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# Statistical release

**P6420**

## **Food and beverages (Preliminary)**

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## Results for July 2012

**Table A – Key estimates for the food and beverages industry by type of income**

Estimates per type of income	July 2012 (R million)	% change between July 2011 and July 2012	% change between May to July 2011 and May to July 2012	% change between January to July 2011 and January to July 2012
Income from food sales	3 287,2	8,1	9,6	8,0
Income from bar sales	343,2	0,4	5,9	9,3
Other income	57,4	-11,8	-8,3	-12,7
<b>Total income 1/</b>	<b>3 687,8</b>	<b>7,0</b>	<b>8,9</b>	<b>7,7</b>

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

The total income generated by the food and beverages industry increased by 7,0% in July 2012 compared with July 2011. Positive annual growth rates were recorded for food sales (8,1%) and bar sales (0,4%). 'Other' income decreased by 11,8% over the same period – see Table A.

The total income generated by the food and beverages industry increased by 8,9% in the three months ended July 2012 compared with the three months ended July 2011. Positive annual growth rates were recorded for food sales (9,6%) and bar sales (5,9%). 'Other' income decreased by 8,3% over the same period – see Table A.

**Table B – Contribution by type of enterprise to the percentage change in total income in July 2012 compared with July 2011**

Estimates per type of enterprise	July 2011 (R million)	Weight 1/	July 2012 (R million)	% change between July 2011 and July 2012	Contribution to the % change 2/
Restaurants and coffee shops	1 668,0	48,4	1 750,8	5,0	2,4
Takeaway and fast-food outlets	1 198,1	34,7	1 325,0	10,6	3,7
Catering services 3/	581,9	16,9	612,0	5,2	0,9
<b>Total industry 4/</b>	<b>3 448,0</b>	<b>100,0</b>	<b>3 687,8</b>	<b>7,0</b>	<b>7,0</b>

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.

The main contributor to the annual growth rate of 7,0% in total income in July 2012 was takeaway and fast-food outlets (10,6% and contributing 3,7 percentage points), followed by restaurants and coffee shops (5,0% and contributing 2,4 percentage points) and catering services (5,2% and contributing 0,9 of a percentage point) – see Table B.

**Table C – Contribution by type of enterprise to the percentage change in total income in the three months ended July 2012 compared with the three months ended July 2011**

Estimates per type of enterprise	May to July 2011 (R million)	Weight 1/	May to July 2012 (R million)	% change between May to July 2011 and May to July 2012	Contribution to the % change 2/
Restaurants and coffee shops	4 794,6	48,2	5 117,6	6,7	3,2
Takeaway and fast-food outlets	3 391,7	34,1	3 850,3	13,5	4,6
Catering services 3/	1 768,3	17,8	1 868,4	5,7	1,0
<b>Total industry 4/</b>	<b>9 954,6</b>	<b>100,0</b>	<b>10 836,3</b>	<b>8,9</b>	<b>8,9</b>

1/ Weight is the percentage contribution of each type of enterprise to the total industry income for the current month of the previous year.

