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# Statistical release

## P6420

# Food and beverages (Preliminary)

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## Key findings for October 2010

**Table A – Key estimates for October 2010**

Estimates per type of income	October 2010 (R million)	% change between October 2009 and October 2010	% change between August to October 2009 and August to October 2010	% change between January to October 2009 and January to October 2010
Income from food sales	2 732,8	7,5	7,8	6,1
Income from bar sales	336,8	17,4	16,3	18,6
Other income	59,1	3,7	16,8	30,7
<b>Total income 1/</b>	<b>3 128,7</b>	<b>8,4</b>	<b>8,8</b>	<b>7,7</b>

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 October 2010

The total income generated by the food and beverages industry for October 2010 was 8,4% higher than October 2009. The main contributor to this increase was food sales (7,5% and contributing 6,6 percentage points) – see Table B.

**Table B – Contribution by type of income to the percentage change in total income for October 2010 compared with October 2009**

Estimates per type of income	October 2009 (R million)	Weight 1/	October 2010 (R million)	% change between October 2009 and October 2010	Contribution to the % change 2/
Income from food sales	2 541,8	88,1	2 732,8	7,5	6,6
Income from bar sales	287,0	9,9	336,8	17,4	1,7
Other income	57,0	2,0	59,1	3,7	0,1
<b>Total income 3/</b>	<b>2 885,8</b>	<b>100,0</b>	<b>3 128,7</b>	<b>8,4</b>	<b>8,4</b>

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 annual positive growth rate of 8,4% in total income for October 2010 was driven by restaurants and coffee shops (6,5% and contributing 3,4 percentage points), takeaway and fast-food outlets (11,5% and contributing 3,1 percentage points) and caterers (9,0% and contributing 1,5 percentage points) – see Table C, page 3.

**Table C – Contribution by type of enterprise to the percentage change in total income for October 2010 compared with October 2009**

Estimates per type of enterprise	October 2009 (R million)	Weight 1/	October 2010 (R million)	% change between October 2009 and October 2010	Contribution to the % change 2/
<b>Restaurants and coffee shops</b>	1 497,2	51,9	1 595,1	6,5	3,4
<b>Takeaway and fast-food outlets</b>	772,9	26,8	861,5	11,5	3,1
<b>Caterers</b>	474,8	16,5	517,6	9,0	1,5
<b>Other catering services</b>	140,9	4,9	154,5	9,7	0,5
<b>Total industry 3/</b>	<b>2 885,8</b>	<b>100,0</b>	<b>3 128,7</b>	<b>8,4</b>	<b>8,4</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/ Figures have been rounded off. Therefore discrepancies may occur between sums of the component items and the totals.

**Total income for food and beverages industry for the three months ended October 2010**

The total income generated by the food and beverages industry for the three months ended October 2010 increased by 8,8% compared with the three months ended October 2009. The main contributor to this increase was food sales (7,8% and contributing 6,9 percentage points) – see Table D.

**Table D – Contribution by type of income to the percentage change in total income for the three months ended October 2010 compared with the three months ended October 2009**

Estimates per type of income	August to October 2009 (R million)	Weight 1/	August to October 2010 (R million)	% change between August to October 2009 and August to October 2010	Contribution to the % change 2/
<b>Income from food sales</b>	7 475,0	88,5	8 061,7	7,8	6,9
<b>Income from bar sales</b>	811,1	9,6	943,7	16,3	1,6
<b>Other income</b>	156,1	1,8	182,4	16,8	0,3
<b>Total income 3/</b>	<b>8 442,2</b>	<b>100,0</b>	<b>9 187,8</b>	<b>8,8</b>	<b>8,8</b>

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.

