fast-food outlets (15,1% and contributing 4,2 percentage points) – see Table C.

Table C – Contribution by type of enterprise to the percentage change in total income for July 2011 compared with July 2010

Estimates per type of enterprise	July 2010 (R million)	Weight 1/	July 2011 (R million)	% change between July 2010 and July 2011	Contribution to the % change 2/
Restaurants and coffee shops	1 902,2	55,9	1 916,3	0,7	0,4
Takeaway and fast-food outlets	950,0	27,9	1 093,3	15,1	4,2
Catering services 3/	551,3	16,2	569,2	3,2	0,5
Total industry 4/	3 403,5	100,0	3 578,8	5,2	5,2

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/ Catering services include other catering services.

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

Total income for the food and beverages industry for the three months ended July 2011

The total income generated by the food and beverages industry for the three months ended July 2011 increased by 2,1% compared with the three months ended July 2010. The main contributor to this increase was food sales (2,5% and contributing 2,1 percentage points) – see Table D.

Table D – Contribution by type of income to the percentage change in total income for the three months ended July 2011 compared with the three months ended July 2010

Estimates per type of income	May to July 2010 (R million)	Weight 1/	May to July 2011 (R million)	% change between May to July 2010 and May to July 2011	Contribution to the percentage change 2/
Income from food sales	8 723,8	85,8	8 941,5	2,5	2,1
Income from bar sales	1 214,4	11,9	1 242,0	2,3	0,3
Other income	224,8	2,2	190,4	-15,3	-0,3
Total income 3/	10 163,0	100,0	10 373,9	2,1	2,1

1/ Weight is the percentage contribution of each type of income to the total income for 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.

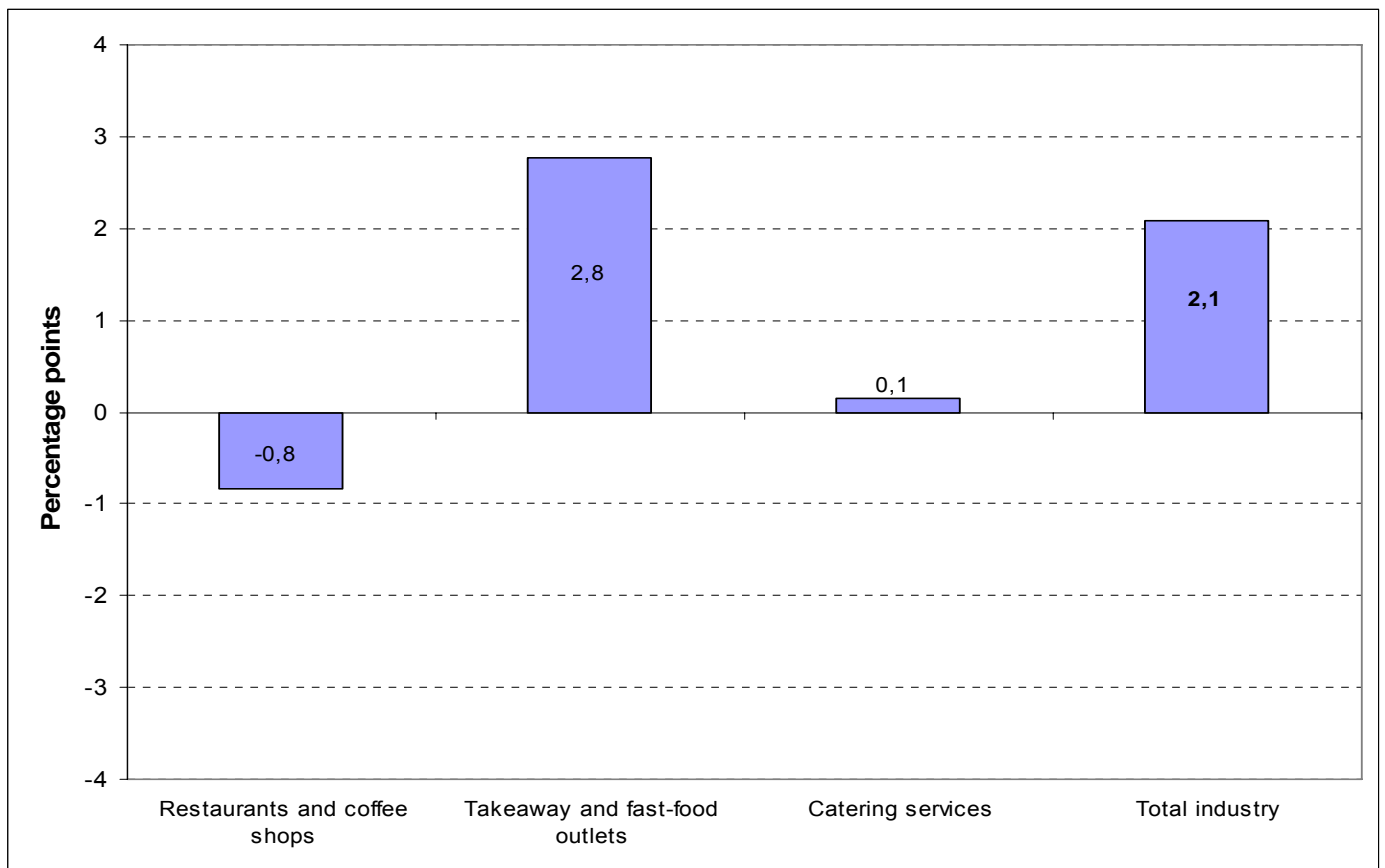
The year-on-year increase of 2,1% in total income for the three months ended July 2011 was driven mainly by takeaway and fast-food outlets (10,0% and contributing 2,8 percentage points) – see Table E below and Figure 1 on page 4.