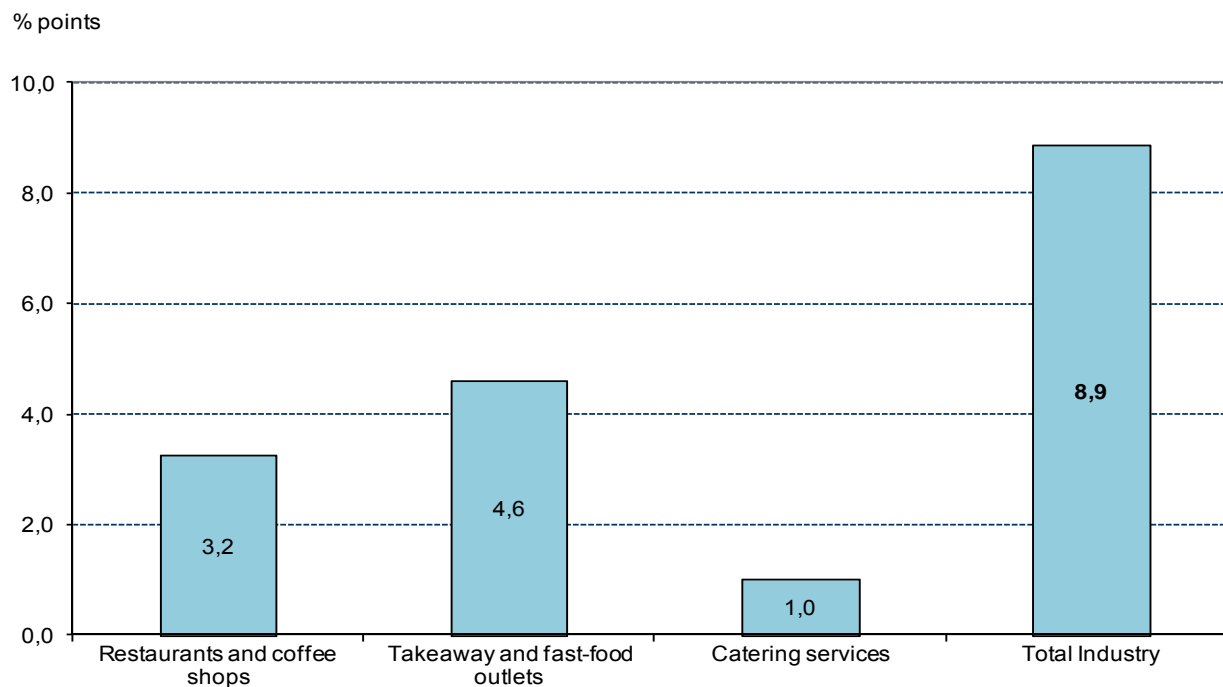
2/ The contribution to the percentage change is calculated by multiplying the percentage change of each type of enterprise with the corresponding weight, divided by 100.

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.

The year-on-year increase of 8,9% in total income in the three months ended July 2012 was driven by takeaway and fast-food outlets (13,5% and contributing 4,6 percentage points) and restaurants and coffee shops (6,7% and contributing 3,2 percentage points) – see Table C and Figure 1.

**Figure 1 – Contribution to the percentage change in total income per type of enterprise in the three months ended July 2012 compared with the three months ended July 2011**



**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 2012 which replaces the previous sample that was drawn in April 2011. The sample is drawn from a business register of enterprises with an annual turnover of at least R1 000 000 and that 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 stored for these businesses. These changes are an essential part of the statistical architecture.

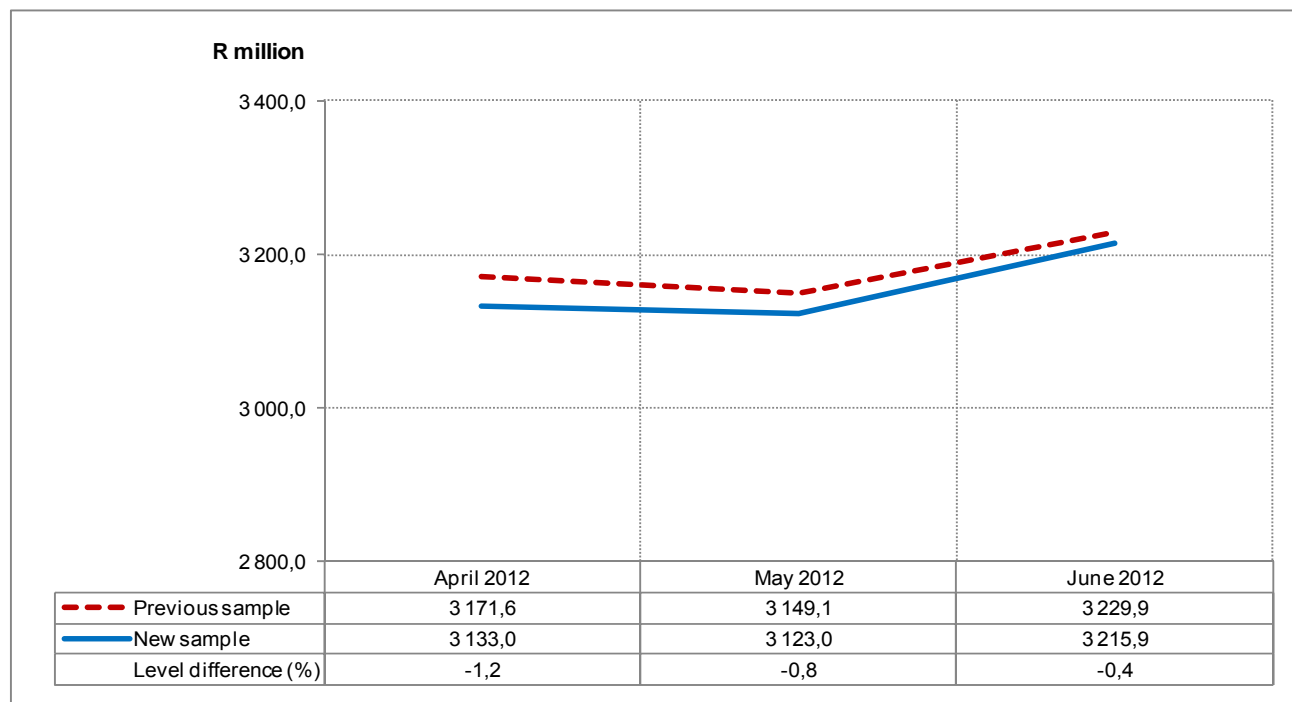
**Comparison of income from food sales between the previous and new samples of the food and beverages industry**