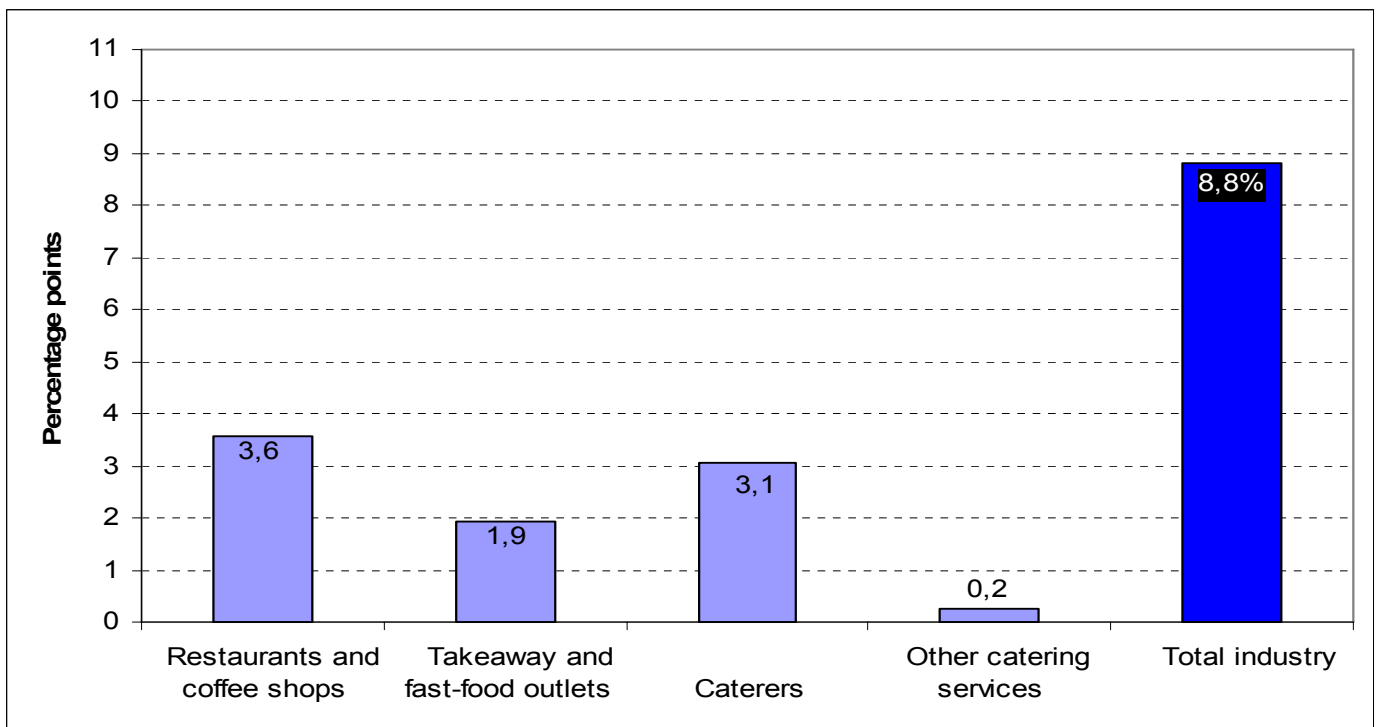
The year-on-year increase of 8,8% in total income for the three months ended October 2010 was driven by restaurants and coffee shops (6,9% and contributing 3,6 percentage points), caterers (19,3% and contributing 3,1 percentage points) and takeaway and fast-food outlets (7,2% and contributing 1,9 percentage points) – see Table E and Figure 1, page 4.

**Table E – Contribution by type of enterprise to the percentage change in total income for the three months ended October 2010 compared with the three months ended October 2009**

Estimates per type of enterprise	August to October 2009 (R million)	Weight 1/	August to October 2010 (R million)	% change between August to October 2009 and August to October 2010	Contribution to the % change 2/
Restaurants and coffee shops	4 411,7	52,3	4 714,4	6,9	3,6
Takeaway and fast-food outlets	2 285,7	27,1	2 450,0	7,2	1,9
Caterers	1 332,7	15,8	1 590,3	19,3	3,1
Other catering services	412,1	4,9	433,1	5,1	0,2
<b>Total industry 3/</b>	<b>8 442,2</b>	<b>100,0</b>	<b>9 187,8</b>	<b>8,8</b>	<b>8,8</b>

1/ Weight is the percentage contribution of each type of enterprise to the total industry 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 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.