Table E – Contribution by type of enterprise to the percentage change in total income for the three months ended July 2011 compared with the three months ended July 2010

Estimates per type of enterprise	May to July 2010 (R million)	Weight 1/	May to July 2011 (R million)	% change between May to July 2010 and May to July 2011	Contribution to the % change 2/
Restaurants and coffee shops	5 648,6	55,6	5 563,1	-1,5	-0,8
Takeaway and fast-food outlets	2 815,2	27,7	3 096,7	10,0	2,8
Catering services 3/	1 699,2	16,7	1 714,1	0,9	0,1
Total industry 4/	10 163,0	100,0	10 373,9	2,1	2,1

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/ Catering services include other catering services.
 4/ 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 2011 compared with the three months ended July 2010



PJ 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 monthly survey of food and beverages from a new sample drawn in April 2011 which replaces the previous sample that was drawn in April 2010. The sample is drawn from a business register of enterprises with an annual turnover of at least R1 000 000 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, Stats SA undertakes quality improvement surveys related to the business register, the primary objective of which is to capture up-to-date information about the structures and activities of large and complex businesses. This process enables Stats SA to review classification codes for these businesses. These changes are an essential part of the statistical architecture.

Comparison of total income from food sales between the previous and new samples for the food and beverages industry

The reported level of total income from food sales for the monthly survey of food and beverages for the months April to June 2011 based on the new sample was 7,3% higher than the total income from food sales from the previous sample (see Table F and Figure 2). This is a result of the replacement of a sample that was drawn in April 2010 that was operational for the last half of 2010 and the first half of 2011.

The largest changes in relative (i.e. percentage) terms took place in takeaway and fast-food outlets (18,2% higher in the new sample) and catering services (15,4% lower in the new sample). The largest change in absolute (i.e. Rand) terms took place in takeaway and fast-food outlets (R460,8 million higher in the new sample).