The reported level of income from food sales for the monthly survey of food and beverages for the months April to June 2012 based on the new sample was 0,8% lower than the income from food sales from the previous sample (see Table D and Figure 2).

**Table D – Total income from food sales for the previous and new samples for April to June 2012**

Food and beverages industry	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (%)
Income from food sales	9 550,6	9 471,9	-78,7	-0,8

**Figure 2 – Income from food sales: monthly levels of previous and new samples for April to June 2012**



The differences in income from food sales by type of enterprise are shown in Table E.

**Table E – Income from food sales for the previous and new samples by type of enterprise for April to June 2012**

Type of enterprise	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (%) 1/
Restaurants and coffee shops	4 906,4	4 282,9	-623,5	-12,7
Takeaway and fast-food outlets	3 377,1	3 748,3	371,2	11,0
Catering services 2/	1 267,1	1 440,7	173,6	13,7
<b>Total</b>	<b>9 550,6</b>	<b>9 471,9</b>	<b>-78,7</b>	<b>-0,8</b>

1/ The percentage difference is the difference between the total food sales as recorded for April to June 2012 in the new sample and the total food sales as recorded in the previous sample, expressed as a percentage of the latter.

2/ Catering services include other catering services.

The differences in income from food sales by type of enterprise were as follows:

- restaurants and coffee shops were 12,7% or R623,5 million lower in the new sample;
- catering services were 13,7% or R173,6 million higher in the new sample; and
- takeaway and fast-food outlets were 11,0% or R371,2 million higher in the new sample.

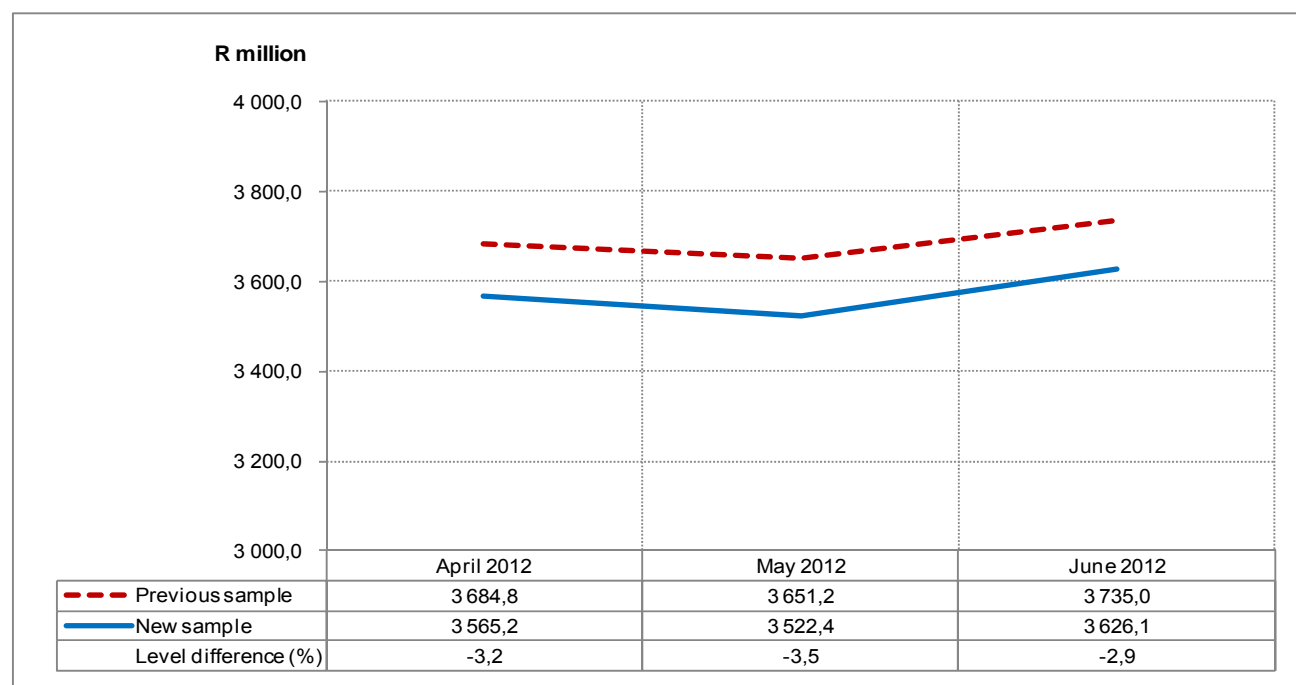
**Comparison of total income between the previous and new samples of the food and beverages industry**