**Figure 1 – Contribution to the percentage change in total income per type of enterprise for the three months ended October 2010 compared with the three months ended October 2009**



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

## Detailed statistics

**Table 1 – Food and beverages statistics from October 2009 to October 2010 (R million)**

Enterprise type		Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010 1/
Restaurants and coffee shops	Income from food sales	1 309,6	1 373,5	1 510,5	1 288,7	1 211,0	1 369,3	1 297,1	1 296,5	1 398,3	1 395,5	1 348,2	1 366,7	1 373,7
	Income from bar sales	177,5	183,2	197,8	193,7	166,1	184,4	177,3	173,2	198,2	197,1	181,6	193,5	204,6
	Other income	10,1	16,8	13,1	12,0	14,8	20,9	17,4	17,1	16,8	18,4	11,4	17,9	16,8
	<b>Total income</b>	<b>1 497,2</b>	<b>1 573,5</b>	<b>1 721,4</b>	<b>1 494,4</b>	<b>1 391,9</b>	<b>1 574,6</b>	<b>1 491,8</b>	<b>1 486,8</b>	<b>1 613,3</b>	<b>1 611,0</b>	<b>1 541,2</b>	<b>1 578,1</b>	<b>1 595,1</b>
Takeaway and fast-food outlets	Income from food sales	752,3	783,2	942,8	734,4	670,0	729,6	724,3	788,3	771,0	799,6	774,5	771,2	837,2
	Income from bar sales	15,2	15,7	15,7	18,3	17,4	19,7	16,7	19,4	17,5	18,8	16,7	17,4	19,3
	Other income	5,4	5,3	4,7	4,3	5,3	4,9	4,9	6,0	5,3	5,3	4,2	4,5	5,0
	<b>Total income</b>	<b>772,9</b>	<b>804,2</b>	<b>963,2</b>	<b>757,0</b>	<b>692,7</b>	<b>754,2</b>	<b>745,9</b>	<b>813,7</b>	<b>793,8</b>	<b>823,7</b>	<b>795,4</b>	<b>793,1</b>	<b>861,5</b>
Caterers	Income from food sales	418,5	422,0	378,9	333,9	385,5	424,1	422,5	446,4	434,8	427,1	472,4	490,7	467,1
	Income from bar sales	14,8	15,2	18,5	16,1	9,9	13,9	8,4	11,4	8,5	17,4	11,1	13,2	13,2
	Other income	41,5	37,3	45,8	41,1	36,3	50,5	45,6	45,7	45,8	37,8	41,6	43,7	37,3
	<b>Total income</b>	<b>474,8</b>	<b>474,5</b>	<b>443,2</b>	<b>391,1</b>	<b>431,7</b>	<b>488,5</b>	<b>476,5</b>	<b>503,5</b>	<b>489,1</b>	<b>482,3</b>	<b>525,1</b>	<b>547,6</b>	<b>517,6</b>
Other catering services	Income from food sales	61,4	61,8	64,3	58,3	64,0	59,7	54,8	57,1	55,3	49,7	53,0	52,2	54,8
	Income from bar sales <sup>2/</sup>	79,5	86,7	119,1	97,0	84,4	94,8	91,1	82,9	87,9	86,3	87,3	86,1	99,7
	<b>Total income</b>	<b>140,9</b>	<b>148,5</b>	<b>183,4</b>	<b>155,3</b>	<b>148,4</b>	<b>154,5</b>	<b>145,9</b>	<b>140,0</b>	<b>143,2</b>	<b>136,0</b>	<b>140,3</b>	<b>138,3</b>	<b>154,5</b>
<b>Total</b>	<b>Income from food sales</b>	<b>2 541,8</b>	<b>2 640,5</b>	<b>2 896,5</b>	<b>2 415,3</b>	<b>2 330,5</b>	<b>2 582,7</b>	<b>2 498,7</b>	<b>2 588,3</b>	<b>2 659,4</b>	<b>2 671,9</b>	<b>2 648,1</b>	<b>2 680,8</b>	<b>2 732,8</b>
	<b>Income from bar sales</b>	<b>287,0</b>	<b>300,8</b>	<b>351,1</b>	<b>325,1</b>	<b>277,8</b>	<b>312,8</b>	<b>293,5</b>	<b>286,9</b>	<b>312,1</b>	<b>319,6</b>	<b>296,7</b>	<b>310,2</b>	<b>336,8</b>
	<b>Other income</b>	<b>57,0</b>	<b>59,4</b>	<b>63,6</b>	<b>57,4</b>	<b>56,4</b>	<b>76,3</b>	<b>67,9</b>	<b>68,8</b>	<b>67,9</b>	<b>61,5</b>	<b>57,2</b>	<b>66,1</b>	<b>59,1</b>
	<b>Total income</b>	<b>2 885,8</b>	<b>3 000,7</b>	<b>3 311,2</b>	<b>2 797,8</b>	<b>2 664,7</b>	<b>2 971,8</b>	<b>2 860,1</b>	<b>2 944,0</b>	<b>3 039,4</b>	<b>3 053,0</b>	<b>3 002,0</b>	<b>3 057,1</b>	<b>3 128,7</b>