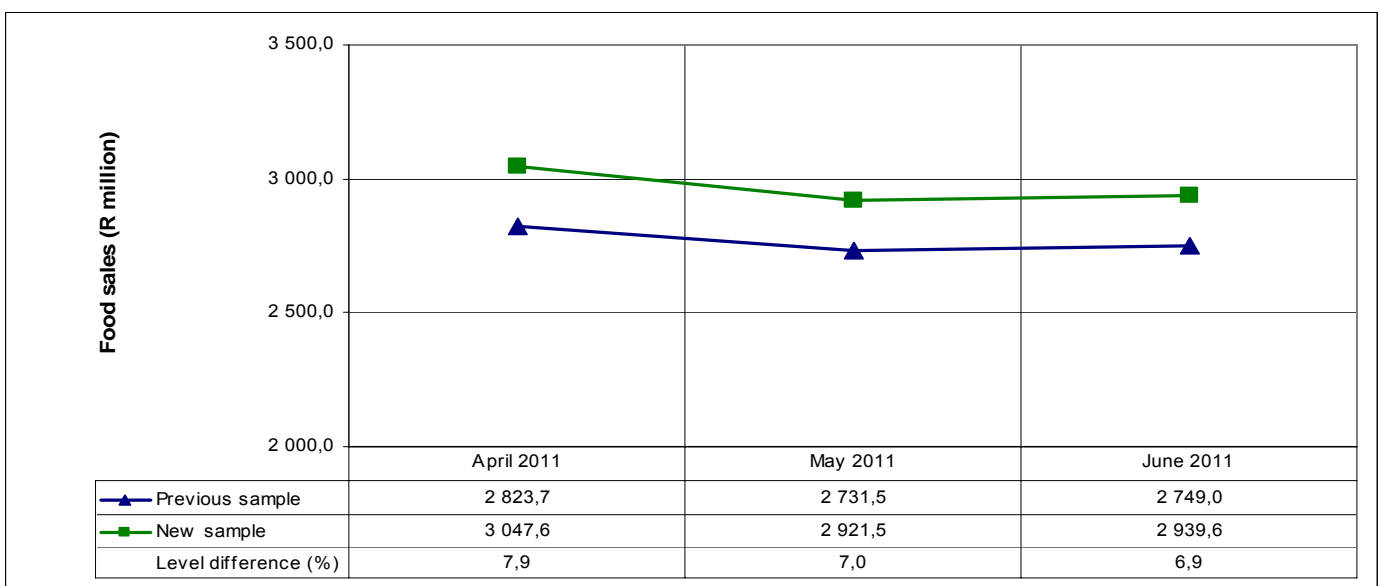
Table F – Total income from food sales: previous and new samples by type of enterprise for April to June 2011

Type of enterprise	Previous sample	New sample	Difference	Difference (percentage) ^{1/}
	R million			
Restaurants and coffee shops	4 347,3	4 710,6	363,3	8,4
Takeaway and fast-food outlets	2 530,7	2 991,5	460,8	18,2
Catering services ^{2/}	1 426,2	1 206,6	-219,6	-15,4
Total	8 304,2	8 908,7	604,5	7,3

^{1/} The percentage difference is the difference between the total food sales between the previous and new samples and the total income as recorded in the previous sample for April to June 2011, expressed as a percentage.

^{2/} Catering services include other catering services.

Figure 2 – Total income from food sales: monthly levels of previous and new samples – April to June 2011



Comparison of total income between the previous and new samples for the food and beverages industry

The reported level of total income for the monthly survey of food and beverages for the months April to June 2011 based on the new sample was 8,3% higher than the total income from the previous sample (see Table G and Figure 3). This is a result of the replacement of a sample that was drawn in April 2010 that was operational for the last half of 2010 and the first half of 2011.