The reported level of total income for the monthly survey of food and beverages for the months April to June 2012 based on the new sample was 3,2% lower than the total income from the previous sample (see Table F and Figure 3).

**Table F – Total income for the previous and new sample for April to June 2012**

Food and beverages industry	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (%)
<b>Total income</b>	<b>11 071,0</b>	<b>10 713,7</b>	<b>-357,3</b>	<b>-3,2</b>

**Figure 3 – Total income: monthly levels of previous and new samples for April to June 2012**



The differences in total income by type of enterprise are shown in Table G.

**Table G – Total income for the previous and new samples by type of enterprise for April to June 2012**

Type of enterprise	Previous sample (R million)	New sample (R million)	Difference (R million)	Difference (%) 1/
<b>Restaurants and coffee shops</b>	5 853,4	5 105,5	-747,9	-12,8
<b>Takeaway and fast-food outlets</b>	3 437,6	3 766,0	328,4	9,6
<b>Catering services 2/</b>	1 780,0	1 842,2	62,2	3,5
<b>Total</b>	<b>11 071,0</b>	<b>10 713,7</b>	<b>-357,3</b>	<b>-3,2</b>

1/ The percentage difference is the difference between the total food sales as recorded for April to June 2012 in the new sample and the total food sales as recorded in the previous sample, expressed as a percentage of the latter.

2/ Catering services include other catering services.

The largest percentage differences in total income were in the following types of enterprises:

- restaurants and coffee shops (12,8% or R747,9 million lower in the new sample); and
- takeaway and fast-food outlets (9,6% or R328,4 million higher in the new sample).

Various data quality improvements account for the differences in income from food sales and total income, for example the reclassification of enterprises from one industry to another.

### **Backcasting**

In order to assist users of time series, the levels of the previous sample have been adjusted from August 2005 up to March 2012, using the ratio between the new and previous sample estimates for April to June 2012.