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 October 2009 to October 2010 <sup>1/</sup>**

Enterprise type	Oct 2009	Nov 2009	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	
<b>Restaurants and coffee shops</b>	<b>Income from food sales</b>	-4,3	-9,5	-11,1	-0,8	0,1	-4,8	5,1	4,6	14,8	8,5	4,3	6,8	4,9
	<b>Income from bar sales</b>	5,7	-20,8	-5,8	20,6	9,5	12,9	5,9	7,8	28,5	17,5	13,4	19,2	15,3
	<b>Other income</b>	5,2	82,6	23,6	48,1	51,0	95,3	95,5	98,8	90,9	114,0	23,9	77,2	66,3
	<b>Total income</b>	-3,2	-10,5	-10,3	1,8	1,5	-2,3	5,8	5,6	16,8	10,1	5,4	8,7	6,5
<b>Takeaway and fast-food outlets</b>	<b>Income from food sales</b>	11,8	10,4	-0,3	1,3	0,4	3,8	-0,9	4,2	10,2	4,9	3,6	5,5	11,3
	<b>Income from bar sales</b>	43,4	48,1	22,7	110,3	68,9	116,5	169,4	145,6	173,4	154,1	83,5	18,4	27,0
	<b>Other income</b>	10,2	-40,4	23,7	-14,0	20,5	-22,2	-7,5	-6,3	0,0	-10,2	-20,8	-10,0	-7,4
	<b>Total income</b>	12,3	10,3	0,1	2,5	1,6	5,0	0,5	5,5	11,6	6,2	4,3	5,7	11,5
<b>Caterers</b>	<b>Income from food sales</b>	-0,3	1,0	12,7	25,7	14,6	41,6	14,5	6,4	2,1	16,9	20,1	29,8	11,6
	<b>Income from bar sales</b>	80,5	49,0	143,4	265,9	153,8	162,3	-9,7	-20,8	1,2	148,6	19,4	71,4	-10,8
	<b>Other income</b>	2,7	-40,2	-22,0	29,7	3,7	28,2	26,0	59,8	27,9	58,8	63,1	-0,7	-10,1
	<b>Total income</b>	1,4	-3,2	10,1	29,6	15,0	41,9	14,9	8,8	4,0	21,8	22,6	27,5	9,0
<b>Other catering services</b>	<b>Income from food sales</b>	-13,6	-18,8	-27,0	-7,6	-6,8	-2,0	5,2	4,6	5,7	-10,0	-2,6	-6,6	-10,7
	<b>Income from bar sales</b>	-12,1	6,3	22,8	27,3	11,5	23,6	16,3	5,9	15,5	3,4	9,4	6,2	25,4
	<b>Total income</b>	-12,8	-5,8	-0,9	11,5	2,8	12,3	11,9	5,3	11,5	-1,9	4,5	0,9	9,7
<b>Total</b>	<b>Income from food sales</b>	<b>0,4</b>	<b>-2,9</b>	<b>-5,6</b>	<b>2,6</b>	<b>2,1</b>	<b>3,2</b>	<b>4,7</b>	<b>4,8</b>	<b>11,0</b>	<b>8,2</b>	<b>6,4</b>	<b>9,7</b>	<b>7,5</b>
	<b>Income from bar sales</b>	<b>3,5</b>	<b>-9,9</b>	<b>7,3</b>	<b>30,1</b>	<b>15,0</b>	<b>23,0</b>	<b>12,4</b>	<b>9,8</b>	<b>27,3</b>	<b>20,3</b>	<b>14,9</b>	<b>16,7</b>	<b>17,4</b>
	<b>Other income</b>	<b>3,8</b>	<b>-26,2</b>	<b>-13,0</b>	<b>28,1</b>	<b>14,6</b>	<b>35,3</b>	<b>34,7</b>	<b>57,8</b>	<b>36,1</b>	<b>60,6</b>	<b>43,0</b>	<b>11,8</b>	<b>3,7</b>
	<b>Total income</b>	<b>0,7</b>	<b>-4,3</b>	<b>-4,6</b>	<b>5,7</b>	<b>3,6</b>	<b>5,7</b>	<b>6,0</b>	<b>6,1</b>	<b>13,0</b>	<b>10,1</b>	<b>7,7</b>	<b>10,4</b>	<b>8,4</b>