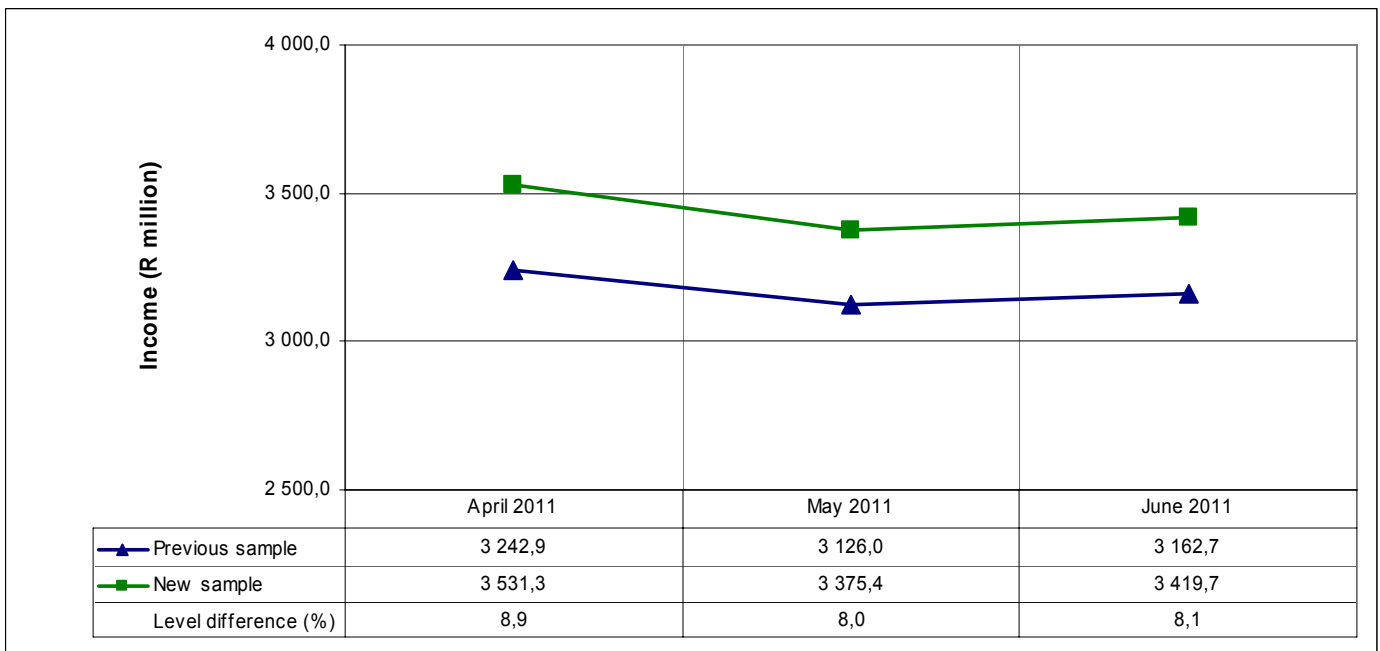
The largest changes in relative (i.e. percentage) terms took place in takeaway and fast-food outlets (16,8% higher in the new sample) and restaurants and coffee shops (10,9% higher in the new sample). The largest change in absolute (i.e. Rand) terms took place in restaurants and coffee shops (R547,8 million higher in the new sample).

Table G – Total income for the food and beverages industry: previous and new samples by type of enterprise for April to June 2011

Type of enterprise	Previous sample	New sample	Difference	Difference (percentage) ^{1/}
	R million			
Restaurants and coffee shops	5 042,2	5 590,0	547,8	10,9
Takeaway and fast-food outlets	2 606,3	3 044,1	437,8	16,8
Catering services^{2/}	1 883,1	1 692,3	-190,8	-10,1
Total	9 531,6	10 326,4	794,8	8,3

1/ The percentage difference is the difference between the total food and beverages income between the previous and new samples and the total income as recorded in the previous sample for April to June 2011, expressed as a percentage.
 2/ Catering services include other catering services.

Figure 3 – Total income for the food and beverages industry: monthly levels of previous and new samples – April to June 2011



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 2011 as the end point for the backcast series.

Detailed statistics

Table 1 – Food and beverages statistics from July 2010 to July 2011 (R million)