**Tables**

**Table 1 – Food and beverages statistics from July 2011 to July 2012 (R million)**

Enterprise type		Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012 <sup>1/</sup>
<b>Restaurants and coffee shops</b>	Income from food sales	1 398,9	1 359,7	1 370,4	1 434,9	1 478,5	1 892,3	1 441,5	1 367,3	1 503,1	1 453,5	1 400,1	1 429,3	1 482,9
	Income from bar sales	251,2	244,9	241,6	257,6	274,6	359,9	273,6	256,4	283,3	270,6	255,1	258,7	254,1
	Other income	17,9	15,1	9,3	12,7	14,3	15,4	11,9	13,7	12,2	14,6	13,3	10,3	13,8
	<b>Total income</b>	<b>1 668,0</b>	<b>1 619,7</b>	<b>1 621,3</b>	<b>1 705,2</b>	<b>1 767,4</b>	<b>2 267,6</b>	<b>1 727,0</b>	<b>1 637,4</b>	<b>1 798,6</b>	<b>1 738,7</b>	<b>1 668,5</b>	<b>1 698,3</b>	<b>1 750,8</b>
<b>Takeaway and fast-food outlets</b>	Income from food sales	1 192,9	1 094,8	1 160,9	1 232,6	1 217,0	1 558,5	1 157,9	1 136,9	1 245,7	1 235,2	1 224,0	1 289,1	1 319,5
	Income from bar sales	3,5	3,6	3,8	4,0	4,0	5,6	3,8	3,7	4,6	3,8	4,8	3,4	3,7
	Other income	1,7	1,4	1,5	1,7	1,8	1,7	1,7	1,7	2,9	1,7	2,0	2,0	1,8
	<b>Total income</b>	<b>1 198,1</b>	<b>1 099,8</b>	<b>1 166,2</b>	<b>1 238,3</b>	<b>1 222,8</b>	<b>1 565,8</b>	<b>1 163,4</b>	<b>1 142,3</b>	<b>1 253,2</b>	<b>1 240,7</b>	<b>1 230,8</b>	<b>1 294,5</b>	<b>1 325,0</b>
<b>Catering services 2/</b>	Income from food sales	449,3	486,4	523,4	489,6	527,2	485,4	460,0	486,5	504,7	444,3	498,9	497,5	484,8
	Income from bar sales	87,1	82,2	87,0	96,8	98,9	107,7	91,9	87,0	96,3	96,7	82,6	90,9	85,4
	Other income	45,5	38,8	41,8	41,3	45,4	46,9	37,4	40,7	45,4	44,8	41,6	44,9	41,8
	<b>Total income</b>	<b>581,9</b>	<b>607,4</b>	<b>652,2</b>	<b>627,7</b>	<b>671,5</b>	<b>640,0</b>	<b>589,3</b>	<b>614,2</b>	<b>646,4</b>	<b>585,8</b>	<b>623,1</b>	<b>633,3</b>	<b>612,0</b>
<b>Total</b>	<b>Income from food sales</b>	<b>3 041,1</b>	<b>2 940,9</b>	<b>3 054,7</b>	<b>3 157,1</b>	<b>3 222,7</b>	<b>3 936,2</b>	<b>3 059,4</b>	<b>2 990,7</b>	<b>3 253,5</b>	<b>3 133,0</b>	<b>3 123,0</b>	<b>3 215,9</b>	<b>3 287,2</b>
	<b>Income from bar sales</b>	<b>341,8</b>	<b>330,7</b>	<b>332,4</b>	<b>358,4</b>	<b>377,5</b>	<b>473,2</b>	<b>369,3</b>	<b>347,1</b>	<b>384,2</b>	<b>371,1</b>	<b>342,5</b>	<b>353,0</b>	<b>343,2</b>
	<b>Other income</b>	<b>65,1</b>	<b>55,3</b>	<b>52,6</b>	<b>55,7</b>	<b>61,5</b>	<b>64,0</b>	<b>51,0</b>	<b>56,1</b>	<b>60,5</b>	<b>61,1</b>	<b>56,9</b>	<b>57,2</b>	<b>57,4</b>
	<b>Total income</b>	<b>3 448,0</b>	<b>3 326,9</b>	<b>3 439,7</b>	<b>3 571,2</b>	<b>3 661,7</b>	<b>4 473,4</b>	<b>3 479,7</b>	<b>3 393,9</b>	<b>3 698,2</b>	<b>3 565,2</b>	<b>3 522,4</b>	<b>3 626,1</b>	<b>3 687,8</b>

1/ Preliminary.

2/ Catering services include other catering services.