<sup>1/</sup> 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 food and beverages industry. This survey is based on a sample drawn from the 2010 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;
- caterers; and
- other catering services.

### Response rate

The preliminary response rate for the 'Food and beverages' survey for October 2010 was 90,7%. The improved response rate for September 2010 was 98,1%.

### 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 define the size groups, namely large, medium, small and micro enterprises are given in Table F.

**Table F – 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 approximately 904 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 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 G – Estimate of total industry income within 95% confidence limits – October 2010**

Estimate	Lower limit (R million)	Income (R million)	Upper limit (R million)	Relative Standard Error (RSE) %
Total Income	2 863,3	3 128,7	3 394,1	4,3

**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.

**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

**Rounding-off of figures**

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

## Glossary

<b>Caterers</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.
<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>Income from bar sales</b>	Refers to income from liquor sales.
<b>Income from food sales</b>	Refers to income from the sale of meals and non-alcoholic drinks.
<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 April 1993 (SIC)</i> .
<b>Other catering services</b>	Include bars, taverns, other drinking places, ice-cream parlours, etc.
<b>Other income</b>	Includes all income not earned from food sales or bar sales.
<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>Total income</b>	Includes income from food sales, income from bar sales and other income.
<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 (not on plates), at a stand or in a location, with or without provided seating.

## General information

Stats SA publishes approximately 300 different statistical releases each year. It is not economically viable to produce them in more than one of South Africa's eleven official languages. Since the releases are used extensively, not only locally but also by international economic and social-scientific communities, Stats SA releases are published in English only.

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National Library of South Africa, Cape Town Division  
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Bloemfontein Public Library  
Johannesburg Public Library  
Eastern Cape Library Services, King William's Town  
Central Regional Library, Polokwane  
Central Reference Library, Nelspruit  
Central Reference Collection, Kimberley  
Central Reference Library, Mmabatho

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