Enterprise type		Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011 ^{1/}
Restaurants and coffee shops	Income from food sales	1 574,8	1 514,5	1 532,5	1 566,6	1 598,8	2 024,9	1 577,8	1 483,5	1 645,9	1 633,8	1 510,8	1 566,0	1 604,1
	Income from bar sales	295,3	260,9	268,1	295,6	307,4	407,9	297,9	282,5	294,6	295,4	264,6	267,4	294,9
	Other income	32,1	23,0	33,5	41,0	44,1	30,2	33,7	18,7	39,6	14,0	13,5	24,5	17,3
	Total income	1 902,2	1 798,4	1 834,1	1 903,2	1 950,3	2 463,0	1 909,4	1 784,7	1 980,1	1 943,2	1 788,9	1 857,9	1 916,3
Takeaway and fast-food outlets	Income from food sales	932,8	897,3	898,4	975,8	991,1	1 216,5	974,4	913,4	984,9	1 021,8	1 001,8	967,9	1 075,7
	Income from bar sales	16,3	16,3	16,2	18,1	18,1	22,8	16,1	16,6	18,6	17,7	16,6	14,9	16,0
	Other income	0,9	0,9	0,8	0,8	1,1	1,3	1,1	1,2	1,3	1,2	1,1	1,1	1,6
	Total income	950,0	914,5	915,4	994,7	1 010,3	1 240,6	991,6	931,2	1 004,8	1 040,7	1 019,5	983,9	1 093,3
Catering services ^{2/}	Income from food sales	410,9	447,2	451,9	443,3	468,8	437,1	364,5	417,8	441,9	392,0	408,9	405,7	400,6
	Income from bar sales	101,8	103,0	111,4	125,7	132,3	150,4	97,2	89,7	111,5	114,6	116,9	126,6	124,1
	Other income	38,6	42,0	44,3	38,3	38,9	38,1	36,9	36,2	44,2	40,8	41,2	45,6	44,5
	Total income	551,3	592,2	607,6	607,3	640,0	625,6	498,6	543,7	597,6	547,4	567,0	577,9	569,2
Total	Income from food sales	2 918,5	2 859,0	2 882,8	2 985,7	3 058,7	3 678,5	2 916,7	2 814,7	3 072,7	3 047,6	2 921,5	2 939,6	3 080,4
	Income from bar sales	413,4	380,2	395,7	439,4	457,8	581,1	411,2	388,8	424,7	427,7	398,1	408,9	435,0
	Other income	71,6	65,9	78,6	80,1	84,1	69,6	71,7	56,1	85,1	56,0	55,8	71,2	63,4
	Total income	3 403,5	3 305,1	3 357,1	3 505,2	3 600,6	4 329,2	3 399,6	3 259,6	3 582,5	3 531,3	3 375,4	3 419,7	3 578,8

1/ Preliminary.

2/ Catering services include other catering services.

Table 2 – Percentage change in food and beverages statistics from July 2010 to July 2011 ^{1/}

Enterprise type	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	
Restaurants and coffee shops	Income from food sales	5,6	1,0	3,3	3,2	0,4	15,6	5,6	5,7	3,7	8,9	0,6	-3,3	1,9
	Income from bar sales	14,8	6,2	7,6	8,6	9,4	34,4	0,2	10,9	4,1	10,6	1,7	-12,9	-0,1
	Other income	116,9	44,7	92,5	135,6	51,5	33,0	62,0	-26,7	9,7	-54,1	-53,9	-14,9	-46,1
	Total income	7,9	2,1	4,8	5,3	2,5	18,6	5,4	6,0	3,9	8,1	-0,1	-5,0	0,7
Takeaway and fast-food outlets	Income from food sales	2,8	0,9	3,4	9,1	6,4	8,5	11,6	14,6	13,5	17,2	8,6	6,4	15,3
	Income from bar sales	158,7	111,7	29,6	39,2	35,1	70,1	3,2	12,2	10,7	22,9	2,5	3,5	-1,8
	Other income	-18,2	-10,0	-11,1	-20,0	10,0	62,5	37,5	20,0	44,4	33,3	0,0	10,0	77,8
	Total income	3,9	1,8	3,7	9,5	6,8	9,3	11,4	14,6	13,5	17,3	8,4	6,4	15,1
Catering services ^{2/}	Income from food sales	15,1	17,2	22,6	8,7	14,0	16,6	9,9	9,8	7,3	-2,9	-4,4	-4,3	-2,5
	Income from bar sales	6,0	8,4	21,6	23,0	20,1	0,9	-20,8	-11,6	-5,5	6,5	12,8	27,0	21,9
	Other income	49,6	51,1	-10,1	-11,8	-1,8	-20,3	-13,8	-2,9	-13,3	-10,9	-11,2	-2,1	15,3
	Total income	15,1	17,4	19,3	9,7	14,1	9,4	0,3	4,7	2,9	-1,7	-1,9	1,4	3,2
Total	Income from food sales	5,9	3,2	5,9	5,8	4,2	13,3	8,1	9,0	7,2	9,8	2,4	-0,4	5,5
	Income from bar sales	15,0	9,1	12,0	13,4	13,1	24,7	-5,6	4,8	1,7	9,9	4,8	-2,9	5,2
	Other income	71,7	47,4	16,3	29,6	20,7	-2,4	11,3	-12,1	-3,3	-27,5	-27,3	-6,8	-11,5
	Total income	7,8	4,5	6,8	7,2	5,6	14,4	6,3	8,1	6,2	8,9	2,0	-0,9	5,2