**Table 2 – Percentage change in food and beverages statistics from July 2011 to July 2012 1/**

Enterprise type		Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012
<b>Restaurants and coffee shops</b>	Income from food sales	3,1	4,2	3,8	6,3	7,4	8,5	6,1	7,0	6,0	2,2	6,4	8,3	6,0
	Income from bar sales	-1,4	8,8	4,5	1,1	3,6	2,3	6,5	5,3	11,5	6,6	10,4	13,2	1,2
	Other income	-41,9	-31,7	-71,1	-67,8	-66,3	-46,9	-63,3	-23,5	-68,0	-18,9	-23,6	-29,5	-22,9
	<b>Total income</b>	<b>1,6</b>	<b>4,4</b>	<b>2,4</b>	<b>3,7</b>	<b>4,9</b>	<b>6,7</b>	<b>4,8</b>	<b>6,4</b>	<b>5,2</b>	<b>2,6</b>	<b>6,7</b>	<b>8,7</b>	<b>5,0</b>
<b>Takeaway and fast-food outlets</b>	Income from food sales	15,3	10,0	16,5	13,9	10,7	15,5	7,1	12,2	14,0	8,9	10,4	19,9	10,6
	Income from bar sales	0,0	2,9	8,6	2,6	2,6	14,3	11,8	5,7	15,0	5,6	37,1	0,0	5,7
	Other income	30,8	7,7	36,4	41,7	20,0	-5,6	6,3	0,0	52,6	0,0	33,3	33,3	5,9
	<b>Total income</b>	<b>15,3</b>	<b>10,0</b>	<b>16,5</b>	<b>13,9</b>	<b>10,7</b>	<b>15,5</b>	<b>7,1</b>	<b>12,2</b>	<b>14,1</b>	<b>8,9</b>	<b>10,5</b>	<b>19,9</b>	<b>10,6</b>
<b>Catering services 2/</b>	Income from food sales	-3,9	-4,4	1,8	-3,0	-1,2	-2,4	10,9	2,3	0,4	-0,4	7,2	7,8	7,9
	Income from bar sales	20,6	12,6	10,1	8,6	5,4	1,0	33,4	36,8	21,9	18,8	-0,2	1,5	-2,0
	Other income	17,9	-7,6	-5,6	7,8	16,7	23,1	1,4	12,4	2,7	9,8	1,0	-1,8	-8,1
	<b>Total income</b>	<b>0,6</b>	<b>-2,7</b>	<b>2,3</b>	<b>-0,7</b>	<b>0,8</b>	<b>-0,3</b>	<b>13,2</b>	<b>6,8</b>	<b>3,2</b>	<b>3,1</b>	<b>5,7</b>	<b>6,1</b>	<b>5,2</b>
<b>Total</b>	<b>Income from food sales</b>	<b>6,4</b>	<b>4,7</b>	<b>7,9</b>	<b>7,5</b>	<b>7,1</b>	<b>9,6</b>	<b>7,2</b>	<b>8,1</b>	<b>8,0</b>	<b>4,3</b>	<b>8,1</b>	<b>12,6</b>	<b>8,1</b>
	<b>Income from bar sales</b>	<b>3,5</b>	<b>9,7</b>	<b>6,0</b>	<b>3,0</b>	<b>4,1</b>	<b>2,1</b>	<b>12,2</b>	<b>11,7</b>	<b>14,0</b>	<b>9,5</b>	<b>7,9</b>	<b>9,8</b>	<b>0,4</b>
	<b>Other income</b>	<b>-7,9</b>	<b>-15,4</b>	<b>-32,2</b>	<b>-29,4</b>	<b>-25,7</b>	<b>-7,1</b>	<b>-28,1</b>	<b>0,5</b>	<b>-28,1</b>	<b>1,0</b>	<b>-5,3</b>	<b>-7,4</b>	<b>-11,8</b>
	<b>Total income</b>	<b>5,8</b>	<b>4,8</b>	<b>6,8</b>	<b>6,2</b>	<b>6,0</b>	<b>8,5</b>	<b>6,9</b>	<b>8,3</b>	<b>7,7</b>	<b>4,8</b>	<b>7,8</b>	<b>12,0</b>	<b>7,0</b>

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 2012 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.

**Collection rate** The preliminary collection rate for the survey on food and beverages for July 2012 was 86,6%.

**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 H.

**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 8 500 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-collection in the survey. Stratum estimates are calculated and then aggregated with the completely enumerated stratum to form subgroup estimates. These procedures are in line with international best practice.

**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 2012**

Estimate	Lower limit (R million)	Income (R million)	Upper limit (R million)	Relative standard error (RSE) %
<b>Total income</b>	2 814,8	3 687,8	3 374,8	4,6

**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 this 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 2012. The periodic introduction of a new sample is part of Stats SA's strategic approach in improving the basis on which surveys are conducted.

The new sample was conducted in parallel with the previous sample for April to June 2012. A comparison of income estimates between the new and previous samples shows a 0,8% lower level of income from food sales and a 3,2% lower level of total income for the food and beverages industry.

## Glossary

<b>Enterprise</b>	A legal unit or a combination of legal units that includes and directly controls all functions necessary to carry out its activities.
<b>Industry</b>	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 May 1993 (SIC)</i> .
<b>Income from food sales</b>	Refers to income from the sale of meals and non-alcoholic drinks.
<b>Income from bar sales</b>	Refers to income from liquor sales.
<b>Other income</b>	Includes all income not earned from food sales or bar sales.
<b>Total income</b>	Includes income from food sales, income from bar sales and other income.
<b>Restaurants and coffee shops</b>	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.
<b>Takeaway and fast-food outlets</b>	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.
<b>Catering services</b>	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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