1/ 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.

2/ Catering services include other catering services.

Explanatory notes

Introduction

The results presented in this publication are derived from the monthly survey of the food and beverages industry. This survey is based on a sample drawn from the 2011 business 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.

The results of the survey are used to compile estimates of the Tourism Satellite Accounts (TSA) and the gross domestic product (GDP) and its components, which are used to develop and monitor government policy. These statistics are also used in the analysis of comparative business and industry performance. The results of this monthly survey are published monthly in this statistical release P6420, *Food and beverages*.

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 coffee shops;
- takeaway and fast-food outlets; and
- catering services.

Response rate

The preliminary response rate for the 'Food and beverages survey' for July 2011 was 91,6%.

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. Each enterprise is classified to an industry which reflects its predominant activity. Statistics in this publication are presented at 5-digit SIC level.

Size groups

The enterprises are divided into four size groups according to turnover. Large enterprises are enterprises with an annual turnover of R26 million and more. The cut-off points which define the size groups, namely large, medium, small and micro enterprises are given in Table F.

Table H – Size groups for the food and beverages industry

Size group	Annual turnover
Large	Turnover ≥ R26 000 000
Medium	R12 000 000 ≤ Turnover < R26 000 000
Small	R10 200 000 ≤ Turnover < R12 000 000
Micro	Turnover < R10 200 000

Statistical unit

The statistical units for the collection of the information are enterprises.

Survey methodology and design

The survey was conducted by mail, fax and telephone.

A sample of about 900 enterprises was drawn from a population of about 9 000 enterprises 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 methodology

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 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, it 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.

Table I – Estimate of total food and beverages industry income within 95% confidence limits – July 2011

Estimate	Lower limit	Income	Upper limit	Relative Standard error (RSE) %
Total income	3 360,5	3 578,8	3 797,1	6,1

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

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.

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.

Rounding-off of figures

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

Symbols and abbreviations

- GDP Gross domestic product
- SARS South African Revenue Service
- SIC Standard Industrial Classification of all Economic Activities
- Stats SA Statistics South Africa
- VAT Value added tax
- * Revised figures

Changes in this publication

The results published today are based on a new sample drawn in April 2011. The periodic introduction of a 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 2011. Comparison of estimates from the new and previous samples reflects a level increase of 7,3% and 8,3% for income from food sales and total income respectively.

Glossary

Enterprise	A legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its activities.
Industry	It is 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 09-09-02 of April 1993 (SIC)</i> .
Income from food sales	Refers to income from the sale of meals and non-alcoholic drinks.
Income from bar sales	Refers to income from liquor sales.
Other income	Includes all income not earned from food sales or bar sales.
Total income	Includes income from food sales, income from bar sales and other income.
Restaurants and coffee shops	Enterprises involved in the sale and provision of meals and drinks, ordered from a menu, prepared on the premises for immediate consumption and with provided seating.
Takeaway and fast-food 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, at a stand or in a location, with or without provided seating.
Catering services	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 them, to be served for immediate consumption to guests or customers. Include bars, taverns, other drinking places, ice-cream parlours, etc.

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